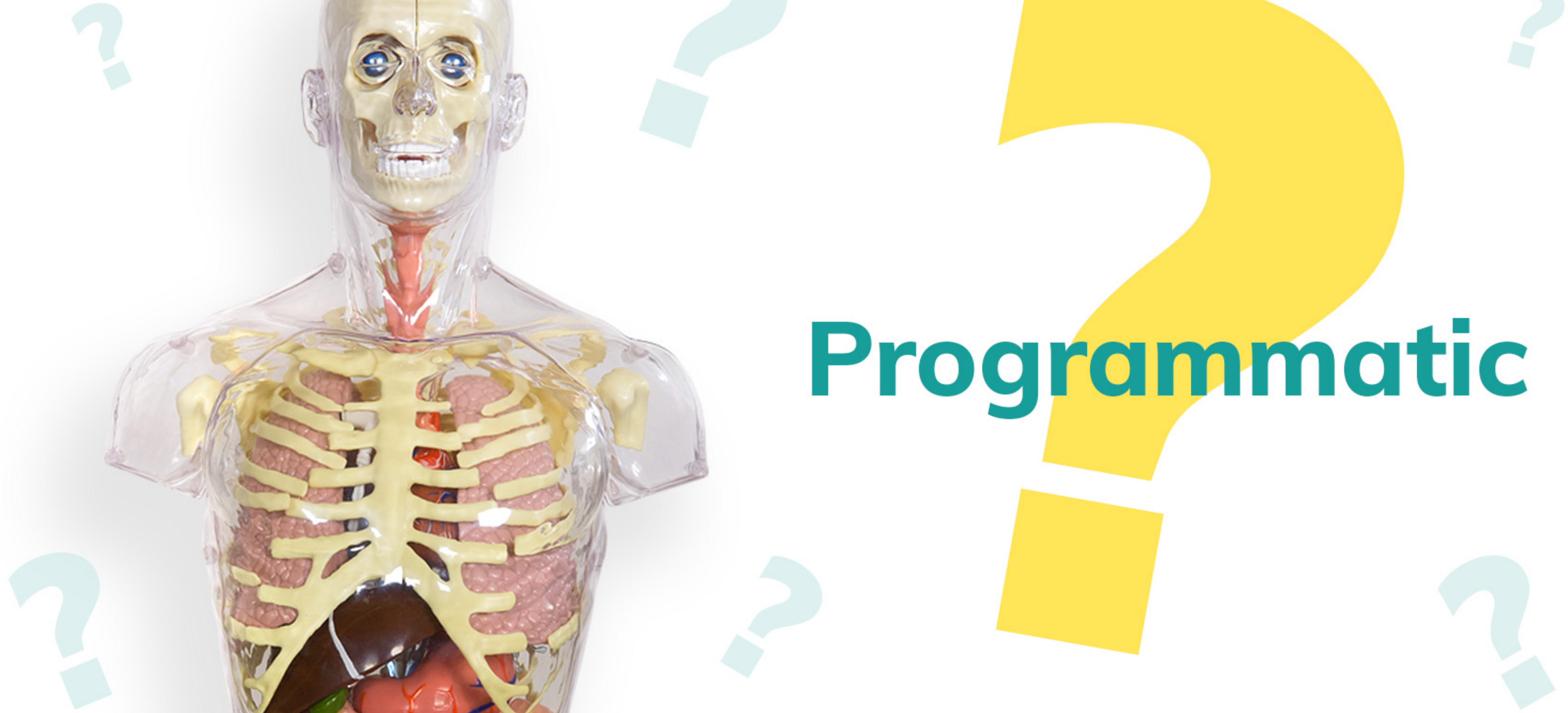


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Programmatic



Our product lines



Reference



Blind Bags



Scale Models



Educational



Vinyls

Different targets

Kids




Female



Male



Sales channels

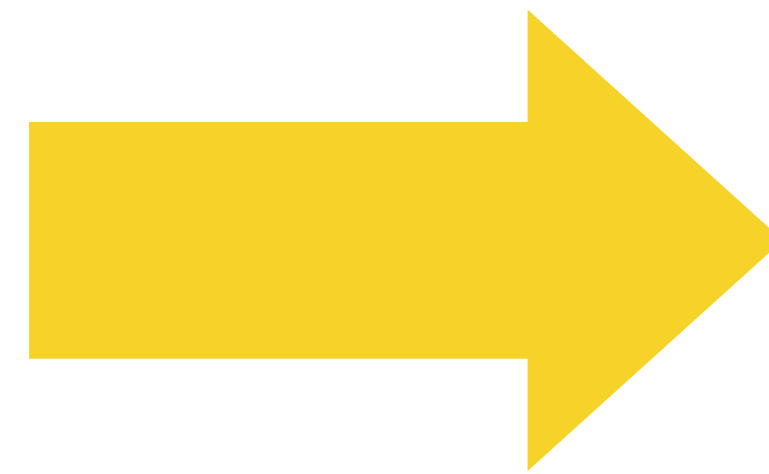
 **D2C**
subscriptions

 **Retail**

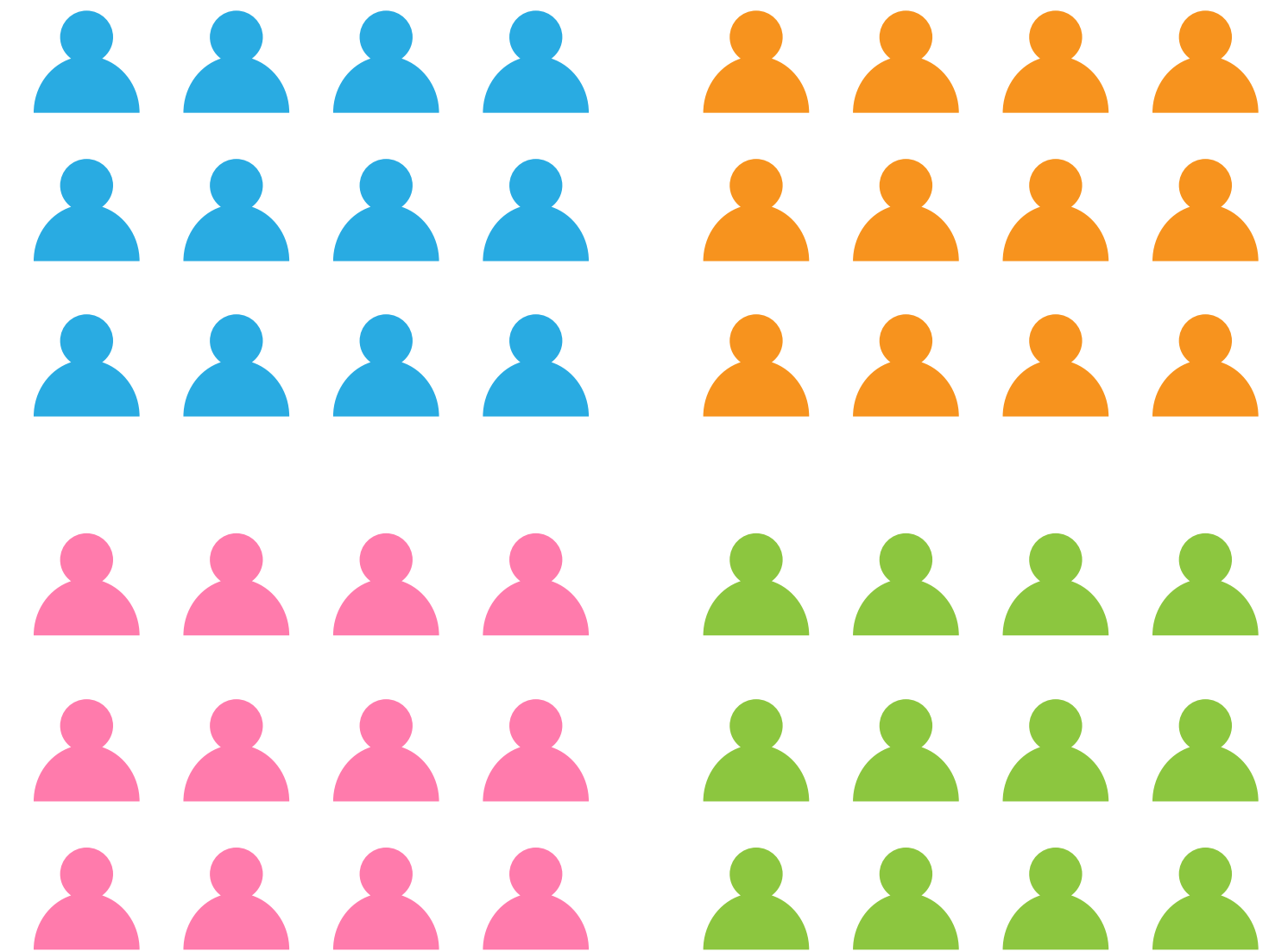


New landscape

Mass market



Niche market



Deagostini.com

UK Cascades



Q4 2016



Q4 2016



Q4 2016



Q1 2017



Q4 2016



Q2 2017



Q4 2016



Q2 2017



Q2 2016
First release

Q2 2017
DeAgostini.it migration

Next steps:



Russia



Japan

Tracking and tagging



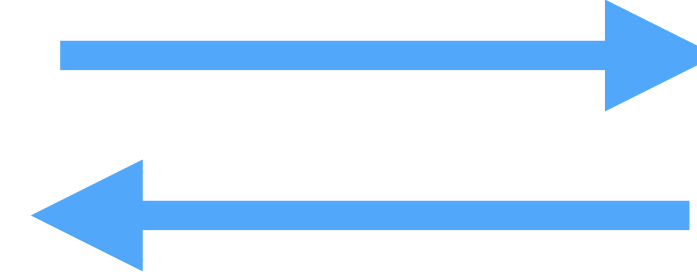
Tag Manager



adform

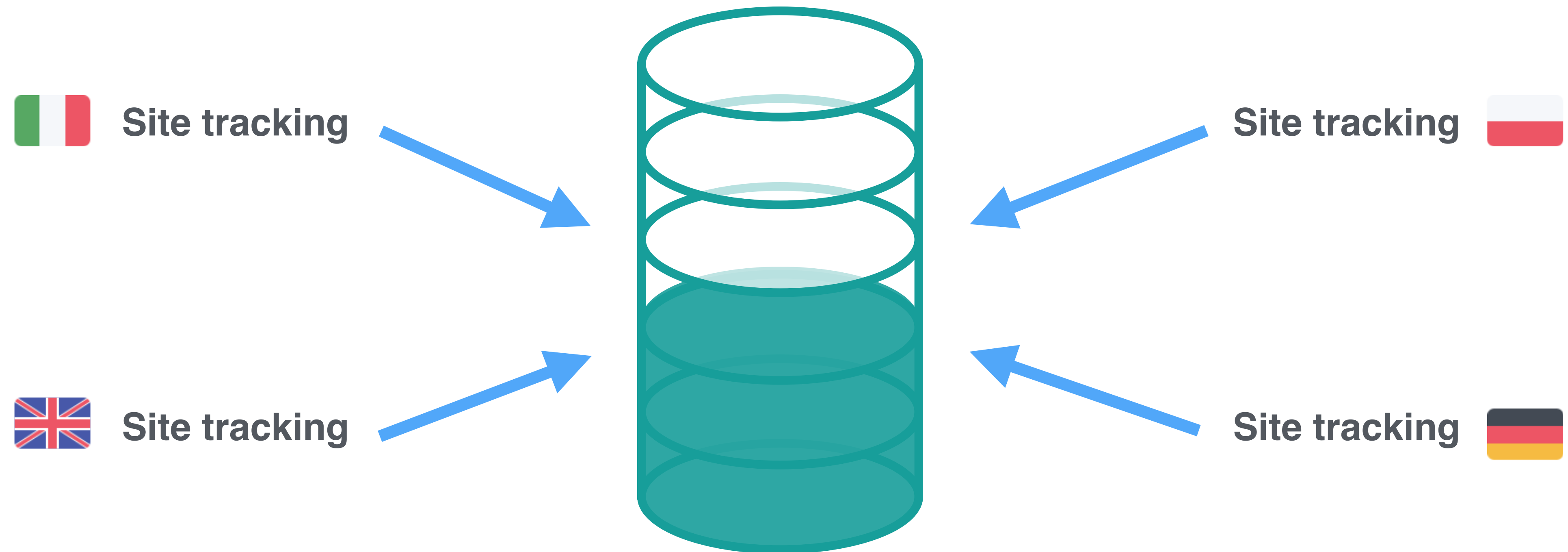


Unique Adform Tag



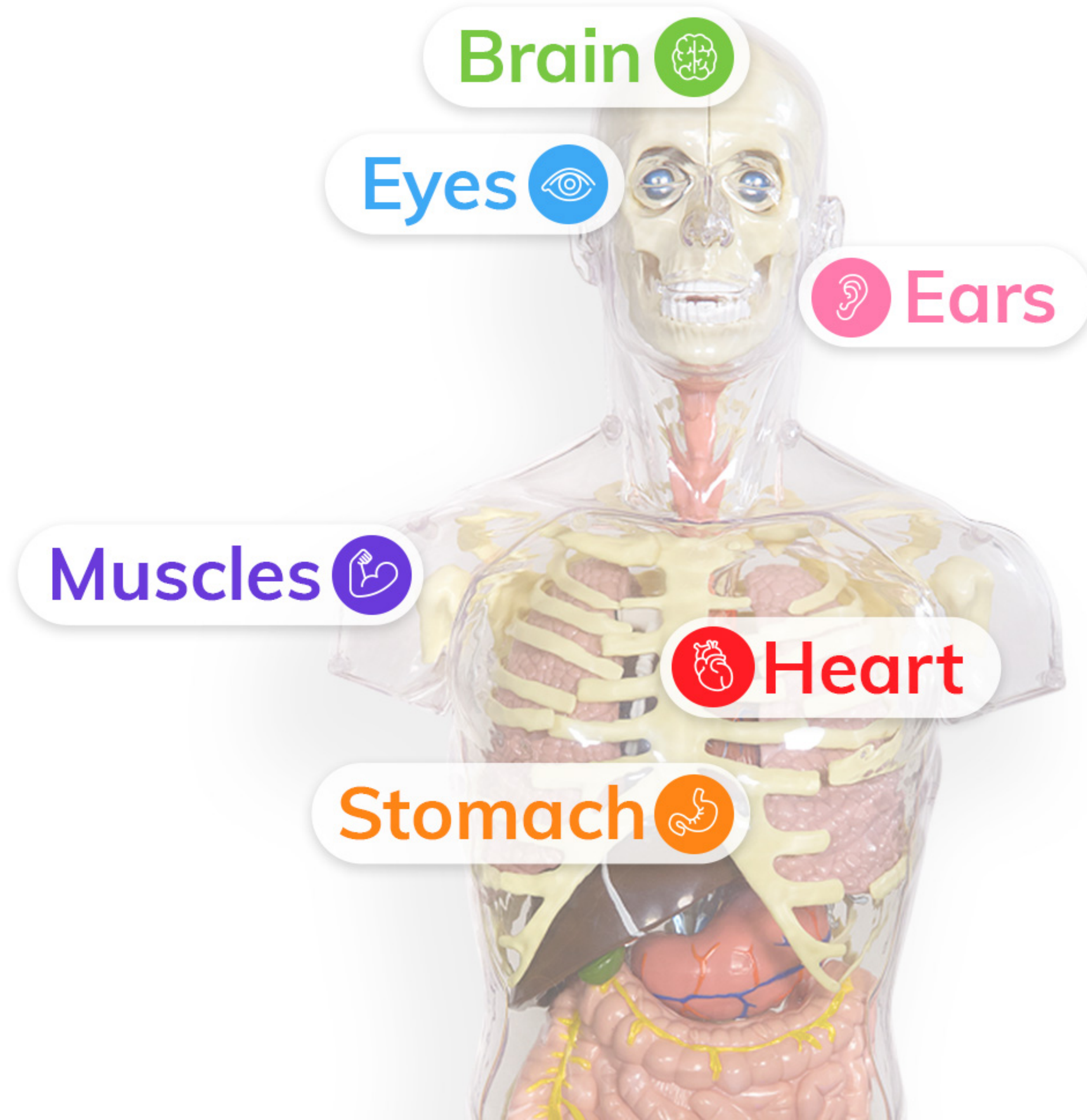
3rd party tags and pixels

AdServer tracking as 1st party data source



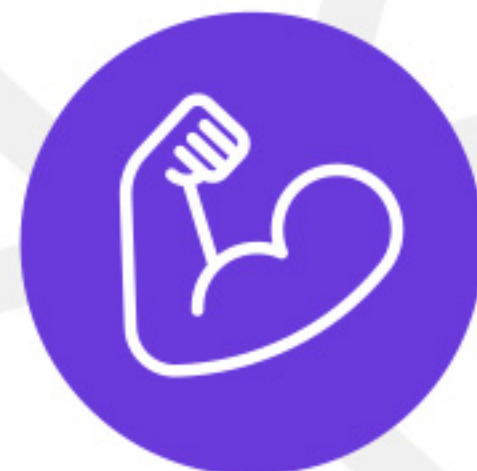


The perfect
**Human
Machine**





**It's all
connected**



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Thanks