Simplo

WE MAKE IT SIMPLE

Digital Advertising Made Simple

Creative management platform for Display, Video, Native, Rich Media & more

Intro Video

Simplo
WE MAKE IT SIMPLE

MARKET PROBLEMS & CHALLENGES

Current static display banner ads and uniform video ads no longer deliver the brand message. Users have entirely turned blind to the clutter of endless advertising streams – no wonder performance levels are trending down.

Every advertiser, who once tried creating a complete rich media campaign, knows - it requires technical experience, coding, significant time, and manpower.

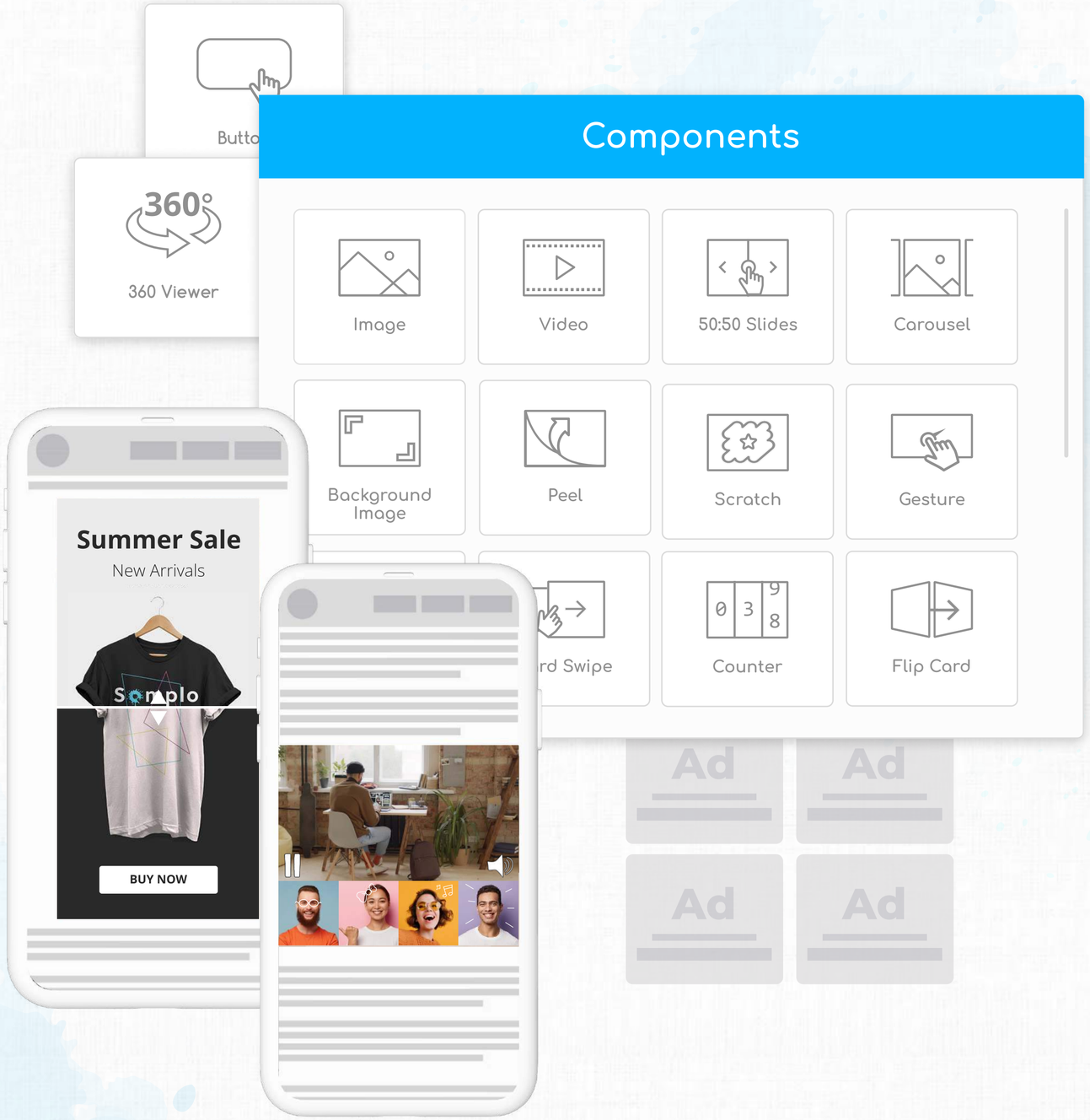
This is why ads must Inspire & Amaze from the first impression

Somplo
WE MAKE IT SIMPLE

SOMPLO SOLUTION

We are an innovative team dedicated to create technology-based creative solutions for agencies and advertisers' ever-rising needs to reach, connect, and convey to their customers.

We help agencies and advertisers better engage with their audience using eye-catching and engaging rich media ad units for Display, Native, and In-Stream creatives. Somplo made creating and launching advanced and highly-engaging creatives easier and faster than ever.

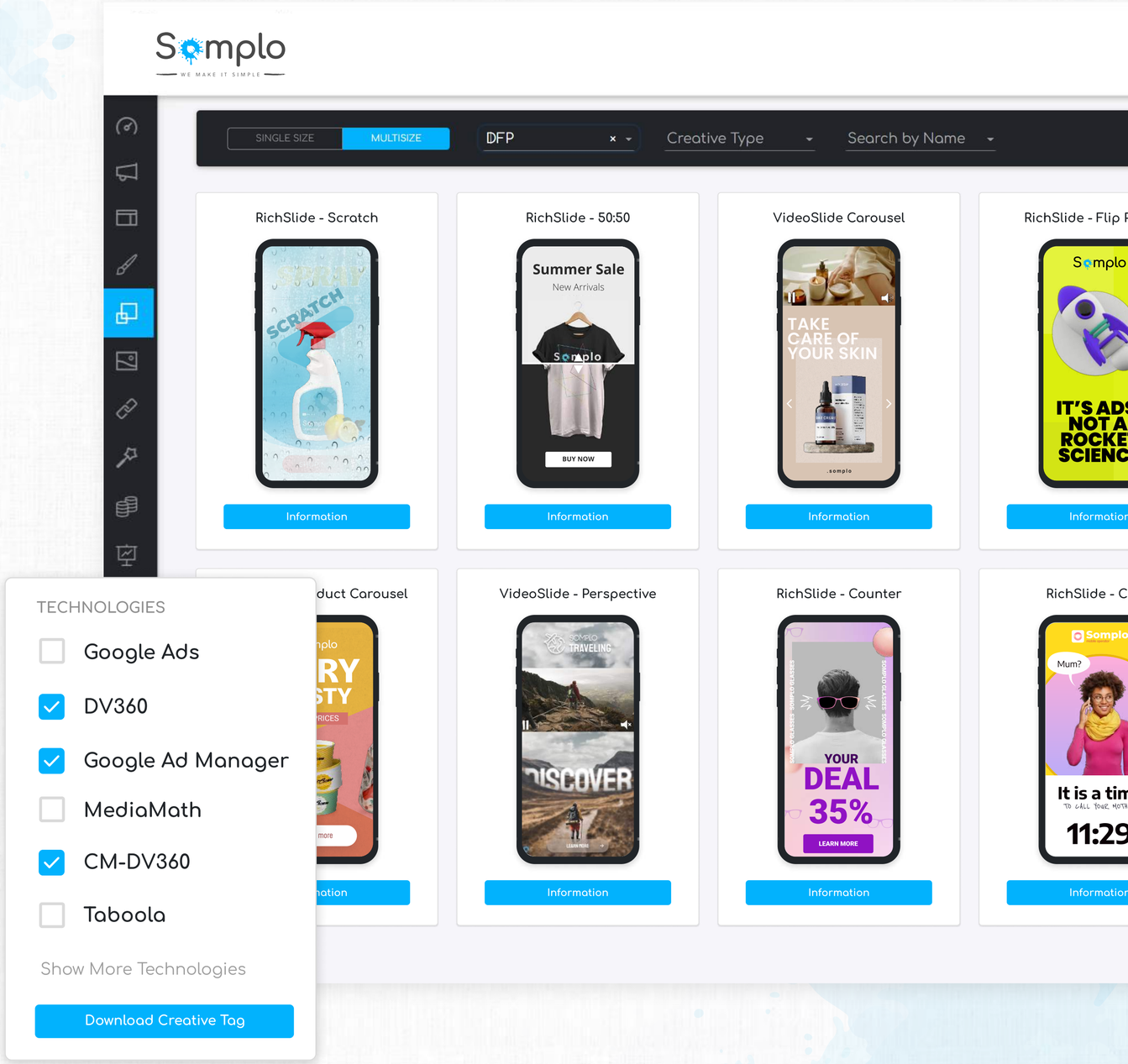


Somplo
WE MAKE IT SIMPLE

SO WHY SOMPLO?

Somplo Creative & Media management Platform addresses some limitations and significant complexities that clients experience in Rich Media campaigns:

- Supports direct and programmatic campaigns
- Supports a true self-service solution with no 3rd party tech providers for the creation of rich media ad units
- Supports product policy compliance and is already integrated with all leading DSPs
- Complete consistency of ad performance on all platforms
- Enjoy predefined flexible, customizable, and tailor-made templates — without the time-consuming open canvas experience
- Unparalleled, fully dedicated customer support from Ad-ops to studio and account management



Somplo

WE MAKE IT SIMPLE

WHAT WE OFFER

Simplicity

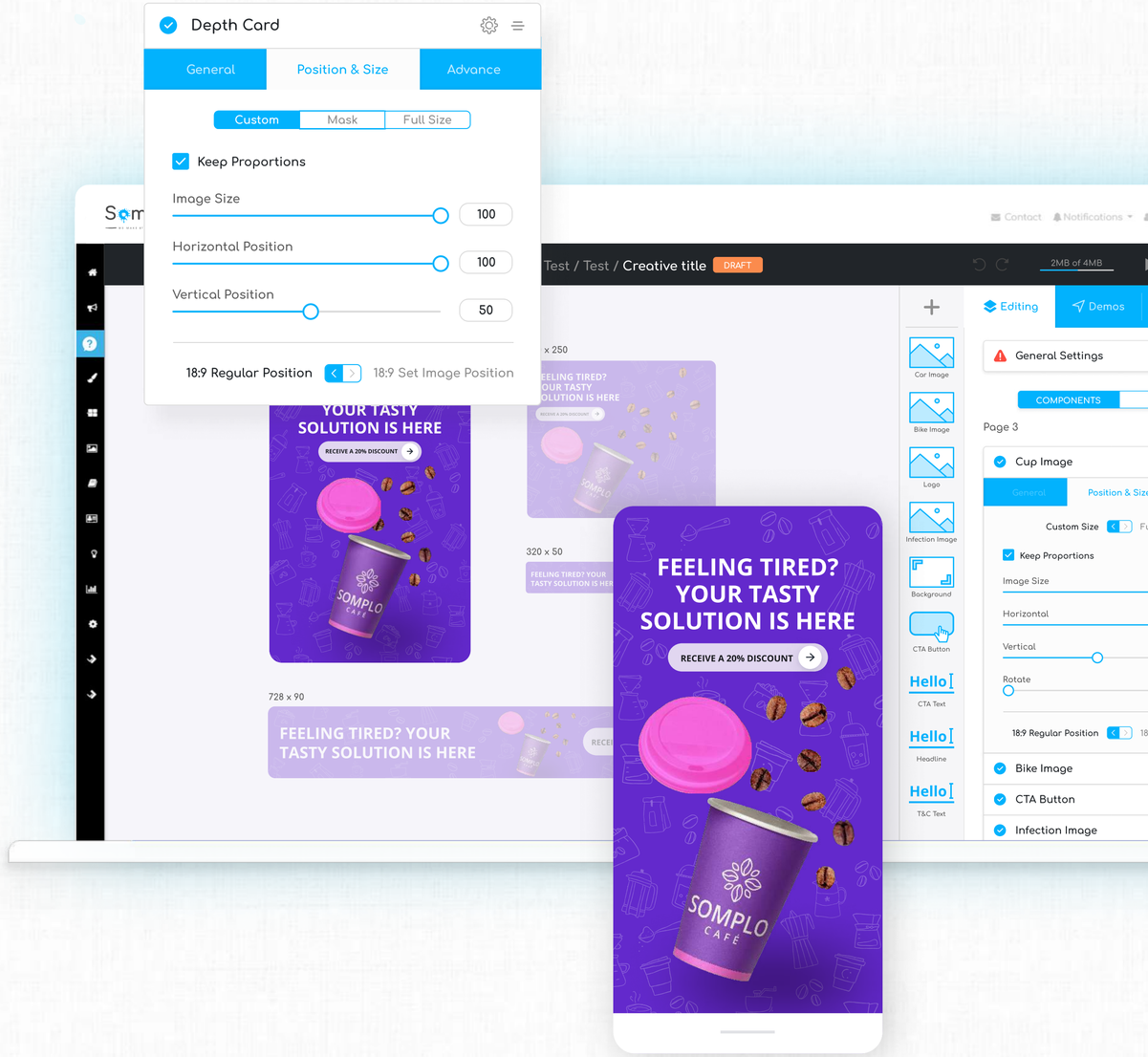
Somplo combines a broad range of high-impact ad units, a web-based intuitive creatives' studio, media tools, and an advanced AdServer. Our platform works without coding – no SDK, no integration, no hard labor, and saves time and resources.

Multi-size creation

Somplo's multi-size solution enables agencies to simultaneously create and edit rich-media ads in different sizes. The master size feature allows the creation of a complete banner package from only one size.

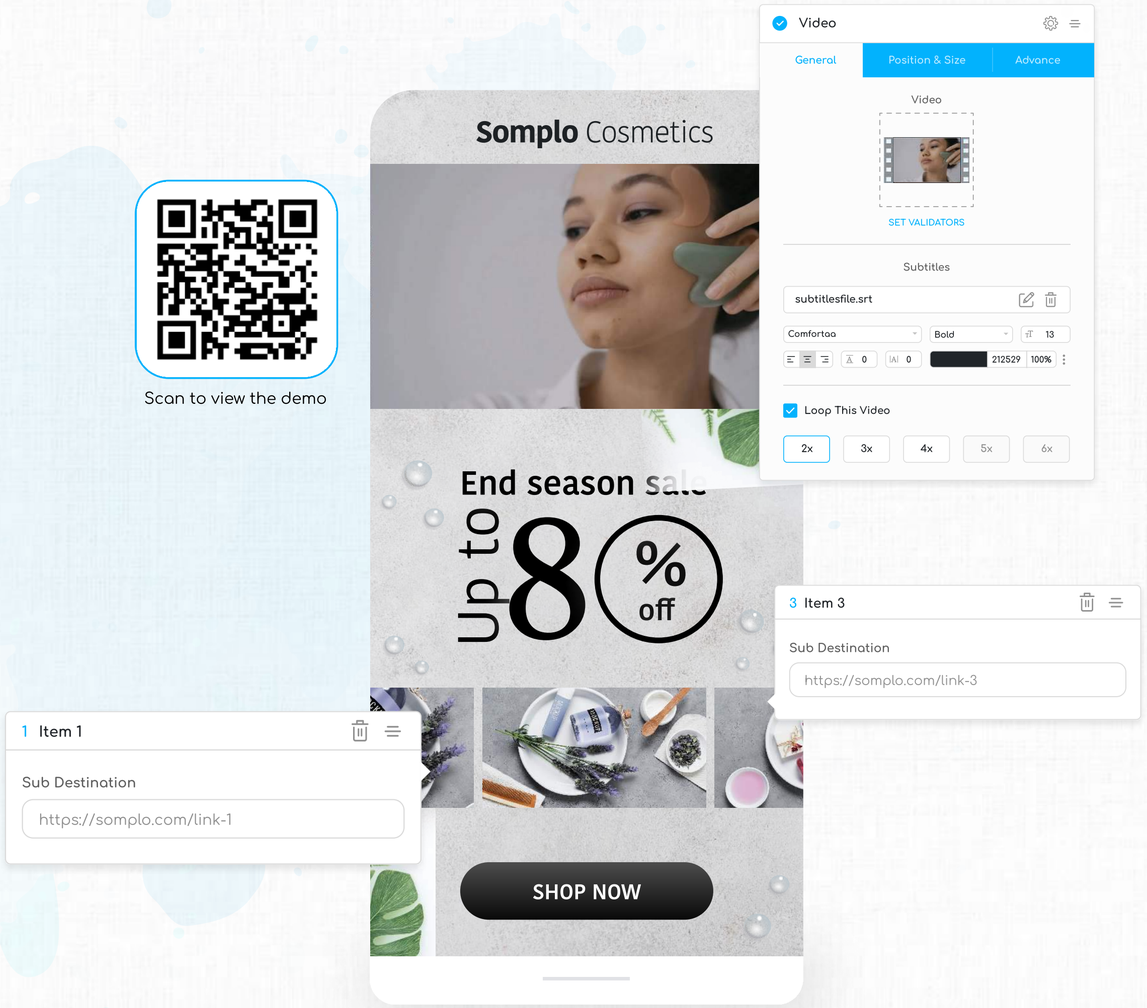
Real-time Ads management

Edit creatives in ongoing campaigns immediately on the platform. No need for DSP's QA re-approval. No need for media-creative teams to play email “pin pong.”



Somplo
WE MAKE IT SIMPLE

Scan to view the demo



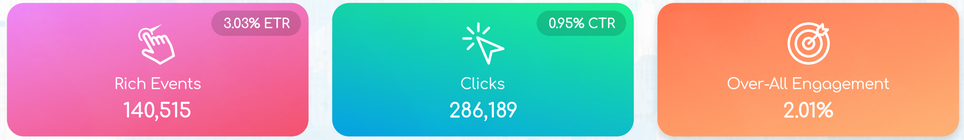
BENEFITS & VALUES

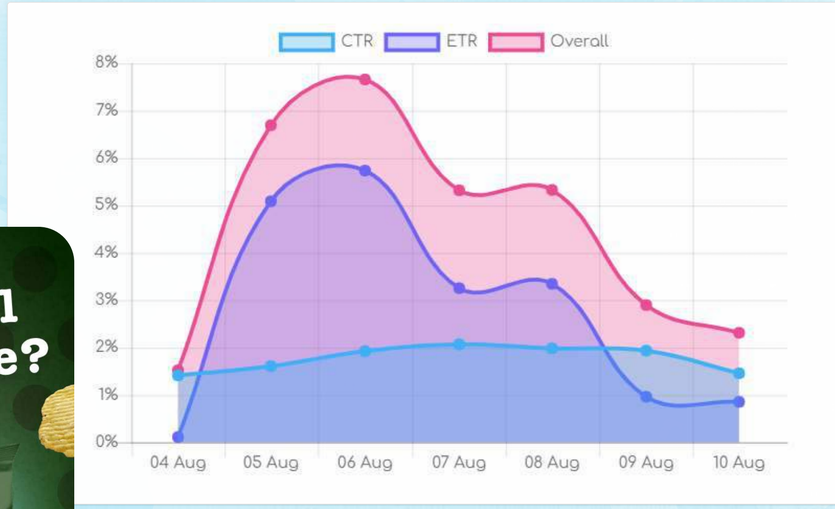
- No more rejections from DSPs for product policy infringements
- A variety of rich media templates in your creative studio builder
- The ability to create and serve fully responsive Interstitials in rich media and display ad units
- Use in-banner video ad units on display inventory
- Use dynamic creatives based on a data feed or API to create variations and deliver the content in real-time updates
- Dynamic creative live preview links inside the builder for a convenient approval process.
- Supporting multi-URL links on the same banner
- Extended creative weight

Simplo
WE MAKE IT SIMPLE

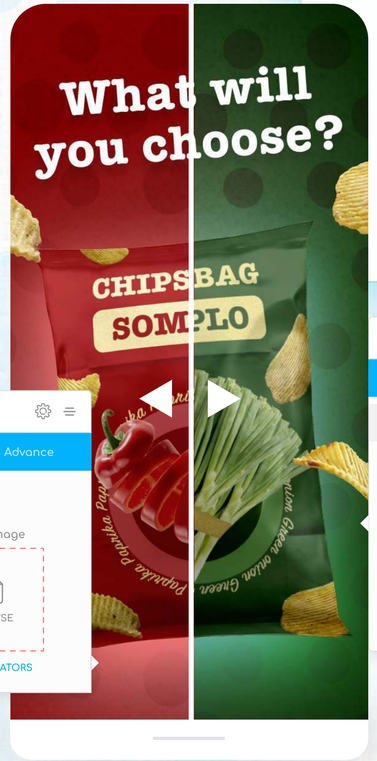
BENEFITS & VALUES

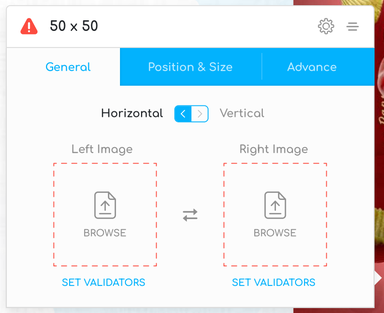
- Collaborative work between Media, Creative and the Advertiser with in-chat platform feature
- No more rejections from DSPs for product policy infringements
- Update creatives remotely in ongoing campaigns on the platform
- Use dynamic creatives based on a data feed or API to create variations and deliver the content in real-time
- Scale your creative creations with multi-size banner creation tool
- A flexible support solution of a self-service platform or a fully managed service
- More insights into your media metrics with rich media events

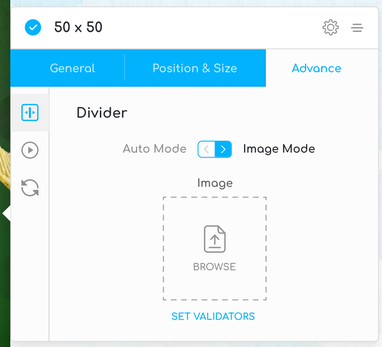




Scan to view the demo



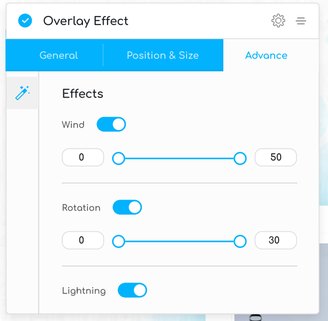




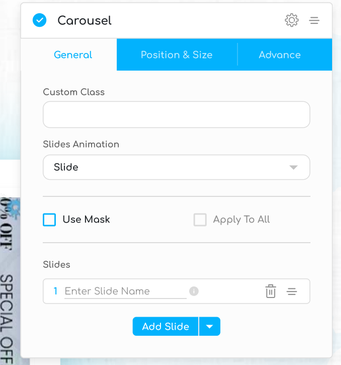
Somplo
WE MAKE IT SIMPLE

KEY BENEFITS OF THE INTERACTIVE IN-STREAM

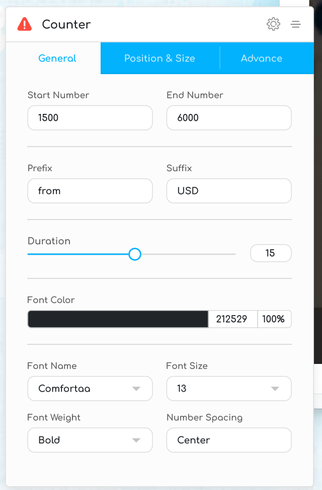
- All rich media components (carousels, lead forms, counters etc) are available as an interactive overlay inside the Somplo builder
- Pre-defined, fully-customizable, and tailor-made video templates
- A huge field for creativity and unique storytelling
- Supporting Multi URLs on one in-stream video ad
- Enhanced reports with rich media engagement events give valuable deep insights into user behavior
- Raise brand awareness and brand recall with enriched user experience

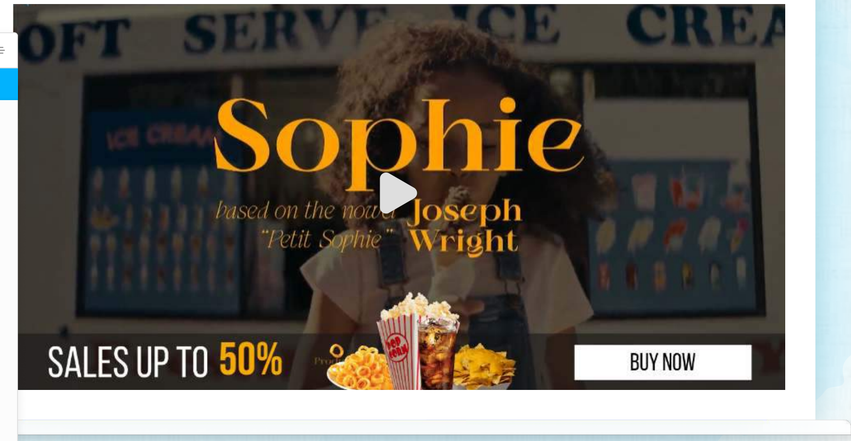


Scan to view the demo



Scan to view the demo





Somplo

WE MAKE IT SIMPLE

Visit us at:
www.somplo.com

Let’s Talk:
hello@somplo.com

WE ARE BUILT FOR EASE,AND PRIMED FOR IMPACT

UM dentsu havas digital OMD McCANN PUBLICIS GROUPE

Strauss Coca-Cola fiverr monday.com Nestlé SAMSUNG

iab europe TCF