

A group of people are gathered around a table in a meeting. They are looking at a laptop and some papers. There are coffee cups on the table. The scene is dimly lit, with a warm glow from the laptop screen.

UNION MEDIA AGENCY

**The selling division of
the Union Media Group
– a digital advertising
operator.**



The agency specializes in searching for the best digital assets and their efficient monetization in the Russian and CIS markets, developing and implementing campaigns in digital media landscape.

AGENCY

SERVICES

OUR. SERVICES

We have everything you need into a single sign-on – more synergy, less complexity.

More about our expertise here



> MEDIA PLANNING AND BUYING



> MONETIZATION OF INVENTORY



> COMPLEX MOBILE MARKETING



> STRATEGY AND ANALYSIS



> SMM, OPINION LEADERS, DIGITAL PR



> PRODUCTION AND EXECUTION

OUR. PRODUCTS

We have wide range of products and technological solutions, corresponding to the highest standards of the digital market.



> VIDEO ADVERTISING

In-stream & Out-stream



> AUDIENCE PACKAGES

#behavioral segments, BIG Data targeting



> TOP YOUTUBE PROMOTION

Complex promotion of videos & channels



> PERFORMANCE SOLUTIONS

Wide range of price models (CPC, CPA, CPI)



> OWN Ad Tech SOLUTIONS

Native content promotion
Mobile Ad Network



> OWN MEDIA PROJECTS

Video games
Content for children
Movies trailers

OUR. ADTECH SOLUTION



The system of native distribution of video content (out-stream video ad format, native ad unit)

Find more – unionseed.net



Mobile advertising platform, carries out mobile mediation of the top advertising networks (focused on in-app traffic, supports variety of ad formats)

Find more – unionmobile.net

5 600 000

unique users
per day

67 000 000

unique views
per month

3000+

active
publishers in the
network

341

advertising
campaigns in
2017

OUR. AUDIENCE PACKAGES

We offer our clients more than 12 thematic segments of audience interests based on media preferences

1. Music and art
2. Business and finance
3. Automotive industry
4. Women and children
5. Tourism
6. Leisure and recreation
7. Cooking
8. Film and television
9. News
10. Hi-Tech
11. Game industry
12. Premium site

In combination with wide range of targeting based on big data from leading suppliers

- a. GEO
- b. Sex
- c. Age
- d. Income
- e. Behavioral segments

OUR. MEDIA PROJECTS

We are able to produce and promote content to implement truly successful media projects.

Our group of companies includes 3 leading in their segments media projects.



Information resource with game video-content

Find more – brizbe.com



Information portal with video for children's and their parents

Find more – leopony.com



The latest and up-to-date trailers for movies and TV shows

Find more – videout.ru

Total Visits 1.69M
Avg. Visit Duration 00:01:07
Pages per Visit 1.07

Total Visits 1.73M
Avg. Visit Duration 00:01:07
Pages per Visit 1.07

Total Visits 7.7M
Avg. Visit Duration 00:04:37
Pages per Visit 1.31

OUR CURRENT. CLIENTS & PARTNERS

GRAPE

HUNGRY BOYS



MEGOGO

VIDEONOW

Яндекс

my TARGET

pladform

tvzavr
интернет-кинотеатр



ADFOX
ad tech platform

viHub

Tvigle^{RU}

РАЭК⁺





















РИФ/20
КИБ/18

weborama

OUR EXPERIENCE. IN DIVERSE INDUSTRIES

Our team has experience working with all major business categories represented on the Russian and CIS markets

Spirit	AUTO	FMCG	Finance	IT	PHARMA	Telecom	DIY	Beauty	Other
DIAGEO				Yandex		TELE2		Beiersdorf	
				@mail.ru group				L'ORÉAL	PANDORA
				→ Citymapper					
		FERRERO							
									
									
									
									
									

WWW

WWW

RECENT SUCCESS

WWW

WWW

WWW

ROSNEFT. CHARGING BY NEW YEAR'S MOOD!

Challenge:

Support for the brand perception of the Rosneft in relevance pillar during the run-up to the New Year holidays.

Solution:

Creation of the viral clip together with a production partner «Graphic Productions»

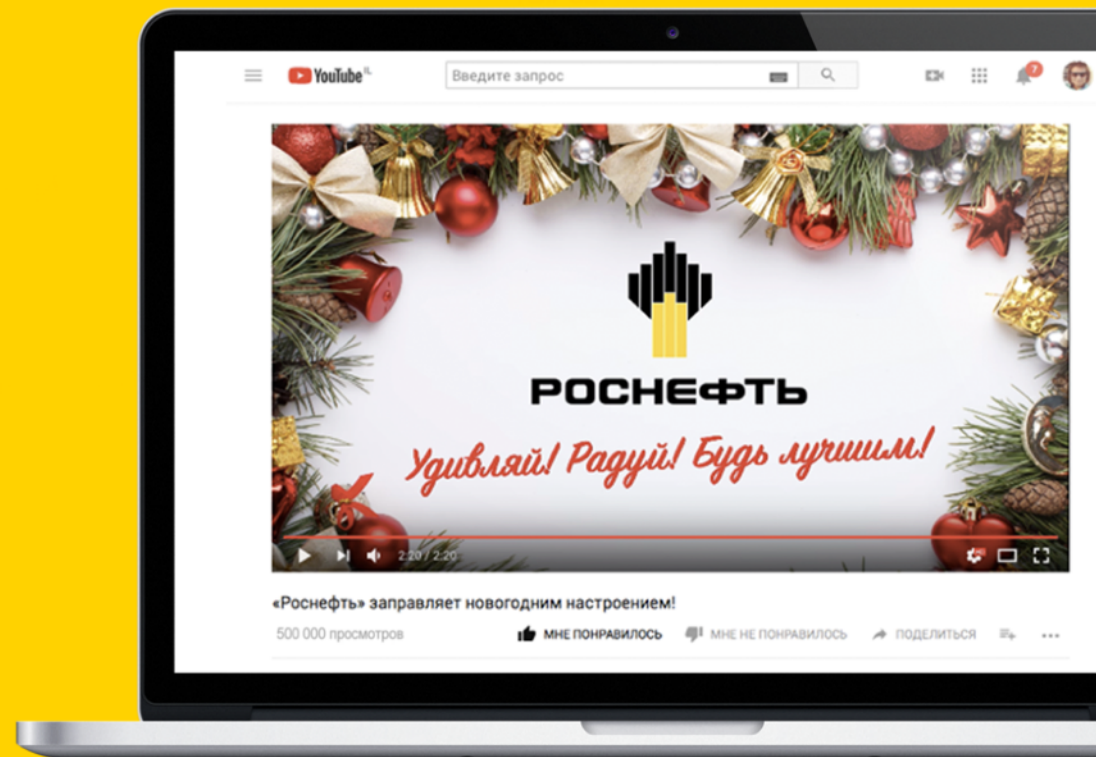
Seeding of YouTube video through social networks and thematic resources

Result:

500 000 views

68% watch duration

4% ER per view



CITYMAPPER. IT PRODUCT LAUNCH ON RU MARKET

Challenge:

On the eve of the World Cup, the world's leading player in mapping services planned to enter the Russian market.

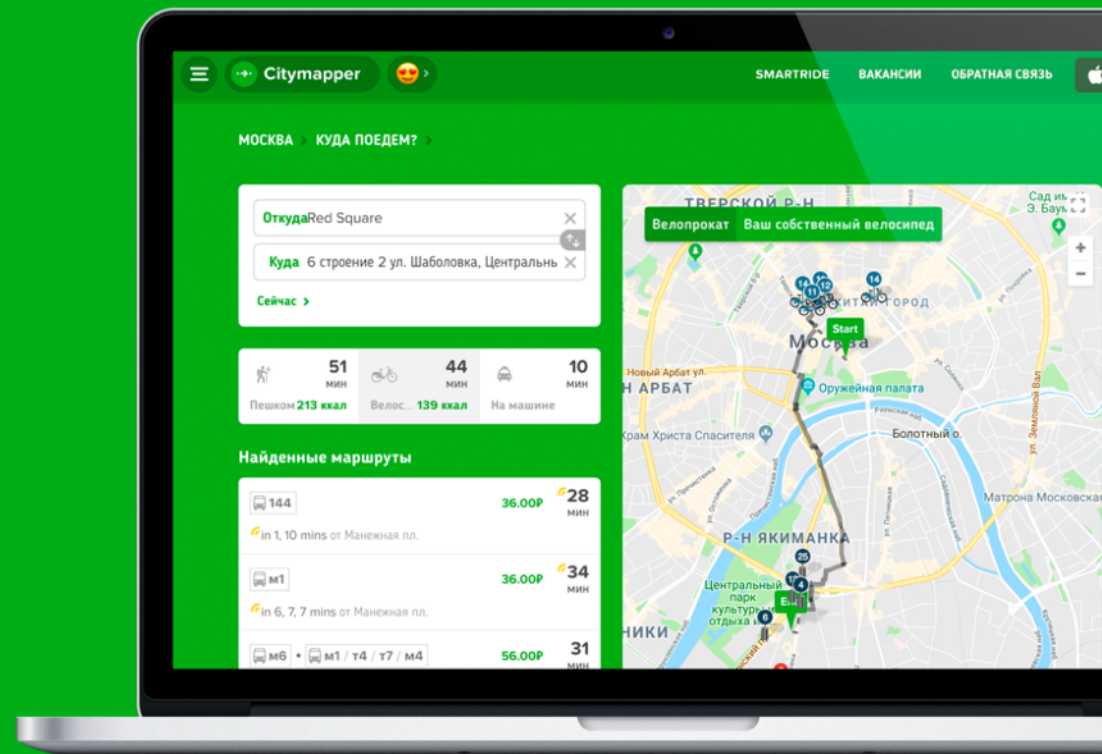
Solution:

Development and implementation of launch strategy. Localization of the product into Russian language. Negotiations with the government of Moscow. Multi channel digital campaign realized by CPI pricing model.

Result:

Receiving data on the movement of public transport in real time, API successful integration.

50 000 app installs, CPA 1\$, TOP navigation app in Russian App Store



THE MOSCOW THEATRE OF MUSICAL. FOCUS ON USER INTERESTS NOT FOR GENDER

Challenge:

Support for the new theater season and drawing attention to the Brand products between female audience (paying users)

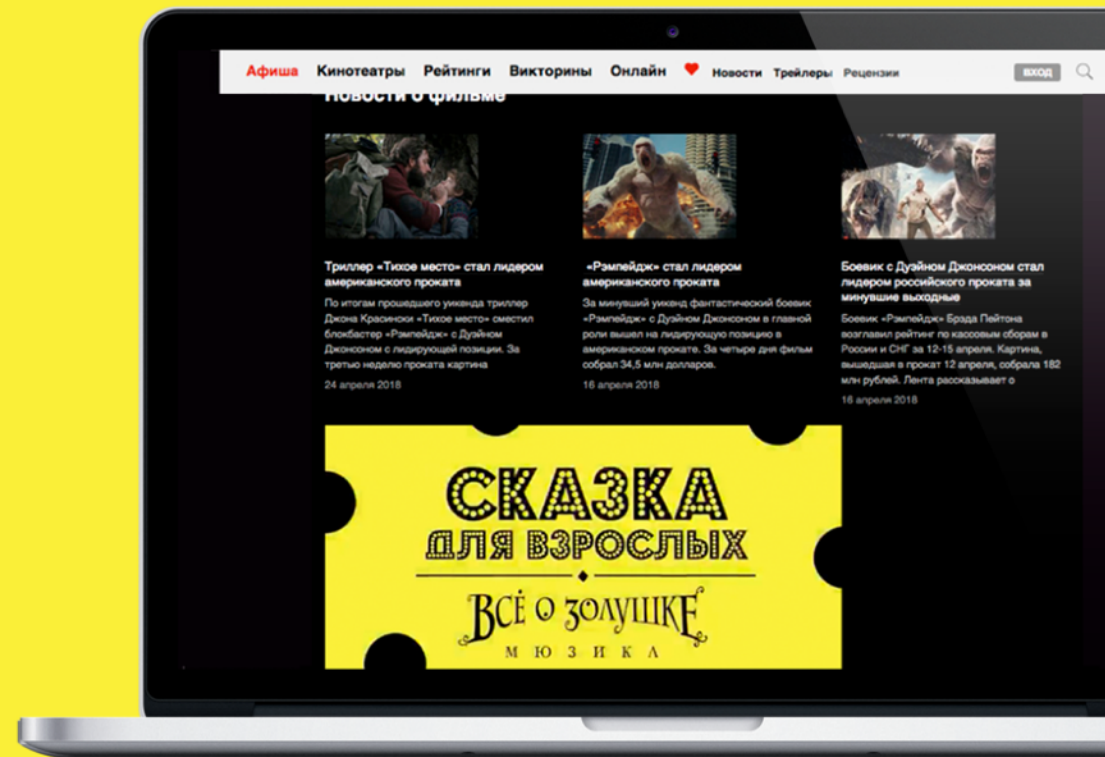
Solution:

Launching an advertising campaign on relevant platforms, including news resources being only for male interests in the past

Result:

70% ad viewability in news resources vs 55% in women web-sites

CTR on news web-sites – 8% vs CTR – 0,9% (on women web-sites)



AGENCY. TEAM



Vsevolod Adamov
CEO, Founder

10 years experience
in digital advertising

GPMD
MEGOGO

SPECIALIZATION

Video-advertising
Traffic monetization
Media buying



Vladilen Sitnikov
Management Director

10 years experience
in digital advertising

ADV Group
Publicis Group

SPECIALIZATION

Strategic planning
Analytics
Account management



Lidia Strakhova
Marketing Director

10 years experience
PR in digital

MEGOGO
Tvigle
X5 Retail Group

SPECIALIZATION

PR in IT
Brand management
Video-advertising



Aleksander Strakhov
Performance Director

8 years experience
in digital advertising

MEGOGO
Mnogo.ru
Russian Standard Bank

SPECIALIZATION

Performance marketing
Traffic monetization
Media buying



CONTACT US



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