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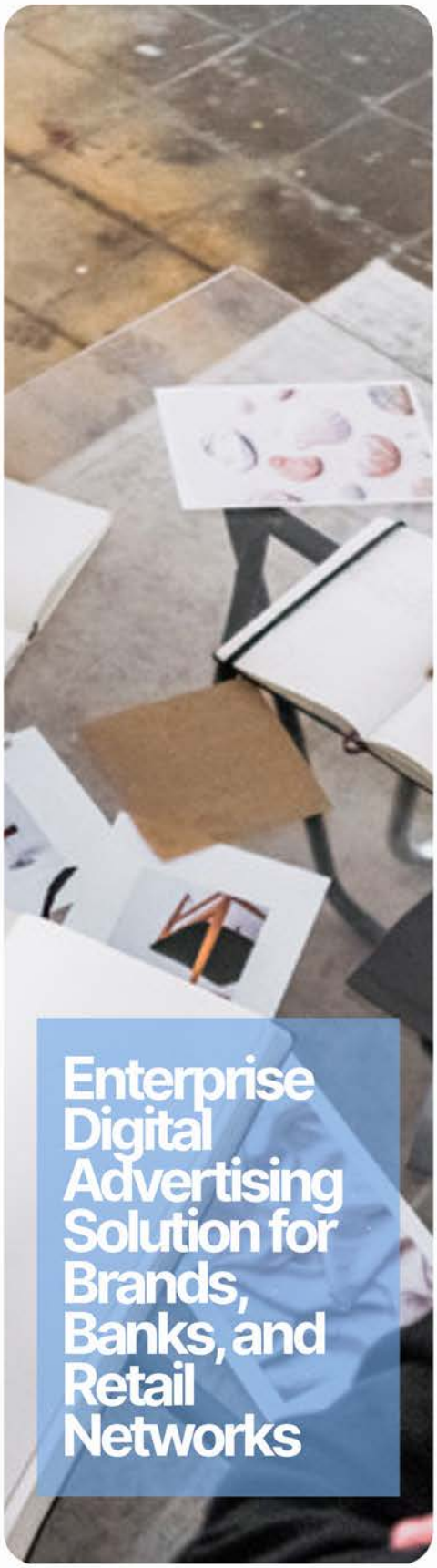
MARCH 2026

Solution Brief



Curated Programmatic Display Advertising

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Introduction

Digital media consumption has expanded rapidly in recent years as mobile devices and high-speed internet access continue to reshape how audiences engage with content. Brands today require advertising solutions that deliver both scale and control, enabling them to reach large audiences while maintaining visibility in credible digital environments.

However, traditional digital advertising models often face several challenges:

- fragmented media environments
- brand safety risks
- inconsistent inventory quality
- limited transparency in ad placements

Carbondyne addresses these challenges through **curated programmatic display advertising delivered through Private Marketplace (PMP) deals**, ensuring advertisers achieve both **high reach and high-quality exposure**.

Understanding Programmatic Display Advertising

Programmatic advertising refers to the automated buying and selling of digital advertising inventory using technology platforms and real-time bidding systems. Instead of negotiating placements manually, advertisers use software platforms to deliver advertising campaigns across websites and mobile applications.
Programmatic advertising enables brands to reach audiences based on:

- demographics
- geographic location
- browsing behavior
- device type
- content interests

This approach allows advertisers to deliver messages to the **right audience at the right time across multiple digital environments**.

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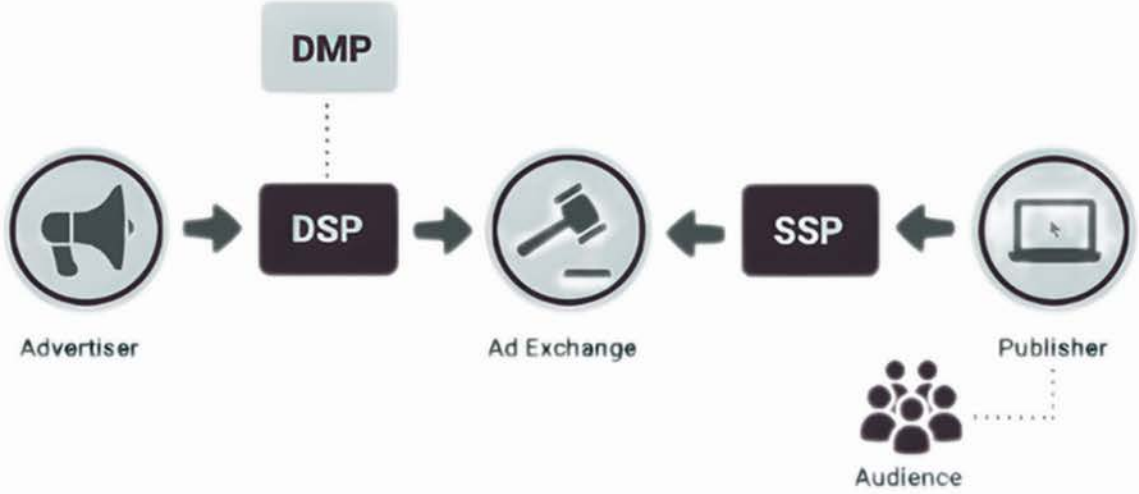
The Programmatic Advertising Ecosystem



The programmatic ecosystem connects advertisers with publishers through a series of technology platforms.

Advertiser
The organization seeking to promote its products or services.

Demand-Side Platform (DSP)
A platform used by advertisers to manage campaigns and participate in programmatic auctions.

Ad Exchange
A digital marketplace where advertising inventory is bought and sold.

Supply-Side Platform (SSP)
Technology used by publishers to manage and sell advertising inventory.

Publisher
Websites and applications where advertisements are displayed.

These components operate together to enable automated ad buying in milliseconds.

Private Marketplace (PMP) Advertising

Private Marketplace advertising is a curated programmatic buying model where selected publishers offer advertising inventory exclusively to invited advertisers. Unlike open exchanges, where inventory is available to any bidder, PMP deals operate within controlled environments with pre-approved publishers.

Benefits of PMP Advertising

- Higher-quality publisher environments
- Greater brand safety and compliance
- Improved ad viewability
- More transparent campaign delivery
- Access to premium digital inventory

This model ensures advertisements appear within credible and trusted digital environments that reinforce brand reputation.

Selected Clientele & Experience

Carbondyne works with a diverse range of organizations including financial institutions, telecommunications providers, consumer brands, and retail companies.

Our engagements focus on delivering **performance-led digital advertising solutions, app discovery and install campaigns, brand visibility campaigns and digital customer acquisition initiatives**.

Running Engagements

	– Supporting digital awareness and customer engagement initiatives aligned with performance-led advertising objectives.
BENGAL MEAT	– Digital visibility and app install campaigns
Prime Bank	– Monthly Digital Awareness Campaign
Agora Quality you can trust	– Consumer outreach and digital exposure programs

Ongoing Proof of Concept (POC) Engagements

city bank making sense of money	– Digital Banking app install campaign
পূবালী ব্যাংক লিমিটেড PUBALI BANK LIMITED	– Performance-oriented digital visibility programs
MTB	– Targeted digital engagement initiatives
ZEISS	– Brand visibility and audience engagement initiatives

Carbondyne Curated Programmatic Model

Carbondyne combines advanced programmatic technology with curated inventory governance to deliver reliable digital advertising campaigns.

Our model operates through **two complementary layers**.

Audience Targeting Platform – Eskimi

Eskimi provides the programmatic infrastructure used to define audiences and deliver campaigns.

Capabilities include:

- behavioral and interest-based targeting
- geographic targeting
- device and operating system targeting
- time-based campaign delivery
- real-time reporting infrastructure

Eskimi determines who the campaign reaches.

Inventory Curation – Carbondyne

Carbondyne governs the advertising environments in which campaigns appear.

Our curated inventory model includes:

- premium Bangladeshi publishers
- trusted international content platforms
- high-engagement mobile applications
- brand-safe digital environments

Carbondyne controls where advertisements appear and how campaigns are executed.

Bangladesh Digital Reach

Digital consumption in Bangladesh has expanded rapidly due to increased smartphone adoption and affordable mobile data.

Estimated reachable digital audience:

~60 million internet users

Geographic Distribution

Dhaka	65–70%
Chattogram	15%
Other regions	15-20%

Device Distribution

Mobile devices	70%
Desktop devices	30%

This mobile-first ecosystem makes programmatic display advertising a powerful tool for reaching consumers across digital environments.

Audience Targeting Capabilities

Carbondyne campaigns leverage advanced targeting capabilities to ensure precise audience engagement.

Targeting dimensions include:

- Demographic targeting
- City and district-level geographic targeting
- Behavioral and interest-based targeting
- Socioeconomic segmentation
- Device type and operating system targeting
- Network and connectivity targeting
- Time-based delivery optimization

These capabilities allow advertisers to deliver messages to **highly relevant audiences with maximum campaign efficiency**.

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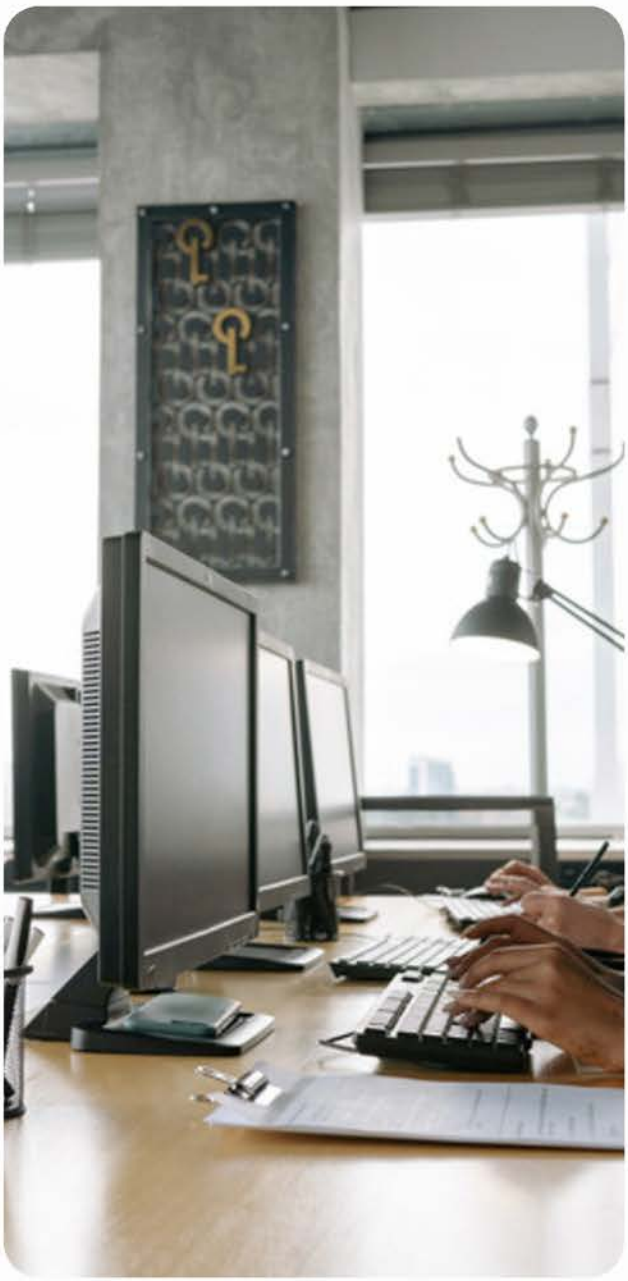
Campaign Execution Framework



Carbondyne manages the full campaign lifecycle to ensure smooth programmatic delivery.

Campaign execution includes:

- Strategic campaign planning
- Audience segmentation and targeting setup
- Curated inventory selection
- Display and rich media banner deployment
- Daily campaign monitoring and optimization
- Performance reporting and insights

This structured execution framework ensures consistent campaign quality and measurable results.

Commercial Model and Budget Options

Carbondyne offers a fixed CPM commercial model designed to provide predictable campaign costs.

Cost Per Mille (CPM)

- BDT 45 per 1,000 impressions
- Single consolidated billing
- No hidden platform or technology fees

Campaign Budget Options

Pilot Campaign

- BDT 1,00,000
- Suitable for testing audience response and campaign benchmarking.

Scaled Visibility Campaign

- BDT 3,00,000
- Provides sustained exposure across multiple cities and audience segments.

National Impact Campaign

- BDT 5,00,000
- Designed for nationwide visibility and strong brand recall.

Higher budget tiers expand reach, frequency, and geographic coverage while maintaining the same campaign quality standards.

Performance Expectations

Programmatic display campaigns are designed to deliver strong digital visibility and audience reach.

Typical campaign outcomes include:

- High impression reach across targeted audiences
- Consistent brand visibility across digital environments
- Improved top-of-mind brand recall
- Expected click-through rates between **0.25% and 0.6%**

Programmatic display advertising is particularly effective for:

- Brand awareness
- Retail promotions
- Product launches
- Digital service adoption campaigns

Reporting and Transparency

Carbondyne provides transparent reporting that allows advertisers to evaluate campaign performance clearly.

Reports include:

- Total impressions delivered
- Audience reach and frequency
- Geographic delivery insights
- Device and platform breakdown
- Creative performance metrics

Reporting is structured to support **marketing evaluation and campaign optimization decisions**.

Industry Use Cases

Carbondyne's curated programmatic campaigns support multiple industries.

- Financial institutions promoting digital banking services.
- Retail brands driving store awareness and promotional visibility.
- Telecommunications providers launching digital products and services.
- Consumer brands seeking large-scale brand awareness.
- Public sector organizations conducting awareness campaigns.

Why Carbondyne

Carbondyne provides a unique combination of technology expertise and curated inventory governance.

Key advantages include:

- Curated programmatic advertising environments
- Private Marketplace deal access
- Strong brand safety governance
- Transparent campaign reporting
- Local market expertise combined with global advertising partnerships

Our approach ensures advertisers achieve reliable digital visibility while maintaining full transparency and quality control.

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