



Digital Advertising Made Simple

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

 Intro Video

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

DEVELOP TEAM

DESIGN TEAM

MARKETING TEAM

Delicious Recipes
To Website and Get Ready

TRAVEL WELL
START AN EXCITING JOURNEY

LEARN MORE

SUSHI DELIVERY
discounts for regular customers

Effect Controls Project

Video

fx Motion

- Position 540.0 540.0
- Scale 100.0
- Size 100.0
- Uniform Scale

```

slider = effect("Slider Control")("Slider")
sec = slider/60;
min = Math.floor(sec/60);
hour = Math.floor(sec/3600);
function addZero(n) {
  if (n < 10) return "0" + n else return n;
}
    
```

00:00 00:00:05:00 00:00:10:00

00:14:10:22

Name

- Component Main.mp4
- Sound

Info

- Audio
- Preview
- Effects & Presets
- Libraries
- Character
- Paragraph

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.

Components

- Image
- Video
- 50:50 Slides
- Carousel
- Background Image
- Peel
- Scratch
- Gesture
- Card Swipe
- Counter
- Flip Card

360°
360 Viewer

Summer Sale
New Arrivals

BUY NOW

Ad

Ad

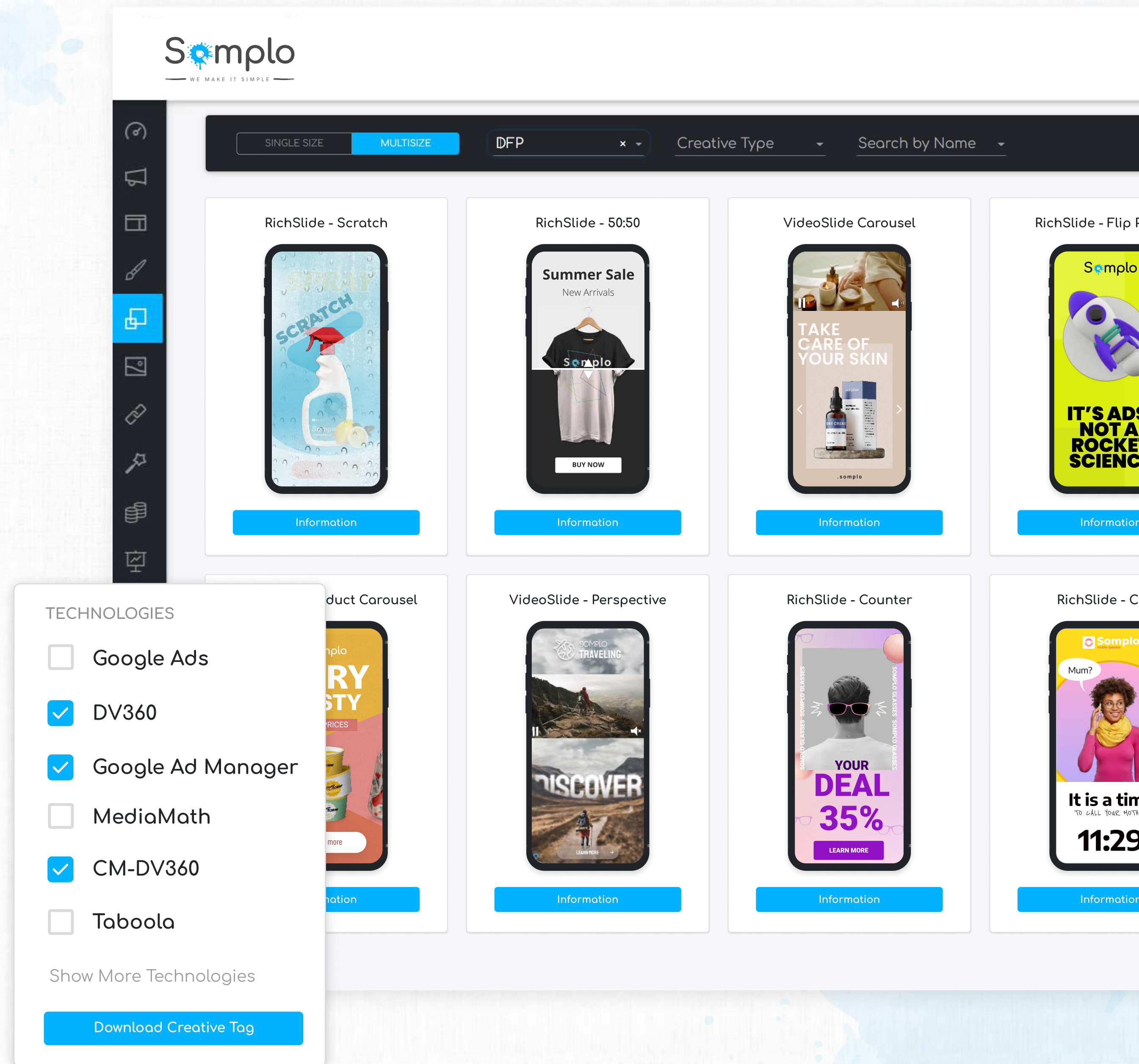
Ad

Ad

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



The screenshot displays the Somplo platform interface. At the top, the Somplo logo and tagline are visible. Below the header, there are navigation options: 'SINGLE SIZE', 'MULTISIZE', 'DFP', 'Creative Type', and 'Search by Name'. The main area shows a grid of ad templates, each with a preview image and an 'Information' button. The templates include:

- RichSlide - Scratch
- RichSlide - 50:50
- VideoSlide Carousel
- RichSlide - Flip
- Product Carousel
- VideoSlide - Perspective
- RichSlide - Counter
- RichSlide - C

A 'TECHNOLOGIES' menu is open, listing the following integrations:

- Google Ads
- DV360
- Google Ad Manager
- MediaMath
- CM-DV360
- Taboola

Below the list, there is a 'Show More Technologies' link and a 'Download Creative Tag' button.



WHAT WE OFFER

Simplicity

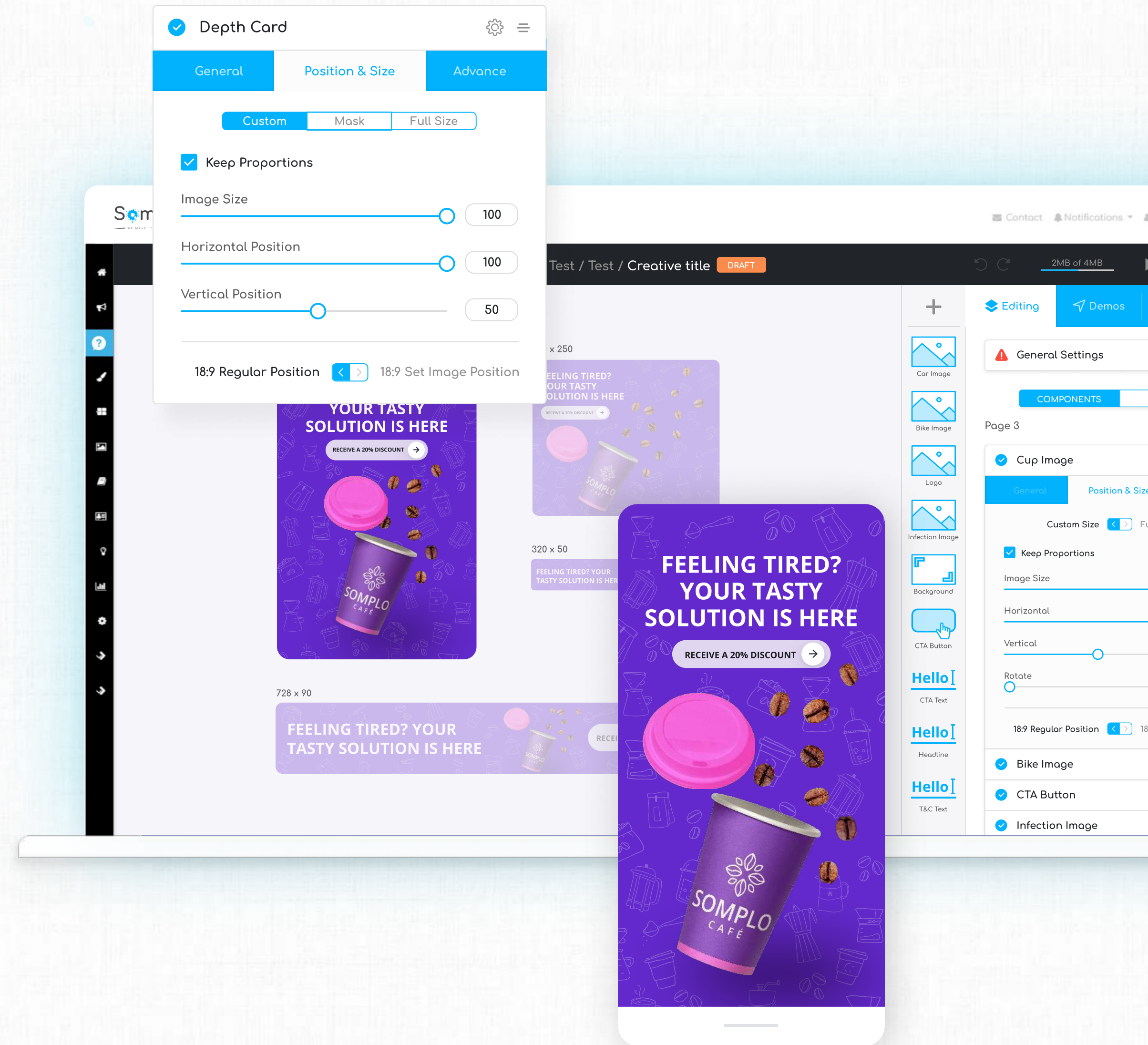
Somplo combines a broad range of high-impact ad units, a web-based intuitive creatives' studio, media tools, and an advanced AdServer. Our platform works without coding – no SDK, no integration, no hard labor, and saves time and resources.

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.”





Scan to view the demo

The screenshot displays the Somplo ad builder interface. At the top, the brand name "Somplo Cosmetics" is visible. Below it is a video player showing a woman applying a green facial mask. The main banner features the text "End season sale" and "Up to 8% off" with a large "8" and a percentage sign. A "SHOP NOW" button is at the bottom. Overlaid on the right is a "Video" settings panel with tabs for "General", "Position & Size", and "Advance". The "Position & Size" tab is active, showing a video thumbnail and "SET VALIDATORS" button. Below that is a "Subtitles" section with a file input field containing "subtitlesfile.srt", font settings (Comfortaa, Bold, 13), and a "Loop This Video" checkbox. At the bottom of the video panel are playback speed options: 2x, 3x, 4x, 5x, and 6x. Another panel for "Item 3" is visible, showing a "Sub Destination" field with the URL "https://somplo.com/link-3". A third panel for "Item 1" is also visible, showing a "Sub Destination" field with the URL "https://somplo.com/link-1".

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

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

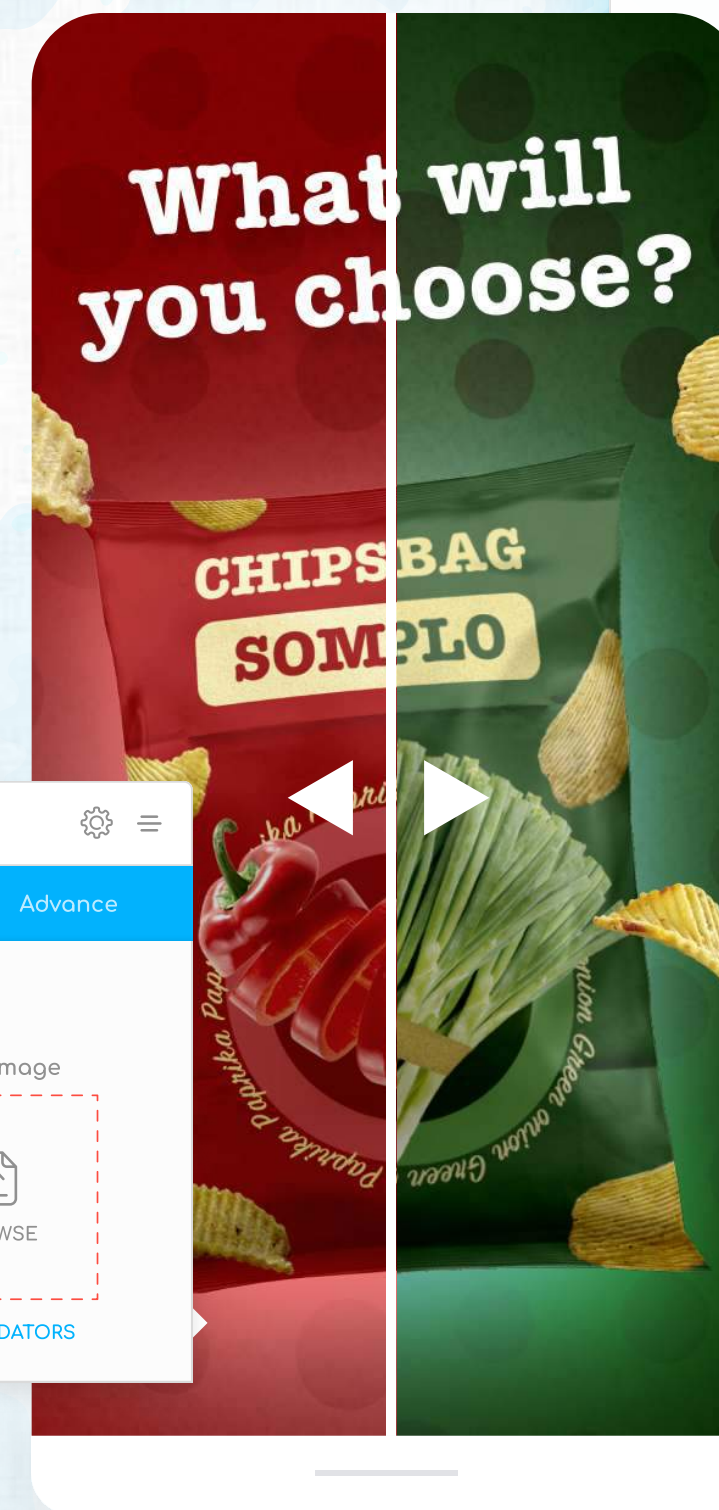
3.03% ETR
Rich Events
140,515

0.95% CTR
Clicks
286,189

Over-All Engagement
2.01%



Scan to view the demo



50 x 50

General | Position & Size | Advance

Horizontal | Vertical

Left Image | Right Image

BROWSE | BROWSE

SET VALIDATORS | SET VALIDATORS



50 x 50

General | Position & Size | Advance

Divider

Auto Mode | Image Mode

Image

BROWSE

SET VALIDATORS

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

Overlay Effect

General | Position & Size | Advance

Effects

Wind 0 — 50

Rotation 0 — 30

Lightning



Scan to view the demo

Fashion Jeans
SINCE 1958

40% OFF SPECIAL OFFER - Up to 50% OFF

100% OFF SPECIAL OFFER - Up to 50% OFF

FIND OUT OUR BEST OFFERS

Shop Now

Carousel

General | Position & Size | Advance

Custom Class

Slides Animation: Slide

Use Mask Apply To All

Slides: 1 Enter Slide Name

Add Slide



Scan to view the demo

Counter

General | Position & Size | Advance

Start Number: 1500 | End Number: 6000

Prefix: from | Suffix: USD

Duration: 15

Font Color: 212529 | 100%

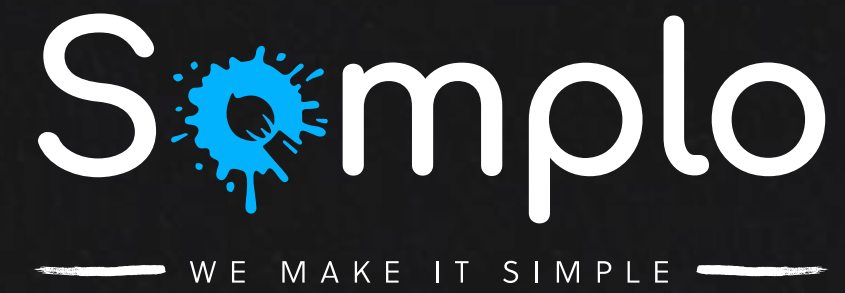
Font Name: Comfortaa | Font Size: 13

Font Weight: Bold | Number Spacing: Center

Sophie
based on the novel by Joseph Wright
"Petit Sophie"

SALES UP TO 50%

BUY NOW



Visit us at:
www.somplo.com
Let's Talk:
hello@somplo.com

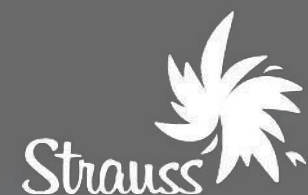
WE ARE BUILT FOR
EASE, AND PRIMED
FOR IMPACT



dentsu



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SAMSUNG



TCF