

# A User-Centric World

*Digital Advertising Has Changed Forever.  
Here's What You Need to Know.*

## We the People, Are Not All the Same

For too long, online advertisers and publishers have thought of people as anonymous impressions. They have viewed us as unique visitors, monthly impressions – mere statistics.

In their eyes, we the people were all the same. We read the same content. We liked the same music. And because we were all the same, we chose to see the same advertisements.

But that's not true.

**When people download an app or log on to the Internet, they don't stop being people.** I don't become you and you don't become me. We still have our unique names. We have our unique likes and dislikes.

**We should be able to choose** the content we want to see. And we should be able to choose the advertising we receive.

We recognize that advertising can be useful in getting us great deals and information from our favorite brands. We also recognize that advertising plays an important role in keeping our mobile apps and websites free. All we ask is that we get to choose the advertising we *want* to see.

For this to happen, mobile app developers, publishers and advertisers need to change their approach to marketing and advertising.

Advertising can no longer be about broadcasting one message to a universe of anonymous impressions. Traditional ad units like the online banner that have no mechanisms to capture what we want to see are outdated and obsolete.

To succeed in a user centered world, **mobile app developers, publishers and advertisers need to be relevant to people.** They need to give us a way to sign up to hear from the brands we trust and like. They need to give us a way to put our names to our (faceless) impressions. Only then can they communicate with us in a way that is meaningful and relevant to us. Only then can they deepen brand engagement in the true sense of the term.

If marketers can talk to us in a relevant and respectful way, they will gain our trust. Once we begin to trust these brands, we will *peoplecast* their message to our circle of family and friends. And this is valuable. Today the most ringing endorsement of a brand is not, "As seen on TV." It is "My friend told me about this..."

**In today's world, advertising is all about peoplecasting. Today, the best advertisement is a trusted referral.**

But before any of this can happen, before brands can form meaningful relationships based on trust, the advertising industry has to demonstrate a real commitment to user privacy.

Privacy is often presented as a complex issue. But it's not. Privacy is intuitive and can be stated in a really simple way.

**Privacy means asking people for their permission before asking them to give you their user data.**

Privacy means explaining to us in a clear and transparent way what data is being collected. It means explaining how the data is being used. It means offering a 100% opt-in and transparent way for us to sign up – and a clear way for them to opt-out of future advertising.

And now, with Pontiflex's signup ads, people can signup to hear from the brands they like in a 100% opt-in and transparent way.

What's more, they can sign up for advertisements on a website or within a mobile app without having to click-through to a landing page.

Signup ads make for a win-win-win situation.

People sign up for advertisements in a way that is completely respectful of their privacy. Publishers keep people on their website or in their mobile app. Advertisers connect with consumers who want to hear from them.

Digital advertising is broken. It doesn't have to be. There is a better choice.

**Goodbye broadcasting. Hello peoplecasting. Hello signup ads.**

## HOW WILL WE DO THIS?

There are times when 99.99% just won't do. To help advertisers provide people with a safe, meaningful and relevant user experience, Pontiflex will always demonstrate a:

### 1. 100% FOCUS ON THE USER

To date, most advertising units make for a sub-optimal user experience. The typical mobile app or website banner ad requires the user to click away from the content s/he was engaged with. Pontiflex's signup ads allow users to sign up for advertisements within the ad itself, without having to click-through to a landing page. So, at all times, the user stays in control of the online experience.

We believe that the user should also continue to stay in control well after their first interaction with an advertisement. They should be able to decide just which messages they will see in their inbox – be it their personal inbox, work inbox or their Social Inbox. In their email inboxes, they should only see messages from their friends, family and the brands they trust and have signed up to hear from.

Pontiflex's signup ads require the user to explicitly sign up for an advertisement. A thank you message is sent to users as soon as they have signed up. This email reminds the user why they are seeing a particular message in their inbox. The thank you email also serves as an important touchpoint for the user to deepen involvement with the brand.

Today, when people visit websites and surf the web, they are never entirely sure if they are being followed. The email inbox is the one comforting place, where they expect to see familiar faces and brands. And with signup ads from Pontiflex, they can do just that.

### 2. 100% COMMITMENT TO PRIVACY

Privacy means asking people for their permission before asking them for their user data. It means explaining to them what data is being collected. It means explaining how the data is being used. It means offering a 100% opt-in and transparent way for users to sign up for an offer – and a clear way for them to opt-out of future advertising.

With Pontiflex's signup ads, users must specifically opt-in to hear from a brand. Only then can the marketer communicate with them. At all times, users can opt-out of future advertisements by clicking on a prominently placed link. In signup ad campaigns, users aren't followed around secretly by marketers who serve them ads based on their past behavior. There's a word for that – and no, it's not targeting. It's called stalking.

With Pontiflex's signup ads, user experience and privacy are at the centerpiece of the campaign. And for digital advertising to work, that's exactly how it should be.

### **3. 100% COMMITMENT TO TRANSPARENCY**

Many advertising options available to marketers are woefully inadequate when it comes to enabling transparency.

Marketers looking to deliver a relevant message to people and prospects need to have complete insight into the audience they are reaching. Be it for online or mobile campaigns, advertisers can't serve relevant ads without in-depth knowledge of the demographic composition of the audience.

Furthermore, once people sign up for advertisements, the lack of transparency robs marketers of the ability to follow up with them in a relevant way. Advertisers using the Pontiflex signup ad platform will always know where their ads are running. They will have complete insight into the audience viewing their advertisement. In this way, they can continue talking to people in the most relevant way.

Our commitment to transparency extends to the end user. At all times, the user will have to explicitly opt-in to advertisements in a clear and transparent way to hear from a brand. Consequently, advertisers connect exclusively to a highly engaged stream of users who have raised their hands and said, "Tell me more!"

### **4. 100% COMMITMENT TO OPENNESS**

One of the biggest challenges that publishers and advertisers must contend with is fragmentation. The media landscape is fragmented like never before with consumers spending time scattered across mobile, online and social media. To compound matters, marketers have to contend with device fragmentation, as people read books, watch movies and listen to music while switching between a plethora of devices – be it their iPhones, Android phones, iPads, Amazon Kindles or video game consoles.

We don't like walled gardens (though we do like gardens). Our technology will seamlessly connect to and integrate with the platforms of all marketplaces, networks, email service providers, mobile app solution providers, social networking technologies and CRM solution providers. This end-to-end connectivity will enable marketers to get a complete view of their campaigns and connect with people, no matter where they are.

Advertising is no longer about buying impressions. Instead, it's all about making one.

Power to the people.

## About Pontiflex

Pontiflex powers a new kind of digital advertising platform: Signup Ads.

With signup ads, people can opt-in to hear from the brands they like without leaving a website or mobile app they're on. Advertisers pay only for valid signups – never for wasted clicks or impressions.

Whether it's moms who join Kimberly-Clark's HUGGIES loyalty program, pet lovers who want to help animals with the ASPCA, or people who want personalized books from small businesses like Paper Hat Press, millions of people use signup ads every day to connect with their favorite brands and organizations.