

## Press Release



DELTA PROJECTS

### **Delta Projects launches Media Planner**

*-Create a full-scale RTB campaign in only 15 seconds!-*

At September 10<sup>th</sup>, 2014, Delta Projects revealed its' latest product, *Media Planner*, on the 2014 dmexco trade show in Cologne, Germany. The Media Planner is an intuitive interface to Delta Projects DSP/DMP platform, allowing any planner or marketer to define and create programmatic campaigns in an automated and easy-to-understand workflow. Even novice users will be able to apply geo-targeting, interest profiles, site categories and media selections to their campaigns, see the effects of their selection on the campaigns' KPI's in real-time and share/discuss these with its' stakeholders. Experienced users and/or trading consultants can verify, add advanced options, approve, manage and optimize these campaigns in Delta Projects' platform.

Delta Projects has created a truly unique Campaign Management and Optimization Platform consisting of its' Demand Side Platform (DSP) in combination with the extensive functionality of its' integrated Data Management Platform (DMP). By introducing the Media Planner, Delta Projects opens the world of programmatic buying to all levels in media; strategy, planning, and buying. Applying a multi-level approach to campaign setup, approval and execution will value the input of all involved. Your organisation's predefined programmatic settings and preferences in Delta Projects Platform will be safeguarded in a user friendly campaign definition tool that may even be customized in your white-labelled version.

#### **John Lilja, Founder and CEO of Delta Projects comments:**

"We always try to find better solutions - if there aren't any, we'll invent them. That's the way we've done things ever since we started, and I'm absolutely certain we'll

continue on that path. The Media Planner is a tool that will help spread the advantages of programmatic buying across the industry by lowering technology thresholds. I am proud that Delta Projects is, again, leading our market by innovation”

Come and see the Media Planner yourself at dmexco: Hall 06, Stand E013 or ask your local representative to be introduced to the easier way in RTB Campaign setup: Media Planner

**ENDS**

## **About Delta Projects**

Delta Projects develop smart campaign management solutions for efficient online advertising. Delta Projects "Campaign Management Platform" is based on a Demand Side Platform (DSP) with added IQ and built-in Ad Hosting (Ad Server). The integration to the company-owned Data Management Platform (DMP) serves as base for Delta Projects self-developed behavioral targeting technology and unique way of analyzing data. It is a programmatic buying system with Real-Time-Bidding (RTB) technology closely integrated to all major Ad-Exchanges, Supply Side Platforms (SSP) and its own local media inventory.

Delta Projects "Campaign Management Platform" is a timesaving online tool with functionalities supporting most parts of a traditional media plan; such as planning, buying, optimizing and reporting. Delta Projects' offer also includes training, managed campaign services and personal support.

Delta Projects, founded 2002 in Stockholm, has a long history of introducing new technology to the market. The company has a strong presence in northern Europe with local offices in Sweden, Norway, Denmark, Germany and the Netherlands offering local media-deals and local support. John Lilja is the founder and CEO.

*Key tags Delta Projects: Behavioral targeting, RTB – Real Time Bidding. DSP – Demand Side Platform, DMP – Data Management Platform, AdHosting, AdServing, Mediaplanner, Online display advertising, Online tracking , Custom RTB Solutions*

Pictures for publishing (screens from the Media Planner)

[https://www.dropbox.com/s/90knqe3cadubn5q/IMG\\_0002.PNG?dl=0](https://www.dropbox.com/s/90knqe3cadubn5q/IMG_0002.PNG?dl=0)

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For more information visit [www.deltaprojects.com](http://www.deltaprojects.com)

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