Guide to Programmatic Cinema



Creating Your Account

Programmatic Cinema

Create your campaign

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Review & Approval

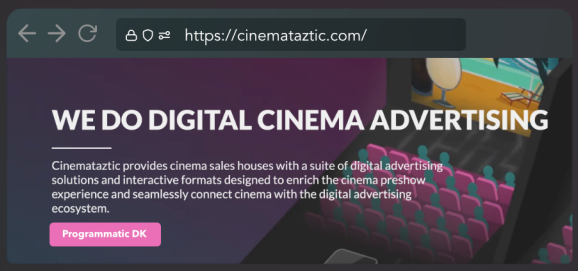
Dashboard: Real-Time Data

Guide to Programmatic Cinema Advertising

Programmatic cinema advertising offers a streamlined, step-by-step process to book and manage your campaigns efficiently.

This guide provides a clear overview on how to get started, optimize your campaigns, and achieve maximum impact.

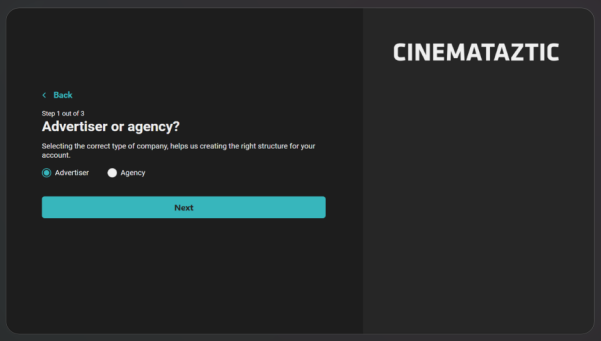
Go to **cinemataztic.com** to get started



Getting Started: Creating Your Account

To gain access to the programmatic cinema platform, follow these simple steps to create your account:

1. Enter your email address
2. Confirm your email
3. Create a password
4. Set up your company account
5. Choose your account type
6. Enter your company name



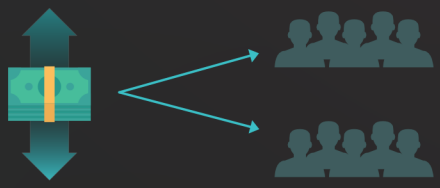
After checking your inbox for the confirmation link, you're ready to begin booking your campaign.

How Programmatic Cinema Works

Before creating your campaign, it's important to understand the core features and mechanics of programmatic cinema advertising:

1. Preferred Deals

Programmatic cinema operates exclusively as preferred deals with no guaranteed delivery. **You only pay for the impressions that actually get delivered.** This can help manage budgets more effectively, allowing you to scale up or down as needed.





2. First-Price Auction

Campaigns are delivered based on the **first-price auction principle:**

The highest bid wins the inventory and is charged at the bid price.

You can adjust your bid percentage (%) at any time during the campaign to optimize delivery and performance.

3. Cost Per Mille (CPM)

When creating a campaign, a base-CPM (cost per 1,000 impressions) is applied.

This CPM might already have been pre-negotiated between you and your cinema sales house. The negotiated base-CPM will be your campaign floor price.

If the pre-set CPM does not align with your agreed terms, you can suggest a revised CPM during the campaign setup.

Adjustments to base-CPM:

The base-CPM will automatically adjust based on campaign specifications:

- Add a voucher to your campaign: +25%
- Deselect cinemas: +5 EUR per cinema
- Select 'Family' as a target audience: -20%
- Increase bid percentage (%) to compete for delivery.

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Creating your programmatic campaign

Follow these steps to set up your programmatic cinema campaign:

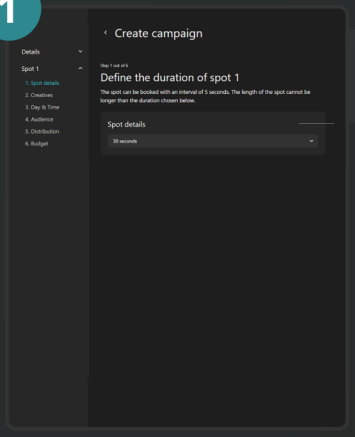


Upload Specifications:

Size: 16:9 (1920x1080p) **Format:** MP4 (H.264) **Video:** Max 13 Mbit/s **Audio:** Stereo, -4db max

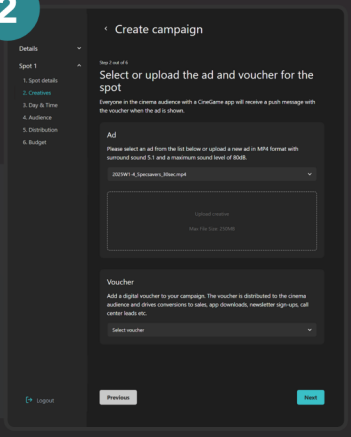
6 easy steps

1



Choose the number of spots and spot duration

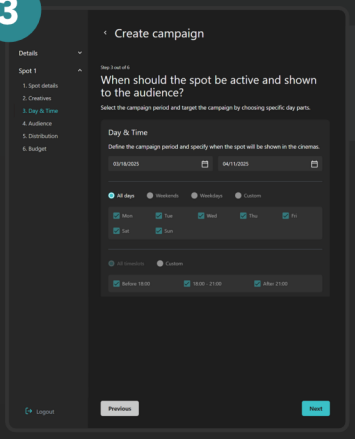
2



Drag & drop your MP4-video to the platform.

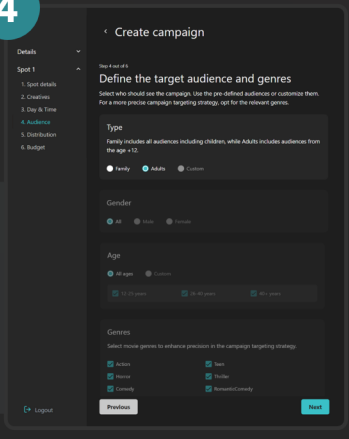
Select voucher YES/NO. If you select YES, then order your voucher and receive an email when your voucher is ready.

3



Enter campaign start- and end date and select specific days and time slots.

4



For your programmatic campaign, you can target based on demographics such as 'Adults' (A12+) and 'Family' (Familymovies), or alternatively, utilize criteria such as Gender, Age, or Movie Genres to refine your targeting strategy.

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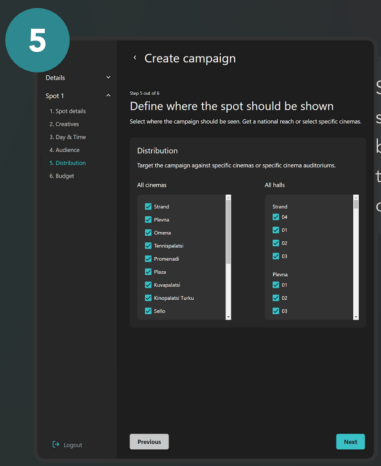
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Digital Vouchers

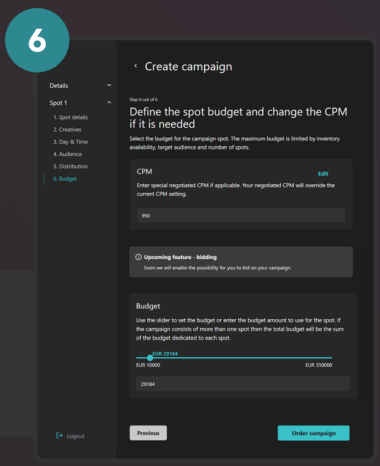
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6 easy steps



Specify the geographic scope of your campaign by choosing cinemas that align with your campaign goals.



Input your campaign bid percentage for the first-price auction and specify your maximum campaign budget.

Key Feature: Digital Vouchers

Programmatic cinema advertising includes a unique voucher feature designed to deliver measurable low-funnel impact:

How it works:
When your cinema spot is played, a digital voucher can be delivered directly to users in the audience.

Who receives the voucher?
Vouchers are sent to audience members who participated in CineGame just before the preshow begins.



Delivery:
Vouchers are stored in the **CineGame app wallet** for seamless access.

This innovative feature bridges cinema advertising with direct audience engagement, offering enhanced conversion opportunities

Voucher Content Options:

- Discount codes (unique or generic)
- Deep links to the advertiser's app
- Links to competitions for newsletter sign-ups
- Registration for call-center leads

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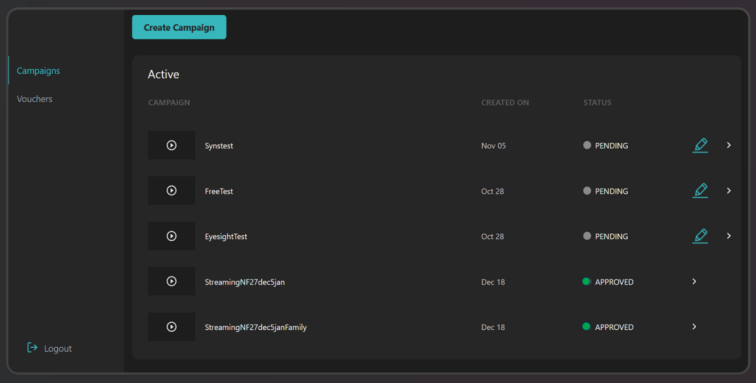
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Review & Approval

Before your campaign goes live, it must undergo a quality and content review by Dansk Reklame Film:



Content Review:
Spot quality and adherence to cinema advertising standards

CPM Approval:
If you have suggested a new base-CPM, it must also be reviewed and approved

Campaign Status:

Approved:
Once approved, your campaign status will change to 'Approved'

Not Approved:
If your campaign requires adjustments, you will receive an email notification with the necessary updates

Dashboard: Real-Time Campaign Data

Once your campaign is approved and live, you can track its performance in real time through the campaign dashboard:

Metrics Tracked:

- Impressions delivered
- Vouchers delivered
- CVR% Impressions/Voucher
- Budget spent



The dashboard updates after every cinema show, where your spot has been played, providing accurate and up-to-date campaign insights.

Use this data to monitor delivery and adjust your bid or strategy if needed to optimize performance.

How can we help you?

For further assistance, contact the Sales House representative or the platform support team.

Sales support: Mikkel Hagedorn, **mikkel@cinemataztic.com**, (+45) 31 66 73 41

Technical support: **Support@cinemataztic.com**