

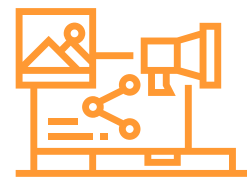


# MEDIA KIT 2023

---

**R2B2 is a monetization partner for online media that publishers trust.  
Maximize your profits today with programmatic advertising.**

# Value we offer



## Innovative formats

You can choose from a whole assortment of banners and videos as well as popular Vignettes, Sticky Ads, Interscroller, and other interactive options.



## Broader demand

R2B2 co-operates with 17 SSPs, and is continually adding more, to help publishers achieve broader demand for less effort, time, and money.



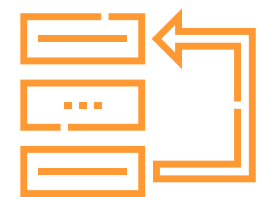
## Optimization

We are constantly optimizing to maximize your profit. We have a dedicated team and our own ad engine that automatically optimizes the whole process every second.



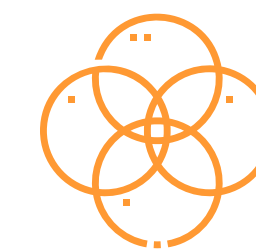
## Higher eCPM

Why not sell it for more? Our personalized approach enables us to meet your specific needs, thus helping to maximize your revenue.



## Improved fill rate

Are you struggling with unsold inventory? R2B2 can leverage your unsold inventory to maximize revenue.



## Diversity

Putting all your eggs in one basket (or even just a few) is risky. With R2B2, there's plenty of diversity so you don't have to worry anymore.

# About R2B2

R2B2 has been successfully developing its services since it was founded in 2014. The company uses programmatic advertising and advanced proprietary technologies to help large and medium-sized online publishers earn higher profits from website advertising. In 2018, R2B2 took its first step across the Czech border into Slovakia. It now works with partners in 37 countries around the world.

**2014**

R2B2 was founded in Czechia.

**2018**

We began operating in Slovakia.

**2020**

The investment fund Genesis Capital Growth became the majority owner.

**2021**

Significant worldwide expansion commenced.

**2023**

We operate in 37 countries.

# Trends in programmatic

Since 2019, the share of ads bought online has been drastically increasing YOY worldwide. According to eMarketer research, in 2022 nearly 64% of all media ad spending came through digital channels, as opposed to 51% in 2019. This upward trend is expected to continue, reaching a whopping 67.8% of total global ad spend in 2024.

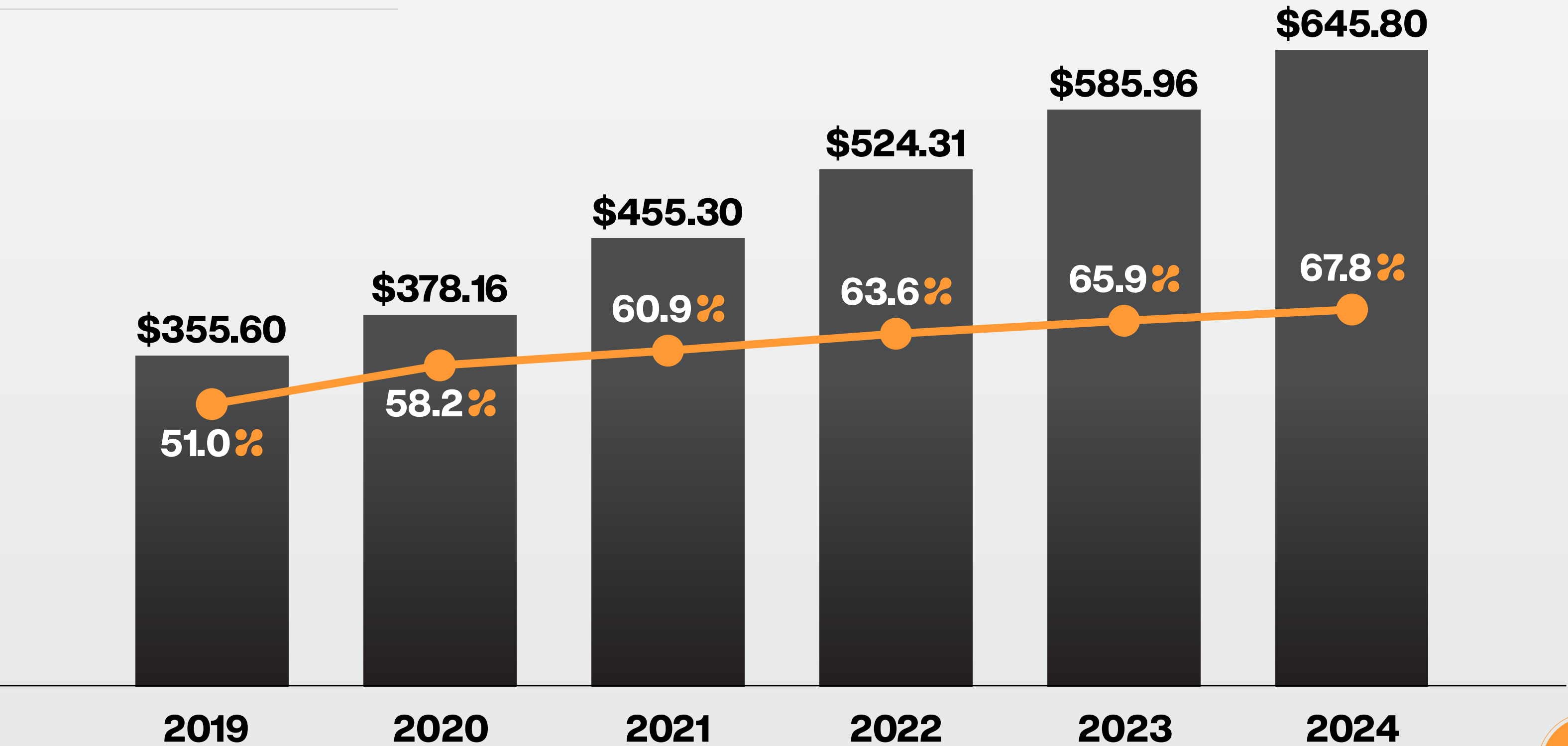
## Digital Ad Spending Worldwide, 2019-2024

billions and % of total media ad spending

Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; excludes SMS, MMS, and P2P messaging-based advertising.

Source: eMarketer, March 2021

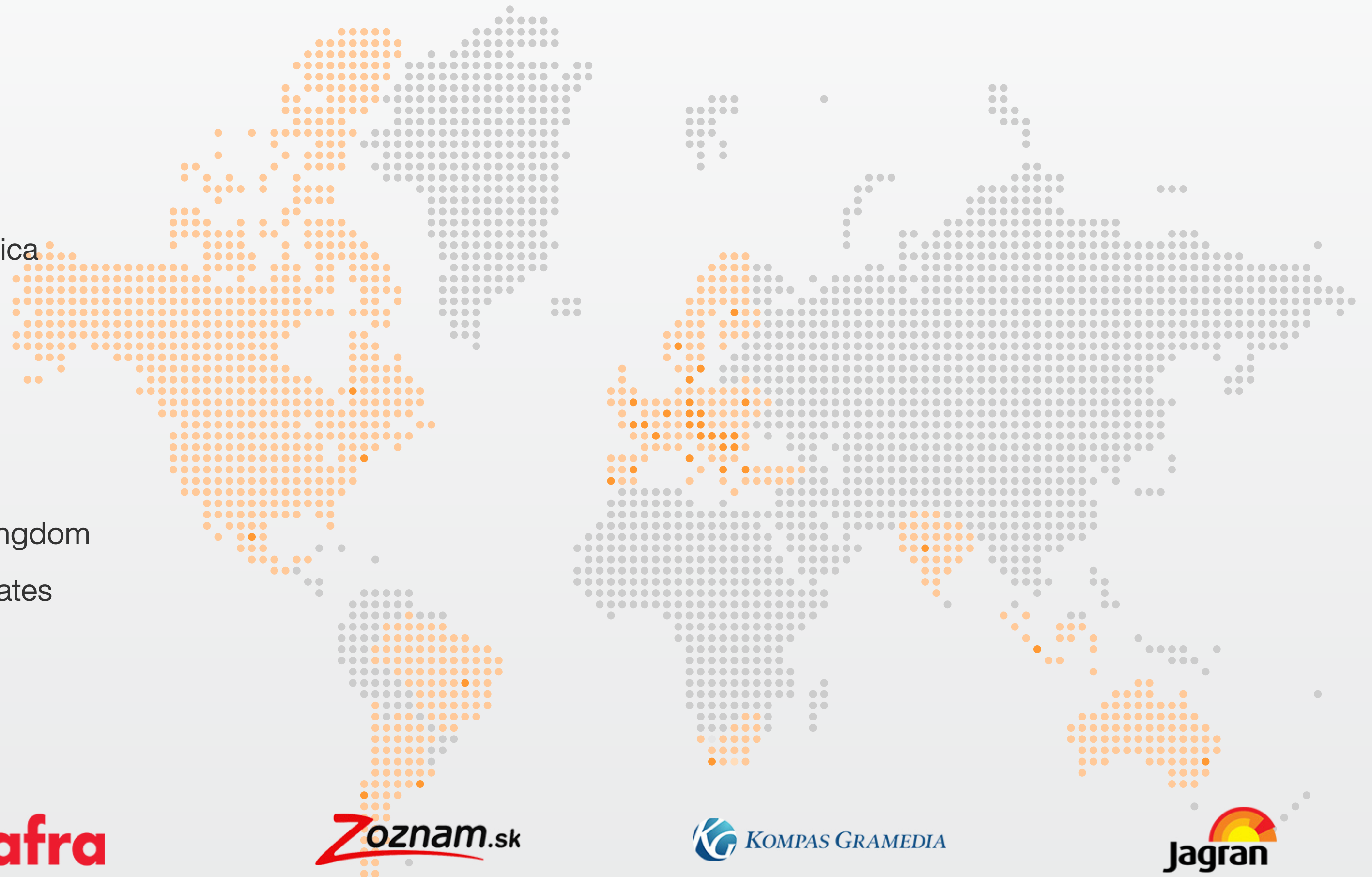
- Digital ad spending
- % of total media ad spending





# Join our global network of publishers


- Albania
- Argentina
- Australia
- Austria
- Belgium
- Brazil
- Bulgaria
- Canada
- Chile
- Croatia
- Czechia
- Denmark
- Finland
- France
- Germany
- Greece
- Hungary
- India
- Indonesia
- Italy
- Lithuania
- Mexico
- Netherlands
- Norway
- Poland
- Portugal
- Romania
- Serbia
- Slovakia
- Slovenia
- South Africa
- Spain
- Sweden
- Turkey
- Ukraine
- United Kingdom
- United States



 Ringier

 b tv

 mafra

 Zoznam.sk

 KOMPAS GRAMEDIA

 Jagran

# What ad sources do we connect to?

It is a real challenge for publishers to connect with many SSPs individually to broaden demand. R2B2 cooperates with 17 SSPs, and is continually adding more, to help publishers achieve broader demand for less effort, time, and money. We also bring our own unique demand to the table, some of which are listed here.





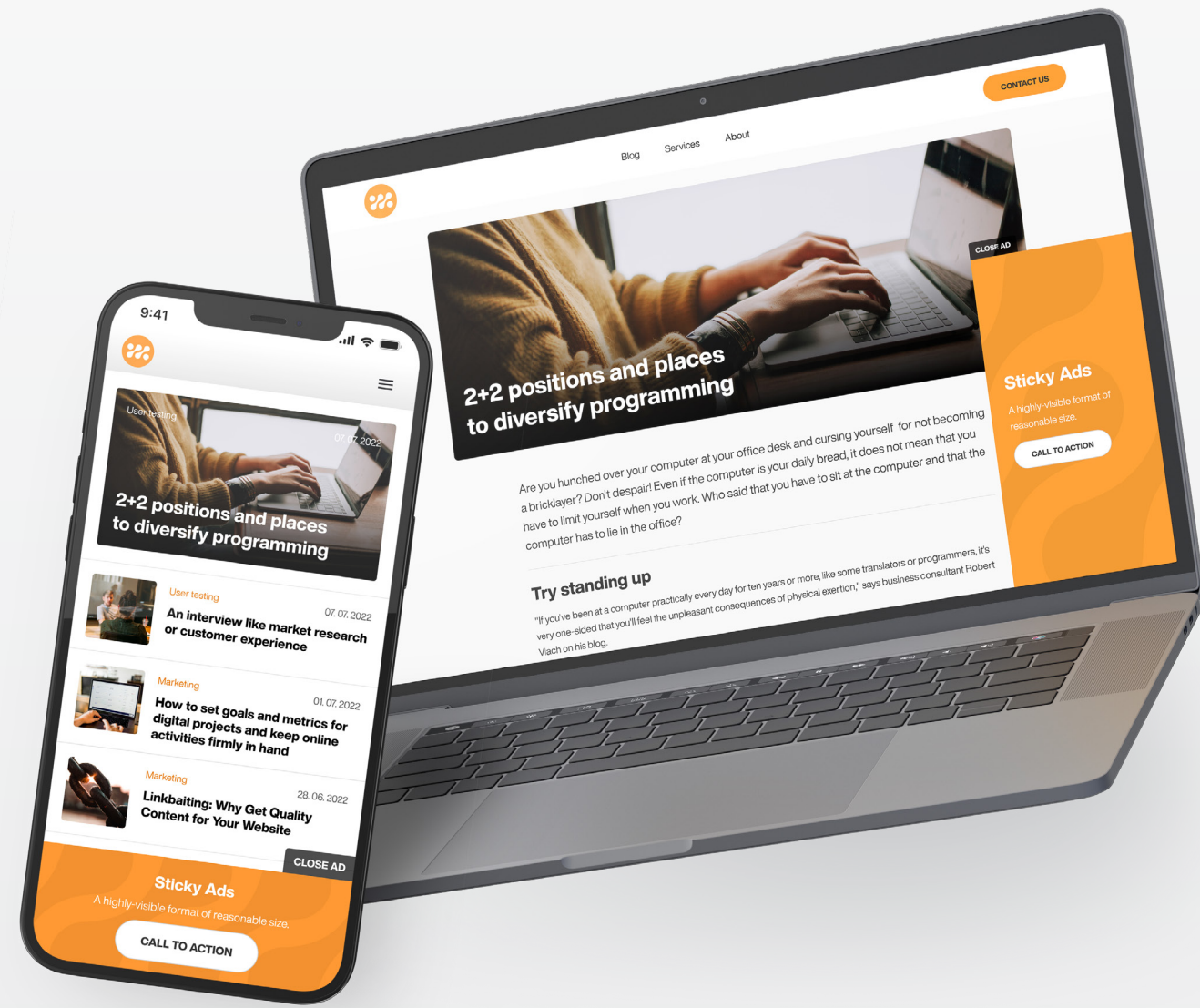
# Ad formats

You can choose from a whole assortment of banners and video formats as well as popular Vignettes, Sticky Ads, Interscroller, and other interactive options. Do you have any specific requirements or creative ideas? With R2B2, only the sky is the limit.

[Get more information at r2b2.io.](https://r2b2.io)

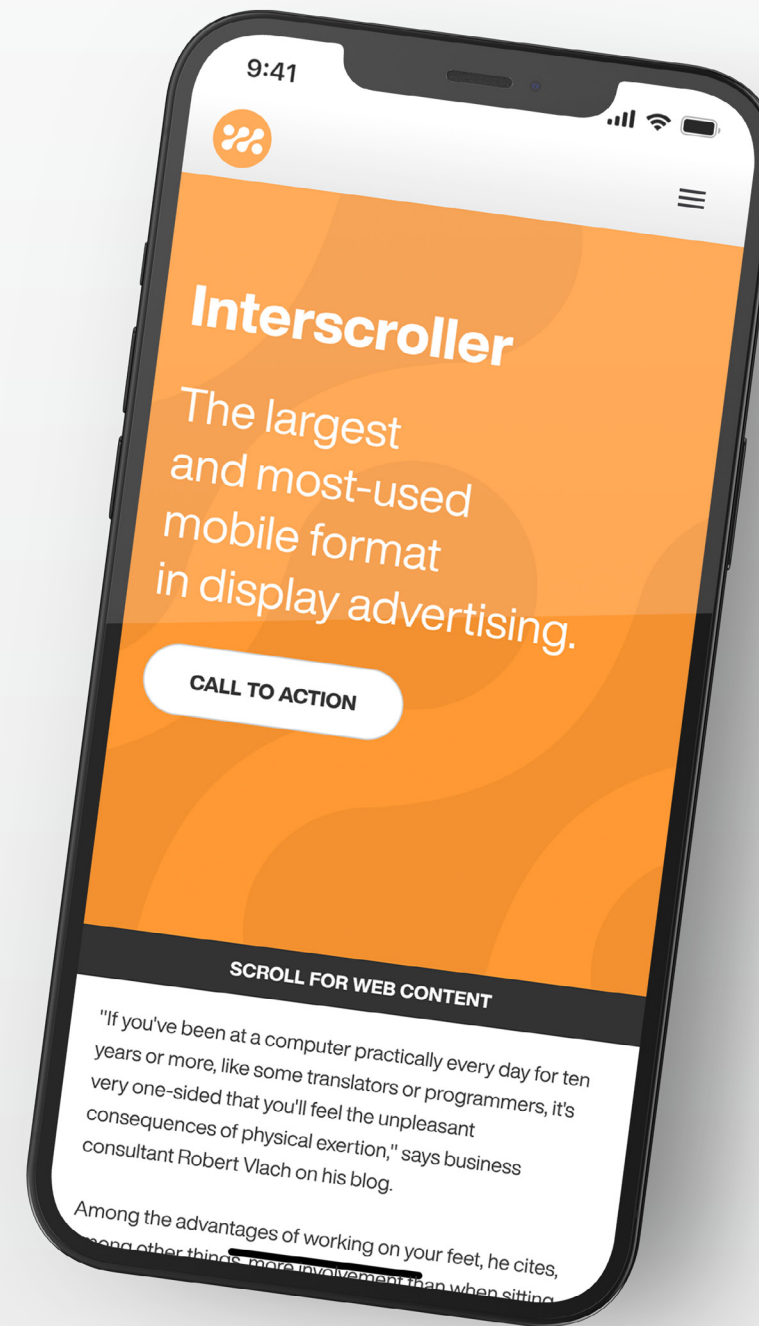






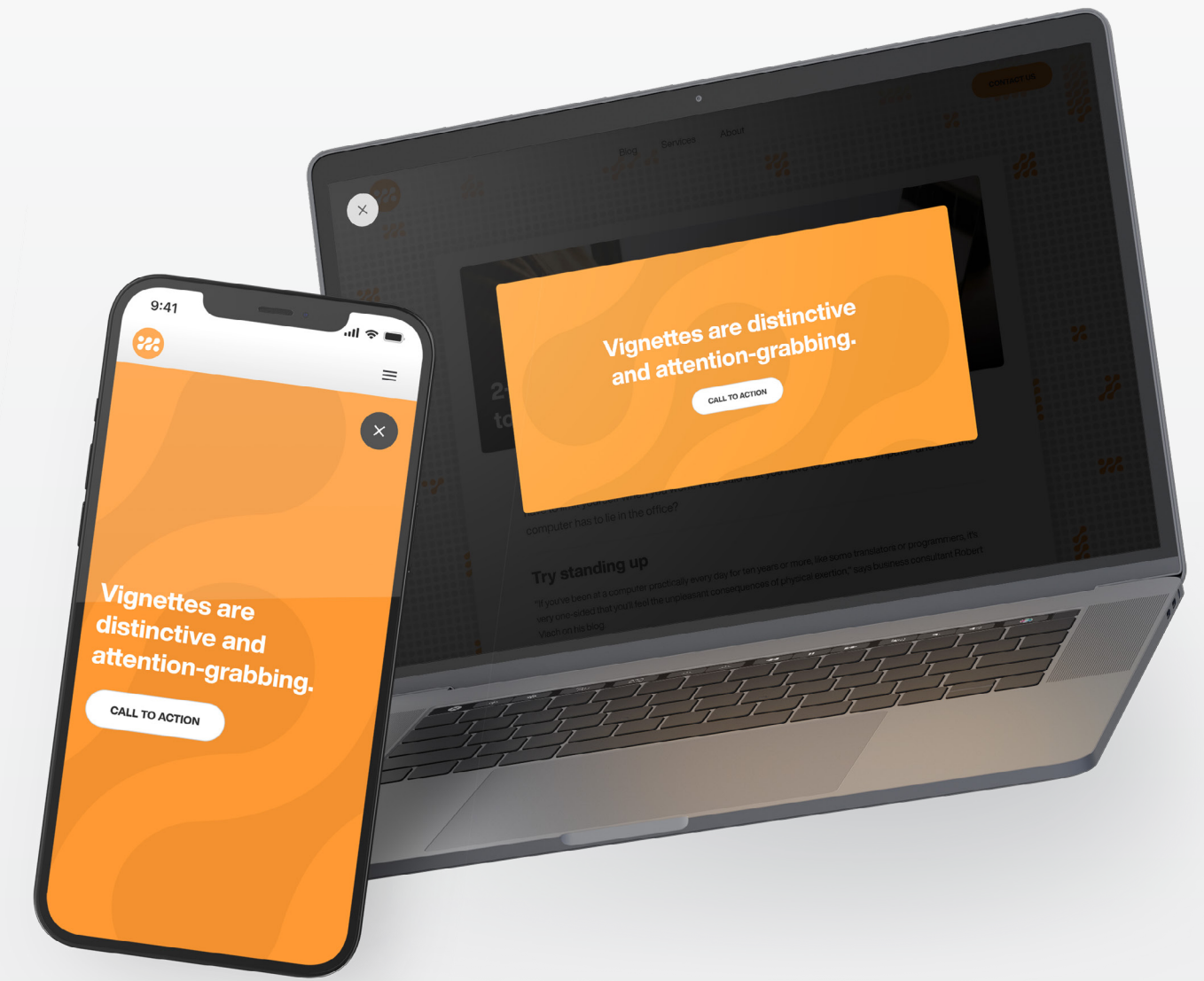
## Sticky Ads

A high-performance format of reasonable size that is anchored to the bottom of the screen.



## Interscroller

Interscroller is the largest mobile format that appears when scrolling.



## Vignettes

Vignettes display across the entire screen as soon as an article is clicked.





# Banners

Traditional display ads available in a wide variety of resolutions.



# In-Media

An extraordinary ad placement that displays in videos or images.



# Native Ads

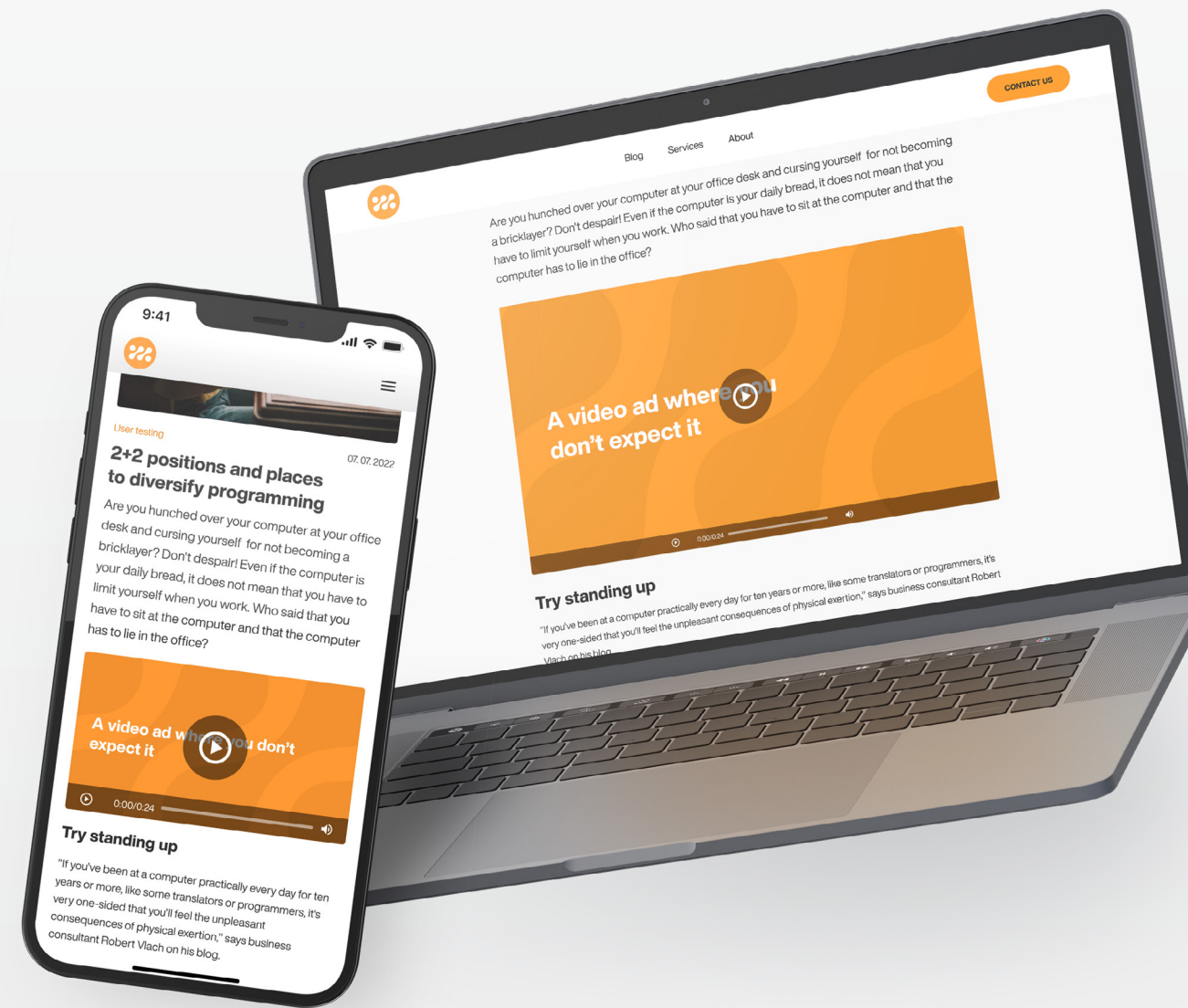
Native Ad fits in perfectly with the content on every website.





## Takeover Skins

The largest format in online advertising becomes the background of your website.



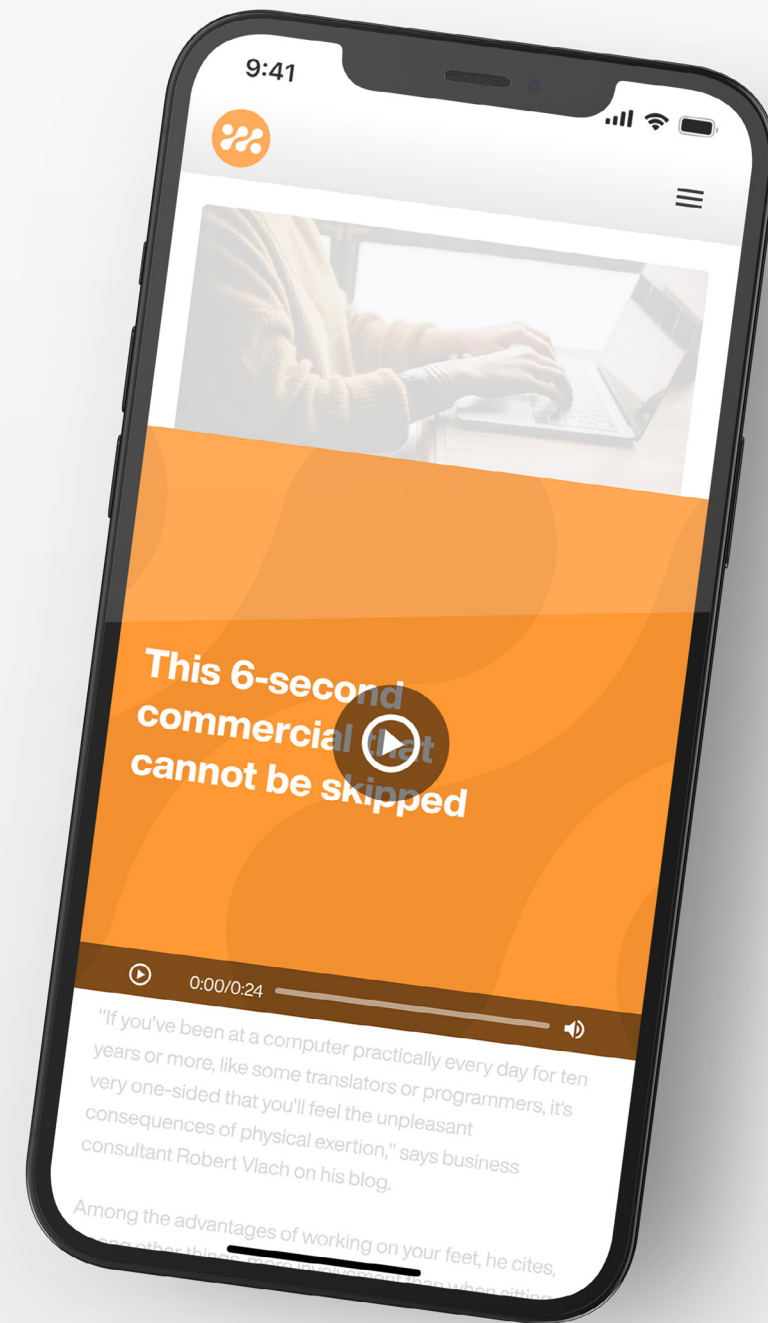
## Outstream

These video ads are shown to readers as they read an article.



## Instream

Video ads are foundational for every publisher who posts videos in addition to text.



## Bumper

A 6-second video ad that cannot be skipped.





# Maximize profits in just three steps

1.



We analyze your website and offer you the most suitable solution that will generate the highest revenue.

2.



We send you a deployment code and, if requested, guide you through the simple implementation using tag-to-tag or your ad server. It is possible to connect via Prebid.

3.



Your work is done. We will take it from here. All you need to do is keep an eye on your revenue as it increases.

# Frequently asked questions

*We are relatively satisfied with our ad revenue. Can R2B2 give us something more?*

Yes! Especially additional revenue thanks to the large number of SSPs and the use of new ad formats.

---

*You're a European company. Do you have enough demand in our region in Asia / the Americas / Africa / Australia?*

No matter where you are located, our SSPs will supply you with bids from around the world.

---

*Do you require exclusivity for demand delivery?*

We don't restrict your use of other networks. You can combine our network with other ad networks or SSPs.

*Do you offer a trial period before signing a contract? Under what conditions?*

Yes. You can try out our ad network on your website before signing a contract. We don't charge any setup fees.

---

*What is your business model?*

The agreement is based on rev-share.

# Technical information

## Integration methods

Implementing ad code is easy. Paste the code directly into the page, or use an ad server such as Google Ad Manager (including Google Ad Manager 360). You can also use GTM or integrate the code via Prebid.

## Passback

We support the passback/backfill feature. If we do not fill an ad placement with a demand, we pass the request back to you so you can set up a final sale yourself.

## AYM reporting

Use our reporting dashboard called AYM (Automated Yield Management) to see how your ad inventory is performing. Stats on the number of impressions, eCPM, and revenue are updated daily. You can break down the results by individual ad space or time period and download them to a CSV file.

## Floor price

For all formats, it is possible to set a floor price: that is, the minimum price an ad placement can be sold for.



# Meet the team



**František Bauma**  
CEO



**Lukáš Alexandr**  
CTO



**Sumudu Perera**  
Head of Expansion  
[sumudu.perera@r2b2.io](mailto:sumudu.perera@r2b2.io)



**Sabina Krohová**  
Partnerships Executive  
[sabina.krohova@r2b2.io](mailto:sabina.krohova@r2b2.io)



**Yavor Kolarov**  
Country Manager  
[yavor.kolarov@r2b2.io](mailto:yavor.kolarov@r2b2.io)



**Anastasiia Mozharova**  
Partnership Executive  
[anastasiia.mozharova@r2b2.io](mailto:anastasiia.mozharova@r2b2.io)



**Jordi Esteve**  
Country Manager  
[jordi.esteve@r2b2.io](mailto:jordi.esteve@r2b2.io)



**Ashley Leong Shufen**  
Partnerships Executive  
[leong.ashley.shufen@r2b2.io](mailto:leong.ashley.shufen@r2b2.io)



**Camila Leal**  
Brazil Representative  
[camila.leal@r2b2.io](mailto:camila.leal@r2b2.io)



**Matěj Dragoun**  
Partnerships Executive  
[matej.dragoun@r2b2.io](mailto:matej.dragoun@r2b2.io)



# JOIN THE FUTURE WITH R2B2

**The simplicity and effectiveness of our programmatic proposition are attracting more and more publishers, who have been experiencing the benefits of more automated and efficient sales cycles while increasing marketing yield. Thus, publishers are abandoning the inefficiencies of traditional direct ad sales and remnant inventory issues.**

**Contact us at [partner@r2b2.io](mailto:partner@r2b2.io).**