



RIGHT AUDIENCE.
REAL ENGAGEMENT.

HOW GOOBOOK IS SHAPING THE FUTURE OF MALAYSIAN MEDIA



Innity offices across the region




Established in

1999

300+

Dedicated Staff

1st

Listed Online Marketing
Company in Malaysia 



Awards and Certifications

Awards



Certifications



**Certified Rich Media
& Ad Network
Vendor**



**Advertising Provider
for Facebook Platform**



1st & only fully transparent ad serving system in Asia

1st Asian company in the region compliant with the Viewable Impressions measurement standard



Registered with Trustworthy Accountability Group

Innity's TAG-ID: 47ea16374dff1d69

Viewability

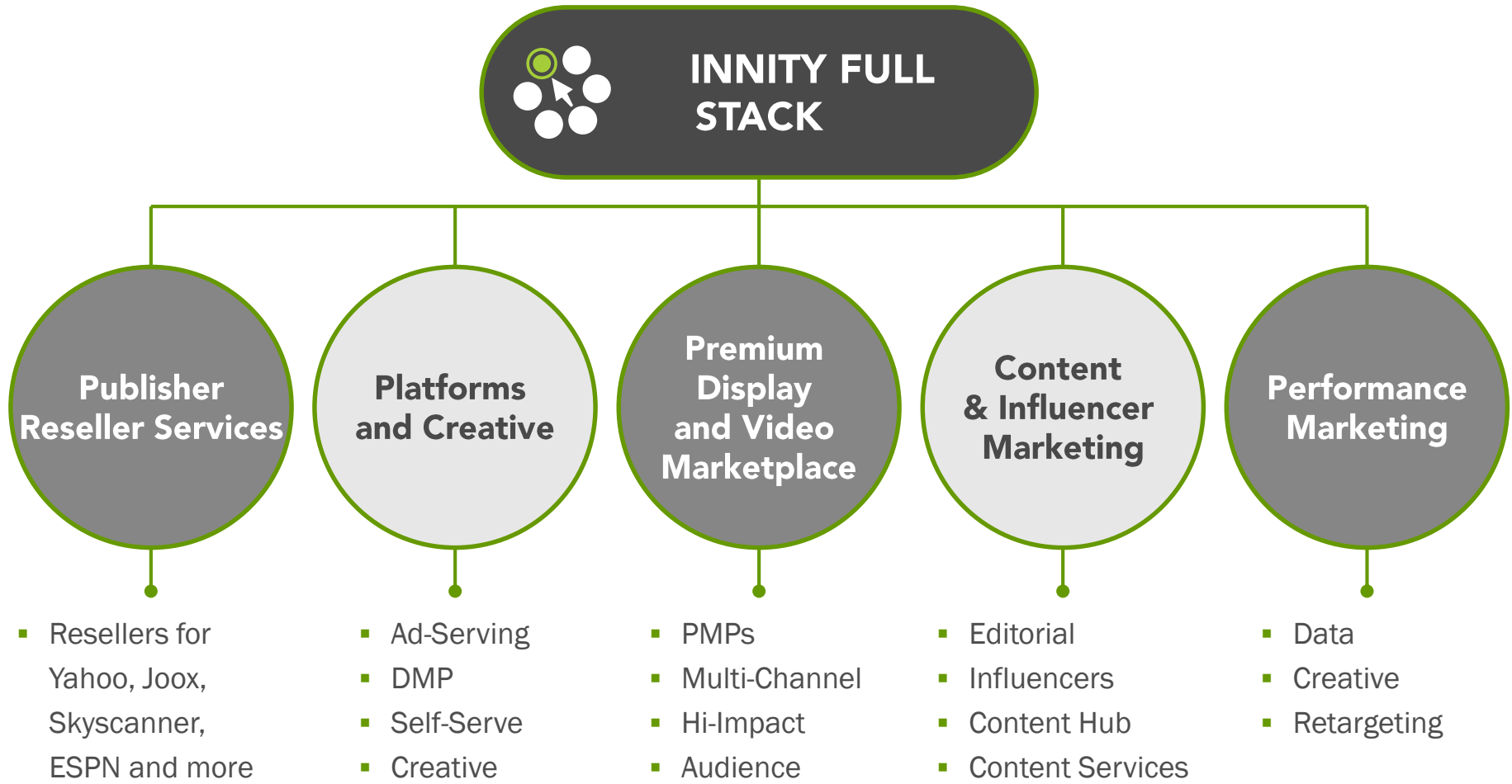


**comScore vCE
is MRC accredited
for Audience and
Ad Validation**



Core Business Offering

We are a full-stack digital media solution provider, with products that cater to agencies of all sizes



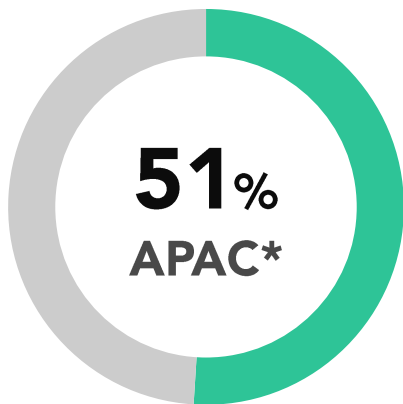
Goobook

Source: <http://adage.com/article/agency-news/brian-wieser-quoted-man-advertising/310173/>

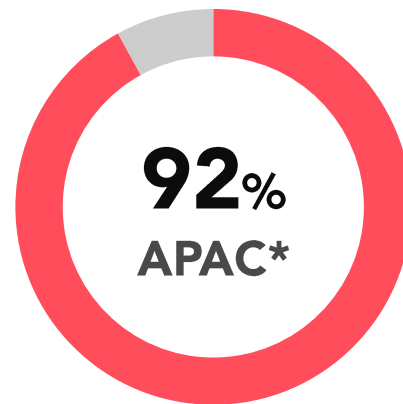
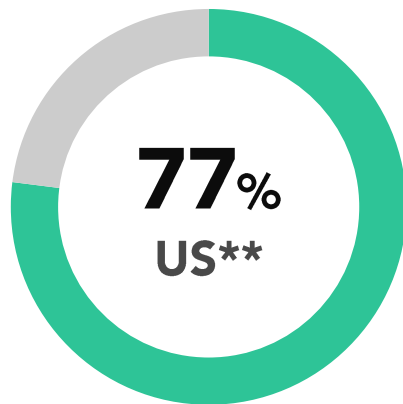
Source: <https://www.heartland.org/news-opinion/news/the-google-facebook-online-ad-cartel-is-the-biggest-competition-problem>



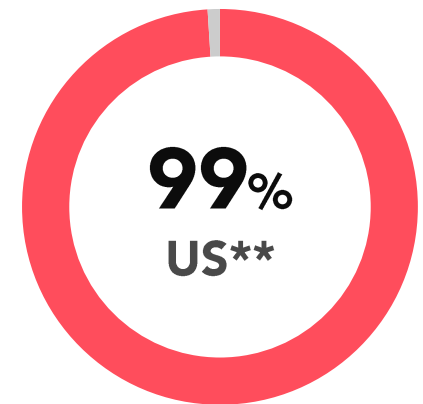
Goobook



Digital Media Budget



All Growth



*Source: <https://digitalinasia.com/2017/05/09/how-google-and-facebook-are-eating-the-digital-industry-in-apac/>

**Source: <http://www.businessinsider.sg/facebook-and-google-dominate-ad-industry-with-a-combined-99-of-growth-2017-4/?r=US&IR=T>



Goobook

IMPACT





f 2M+
i 2M+

AARON AZIZ

#parenting



f 567K+
i 3M+

ELFIRA YEIN



f 3M+
i 603K+

DIANA DANIELLE

#beauty



f 1M+
i 1M+

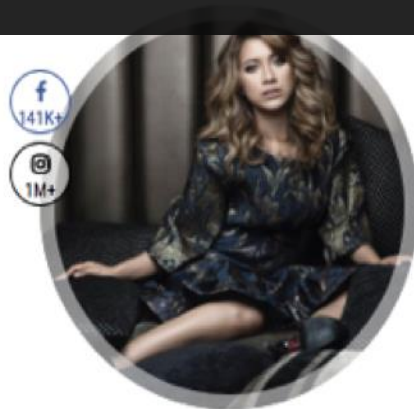
Facebook, Instagram, YouTube opened up opportunities for local talents!
Giving everyday Malaysians a voice, a face and an opportunity to influence.



f 425K+
i 1M+

TOMOK

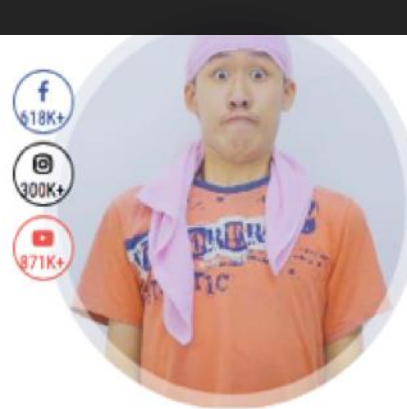
#malaycontent #parenting #celebrity



f 141K+
i 1M+

ZARA ZYA

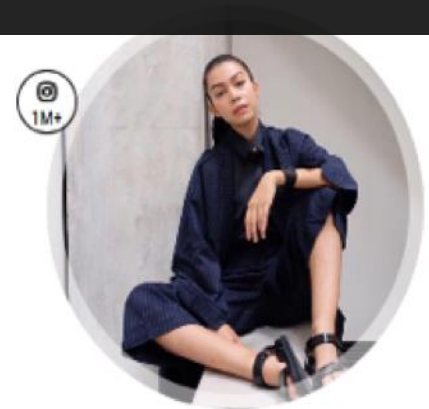
#travel #petlover #moviestar



f 618K+
i 300K+
y 871K+

LING BIG YONG

#chinesecontent #humor



i 1M+

SHARIFAH SAKINAH

#malaycontent #parenting #fitness



Startup Publishers



LOCAL CONTENT

Leveraging on distribution platforms, creating relevant content to modern audiences



***BUT IS GOOBOOK THE ONLY WAYS
TO DRIVE TRAFFIC AND
AWARENESS?***



Content should be measured by Time

As marketers responsible and accountable to our respective companies for the marketing budget, we have a tendency to believe

Cheap is Best, More is Best

And conveniently GooBook are the cheapest and drives the most eyeballs to your content due to sheer amount of eyeballs they are reaching to.

But content is story telling, and story telling is about getting **Attention**, and **Attention** is measured in time, and by layering **Attention** across traffic sources, you can figure where to invest your money to gather **Attention**.

1. EDMs – 65% Higher Average Attention Minutes
2. Influencer Marketing – 61.72% Higher
3. Premium Publishers – 54.94% Higher
4. Native Recommendation Units – 9.01% Higher

"ANY SUCCESSFUL
ENTREPRENEUR
KNOWS THAT TIME
IS MORE VALUABLE
THAN MONEY
ITSELF" -RICHARD
BRANSON





One fine
example of
leveraging on
the power of
GooBook

...with
fake news?





**FAKE is
REAL**

**Reputable
source?**

**Traditional
media
VS
Internet**

**HAVE
HOPE
!**



***SO WHAT CAN WE LOOK FORWARD
TO IN 2018?***



OPPA

Innity is the official ad tech, sales and execution vendor for the Online Premium Publisher Association that has been set up in Thailand as a consortium of premium digital publishers.



ONLINE PREMIUM PUBLISHERS ASSOCIATION

THE LARGEST CONSORTIUM OF PREMIUM DIGITAL PUBLISHERS IN THAILAND



OPPA Founding Partners



As Project Manager / Advisor



As Technology Provider / Sales / Execution



Malaysia Premium Publisher Marketplace - MPPM



New Straits Times, The Star Online, The Edge, Berita Harian, Utusan Malaysia, Harian Metro, Kosmo, Sin Chew Daily, China Press, Nanyang Daily and Guang Ming Daily

Source: <https://www.nst.com.my/news/nation/2017/11/306536/media-owners-form-malaysia-premium-publishers-marketplace>



United to ensure...

- 1. High Quality Premium Inventory** *that's has viewablility tracked*
- 2. Brand Safety**
- 3. No bot traffic**
- 4. Rich audience data**
- 5. High impact ad solutions**
- 6. Safer and a transparent ad buying ecosystem**

Now all this are in accordance with IAB standards and tackling the brand concerns head-on.



Digital Marketing Trends for 2018

1. Continued growth for content marketing, in articles, videos, infographics, polls, quizzes
2. Continued growth for influencer marketing, with microinfluencers a rising media segment
3. AI is here and more is coming, from chatbots to content creation, content suggestions and audience segment creation, maybe even starting to strategic marketing decisions
 - When to start a campaign
 - When to pause a campaign
 - What creatives to use for particular audience segments
 - What copywriting to use for particular audience segments
4. New formats will circumvent ad blocking technologies
5. Privacy protection will be an increasing priority across the globe
6. An alternate means to measure campaign effectiveness? Attention
7. Blockchain could start to disrupt adtech & martech* **

Source: <https://digitalmarketinginstitute.com/blog/2017-12-11-5-digital-marketing-trends-for-2018>

*Source: <https://www.cryptoadvocate.net/single-post/basic-attention-token-bat-a-new-digital-advertising-model>**

**Source: <https://basicattentiontoken.org/blog/>



thank you!

For further information,
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innity

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