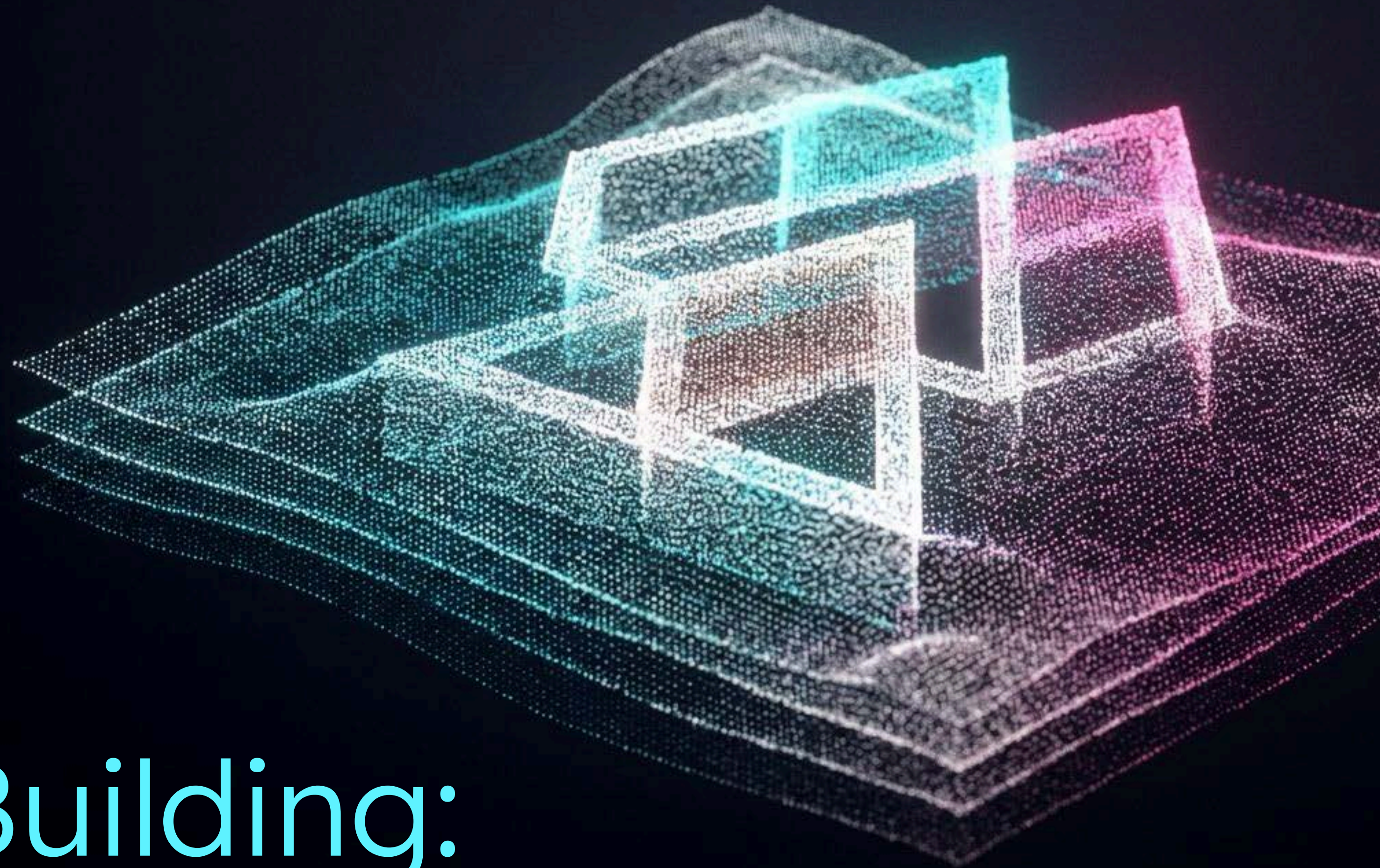




The Future of Digital Brand Building:

Anyone can buy ads like an expert.





Who We Are

At Zircon Ads, we're passionate digital marketing enthusiasts shaping the future of marketing technology. With experience from global industry leaders like Publicis Groupe, Dentsu, and Omnicom Media Group, we create the kind of tools we love to use ourselves - innovative, intuitive, and built to make an impact.

Key Benefits for Partners

- **Faster campaign launches, less overhead**
Reduce time-to-market with automated workflows, smart templates, and intuitive campaign setup - no need for large operational teams.
- **Scalable client solutions**
Serve more clients with fewer resources by streamlining campaign management, reporting, and optimization - all from one centralized platform.
- **Stronger performance & retention**
Achieve consistently better results with AI-optimized media buying, helping you build trust, loyalty, and long-term value with your clients.

Our Value Propositions

- **Expert-level buying, no expertise required**
Empower any team, regardless of experience, to confidently launch and manage digital brand campaigns with precision.
- **All-in-One platform for brand advertising**
Plan, buy, and optimize media in one intuitive system, eliminating the need for multiple tools and platforms.
- **Smarter decisions with AI-driven insights**
Leverage automation and real-time intelligence to make better buying decisions, improve performance, and maximize ROI faster.

The Problem We Solve

Advertisers and agencies often face barriers in digital media buying, including:

- The need for specialized team members to manage different platforms
- Reliance on multiple disconnected tools just to buy ads
- Spending hundreds of hours each month on media planning and buying

Zircon Ads simplifies digital advertising

We offer an all-in-one platform for media buying - integrating automation, AI-driven insights, smart optimization, and end-to-end campaign management. We streamline the process, enabling anyone to buy ads like an expert.

Why Zircon Tree?

6 reasons to choose us.

Integrated management

Campaign planning, execution and ongoing management handled comprehensively.

Media plan included

Every package includes a tailored media plan aligned with campaign goals.

Optimised media buying

Access to advertising inventory with a focus on relevant reach a quality placements.

Global expertise with local approach

We know global markets, we understand local ones.

Rich media creatives

Animated and interactive formats with support in creative development.

Big 6 expertise

Know - how from the world's top companies, brought to your campaigns.



ZIRCON ADS



PREMIUM DIGITAL ADVERTISING PLATFORM

AI-Optimized · Premium Reach · Full-Funnel Strategy

50

Technology Fast 50
2025 CE LAUREATE
Deloitte.

Trusted by Samsung, Dr.Max, Visa & more



The future of media buying starts here

Simple • Connected • Intelligent

Run campaigns on 80+ ad networks, **all from one place.**

Plan, launch, and optimize in minutes with AI that learns, adapts, and scales your campaigns automatically.

Brand-first automation. AI-driven performance.





Some platforms only serve ads.

We build partnerships.

Deloitte Technology Fast 50 CE

Financially verified and real company

Deloitte has independently verified our growth as one of the top 50 fastest growing technology companies in Central Europe.

Industry-standard platform

We operate as a industry-standard programmatic platform

We operate via industry-standard programmatic platforms. Campaigns run through verified, GDPR-compliant infrastructure that clients and their agencies can monitor and measure at any time through third-party tools.

Verifiable results

90%+ viewability, multi layer brand safety

No long ramp-up. Premium visibility guaranteed from the first impression. All metrics are independently verifiable through third-party tools at any time.

Strategic partnership. Proven expertise.

Team from Big 6 agencies

The people who manage your campaigns at ZirconAds didn't come from tech. They came from agencies you already trust. We speak your language. We did your work.



All your advertising. **One setup.**



Zircon Ads connects
all major ad networks
into one platform.



You set up your goals,
audiences, and
creatives once.



Zircon Ads
launches them
everywhere.



You see real-time
performance and unified
results across channels.

1 setup → Unified targeting → AI optimization → Real-time results



Premium Programmatic Platform

Built for brand visibility. Curated Tier-1 Publisher Mix. Connected to every corner of the national digital landscape, from one place.

90%+

Viewability-first logic

Self-Serve

30 min self-service
onboarding

Or

Serviced

Agency level service
and support

Premium placements right after direct buy, without direct buy prices

Ad formats

- YouTube (In-Stream, Shorts, Bumper)
- Programmatic video / CTV
- Programmatic display (including IAB formats)
- Rich media / Native ads
- Dynamic Creative (DCO)
- Programmatic audio / Podcasts
- Custom & non-standard formats



The difference that matters

Traditional setup

Multiple logins and scattered tools

Manual optimization, constant tweaks

Inconsistent data and unclear results

Delayed insights, slow decisions

Fragmented workflow and disconnected teams

With Zircon Ads

One interface for 80 + networks

AI that learns from every campaign

Real-time performance overview

Instant updates across all channels

Transparent, unified collaboration





Trusted by **leading brands**

