DATINGPROFITSLIMITED

UNLOCK THE
FULL POTENTIAL
OF YOUR BUSINESS

DPLAD$

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Company overview

Founded in 2012, Dating Profits Limited is the umbrella company behind the B2B hub providing multiple services to businesses across a number of different verticals.

Adding value through the delivery of tech and know-how within our areas of expertise, we connect brands with clients by delivering high quality traffic through our network of selected affiliated businesses.

Enabling new ways of monetisation to platforms with unique and specific requirements, we ensure success by providing on-going support and specialist consultation and advisory services to our clients.

With a wealth of revenue generation experience spanning a number of markets, Dating Profits Limited can be the key to unlocking the full potential of your business.

DPLAD$ — Premium traffic centric, monetisation and engagement platform

DPLCA$H — Affiliate network for selected dating advertisers and exclusive offers

DPLM$NEY — Affiliate program for internal brands which utilise partner's technology

DPLAds

An introduction

DPLAds is our fully flexible and purpose built platform developed to help subscription based businesses maximise ROI and lifetime values through three key activities:

1. Driving user engagement, conversion rate and other defined KPIs by introducing customised and tailored merchandising campaigns

2. Driving incremental revenues through the advertising of relevant and engaging third party products

3. Exposing further monetisation opportunities, designed specifically for membership (premium area and subscription model) websites

DPLAds complements our client's core offering, enabling them to run bespoke campaigns to trigger member activities at the optimum time, all in a bid to improve revenues.

Our target market

Carefully structured in the initial development phase, DPLAds is ideally suited for businesses whose core model is centred around member subscriptions.

Our technology helps to drive engagement and conversion rate from free to paying member with tailored and targeted merchandising campaigns. With a fully flexible and custom service provided to cater for every step in the user journey, DPLAds covers everything from the key early stage engagement, to specific actions within the member rebill cycle. The end goal is to enhance product quality and member experience, generating higher lifetime values and greater revenue generation for the business.

We strive to understand our client's business requirements in order to build a custom and complementary framework which works in conjunction with the fundamental goal of generating revenues from the primary product. DPLAds has experience in maintaining an agile approach to adapt quickly and effortlessly in line with the needs of our clients.

Due to its simple and seamless integration, DPLAds can assist companies who are currently unable to fully dedicate time to execute a successful merchandising or advertising strategy whilst their focus is understandably on their primary business.

The DPLAds approach

Vital to long term success is the initial collaborative business and product research to identify the key member triggers and areas of desired focus and improvement for our client's business. From this point, DPLAds is able to construct a detailed integration plan which identifies the optimum times to influence these critical events, as well as the key communication required for the targeted improvement.

DPLAds by nature focusses on the primary service provided by the business, the members who are part of this service and crucially the expected and optimum experience required to fully maximise ROI and revenues.

Understanding our client's core objectives is key to the development of a lucrative monetisation strategy. Past case studies and historical success proves that merchandising should be the first and foremost attempt at further engaging and monetising members, with advertising providing incremental revenues as a secondary monetisation stream.

To maintain this approach, DPLAds have built up these key features:

▸ Custom creative streams to ensure an integrated approach along with a natural experience for members

▸ A flexible advertising offering; fully managed or self serve

▸ A robust and feature rich adserver to deliver a successful launch and to allow for regular optimisation

▸ Specifically tailored integration methods to ensure unique and relevant setup for each individual client

Levels of service

DPLAds provides multiple levels of service to suit client requirements:

Self service

With self service, DPLAds will provide full access to the ad server, determine a custom implementation to meet client requirements and expose custom targeting options as identified during the research phase. The self serve platform enables clients to run and manage their merchandising and advertising strategy, which includes full freedom and responsibility in sourcing their own advertising partners. If required, DPLAds are also able to suggest particular solutions and advertising partners should this be requested by the client.

Complex service

Complex service involves DPLAds being actively involved in the day to day management of the merchandising and advertising strategy. This allows our client to focus entirely on core operations whilst we develop and optimise campaigns as defined and agreed with the client. DPLAds utilises the integration plan to identify campaigns to meet client objectives and will set up all engagement and monetisation campaigns as well as providing the design for the creatives required.

Custom service

DPLAds is able to combine elements of our self service and complex service to ensure that integration suits our client's needs and overall approach.

An overview

Simply defined, merchandising is any practice which contributes to the sale of products to a consumer. Specific to subscription based businesses, merchandising is a group of targeted campaigns aimed at influencing key member actions.

These actions are those defined by the business as contributing factors towards engagement and revenue generation. This could simply be verifying an e-mail address or uploading a photo or profile, however it also includes how they react to and take advantage of particular offers during the membership cycle.

DPLAds provides the tools necessary to target, manage and track merchandising campaigns as well as bespoke creatives tailored towards our client's members.

Member targeting can combine all standard variables including geo, device type, browsers, operating systems and more, as well as all the custom targeting options tailored to our client needs.

Targeting options

Standard targeting

Standard targeting allows the targeting of members using the most common variables:

- Geotargeting
  - Country
  - State / region
  - Town
  - Postcode
- Provider (e.g. Vodafone)
- Bandwidths (e.g. DSL)
- IPs/IP-Ranges
- Browser
- Operating system
- Device type (e.g. Desktop, Mobile , Tablet, SmartTV)
- Language
- Parameter targeting
- Visibility
- Screen size
- Visit duration
- Page views
- Flash version
- Weather targeting

Custom targeting

Custom targeting sits at the forefront of the DPLAds platform. This considers the specific stages within the member life cycle and more importantly, provides refined and extensive targeting options to influence member behaviour. Some examples include:

▸ Verified/non verified member
▸ Member with/without a photo
▸ Member with/without a profile
▸ Male/female
▸ Characteristics such as smoker/with children/marital status
▸ Interests such as music and personal/social hobbies
▸ Age (older than X, younger than Y)
▸ Number of days registered
▸ Free/paying member
▸ Lapsed member
▸ Number of days downgraded
▸ Number of days until rebill
▸ Source of member registration
▸ Date of birth and birthday countdown
▸ Even/odd member for A/B testing purposes

Understanding our client's overarching strategy, their primary goals and expectations from a successful campaign ensures that we can deliver additional tailored variables and custom targeting options.

Sample creatives

An overview

Advertising exposes members to relevant and engaging third party materials in exchange for revenue.

With over 25 years of combined experience within the industry, DPLAds are able to leverage existing, trusted relationships to provide high quality, third party products and advertising streams. Working continuously to adjust to client's ever changing approach and strategy, we are able to deliver advertising streams to complement client platforms and member demographics, maximising performance and revenue generation whilst delivering a quality experience for the member.

Traffic value

DPLAds maintains a superior cohort of advertising relationships who appreciate the value of premium traffic. With exposure to a number of subscription based businesses, we are well versed in negotiating high rates on behalf of our clients, often above and beyond standard market expectations.

By investing time during the research phase, DPLAds are able to identify opportunities within the member database and aims to match those cohorts with relevant products and services. This refined and comprehensive approach ensures that DPLAds achieves unrivalled opportunity to drive incremental revenue for its clients.

In addition to the use of merchandising and advertising to generate incremental revenues for subscription businesses, we have also been exposed to the need for additional streams to further improve ROI for our clients. Our flexible technology and approach ensures that clients are able to utilise the DPLAds platform as a communication tool to add further value to their business, delivering other relevant streams to members.

These additional streams that sit outside of merchandising and advertising may be other internal products or monetisation opportunities that align with the main business and will be identified with the client when building the collaborative integration plan.

An overview

DPLAds utilises a state of the art ad serving platform which is fully certified by the Interactive Advertising Bureau (IAB).

The platform has been set up and the functionality refined in order to ensure that it can cater towards the varying demands of our clients, whilst enabling them to take advantage of its robust infrastructure.

Spread across five separate data centres, our servers ensure that clients have the most efficient service regardless of their member's location.

DPLAds also features a custom developed platform that serves as a bridge between client platforms and the adserver. This controls the custom logic and specific technical aspects of integration, ensuring all client requirements are met. Ensuring a seamless integration and distinct separation between different client accounts, the DPLAds setup is an experience fully unique and relevant to each individual business and their platform needs.

Our setup

The DPLAds setup is both dedicated and shared:

Dedicated

DPLAds provides separate dedicated servers to host custom code developed on a per client basis. This ensures total separation between clients and enables complete customisation of the product.

Shared

All ad serving is being delivered by one powerful engine designed to handle billions of ad impressions per day. All creatives are being hosted and managed by a fully shared platform designed for optimum performance.

Security

The need to protect both client and member security is paramount to DPLAds. Key features of our platform include

- ▸ Fully IAB certified ad serving platform
- ▸ http and https protocols fully supported
- ▸ No sensitive or personal data stored at any point
- ▸ Currently dependent upon cookies to deliver targeted content
- ▸ Client decides what data is exposed to DPLAds to allow for targeting

Data is at the core of our technology, and therefore DPLAds understands the importance of adhering to security processes and regulations. We take a proactive approach to changes within the industry and potential upcoming adjustments to government guidelines and recommendations.

DPLAds prides itself on its flexibility and ease of integration. With a number of clients spanning multiple verticals, we understand the importance of a platform that offers something fully custom and flexible for long term success.

We have a custom approach to each of our clients, operating a variety of platforms and technologies. The need for tailored integrations could be due to the complexity of their business, difficulties in integrating new technologies, differing requirements from internal teams or due to multiple objectives needing to be met from the implementation of a monetisation strategy.

We work with clients from day one to analyse their overall objectives and business environment before preparing an integration plan to ensure that all needs are met with minimal work from their side.

DPLAds aims for a simple integration. This typically involves the addition of one snippet of code custom developed as a result of the integration plan to suit the client's platform and consider any potential technical limitations. The code is asynchronous which means that any merchandising or advertising activities will load separately to the primary content to ensure no adverse effect on platform speed.

With our flexible and industry leading technology, DPLAds can unlock the full potential of your business. We provide unrivalled support and expertise to drive incremental revenues and ROI, whilst you are able to focus on adding ongoing value through your core product.

With varying levels of service tailored to the demands of our clients, our seamless integration means minimal disruption to your existing business strategy.

So what are you waiting for? Let us expose your hidden revenues.