



# Creating Your Path to Sustainable Display Advertising

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## Who we are

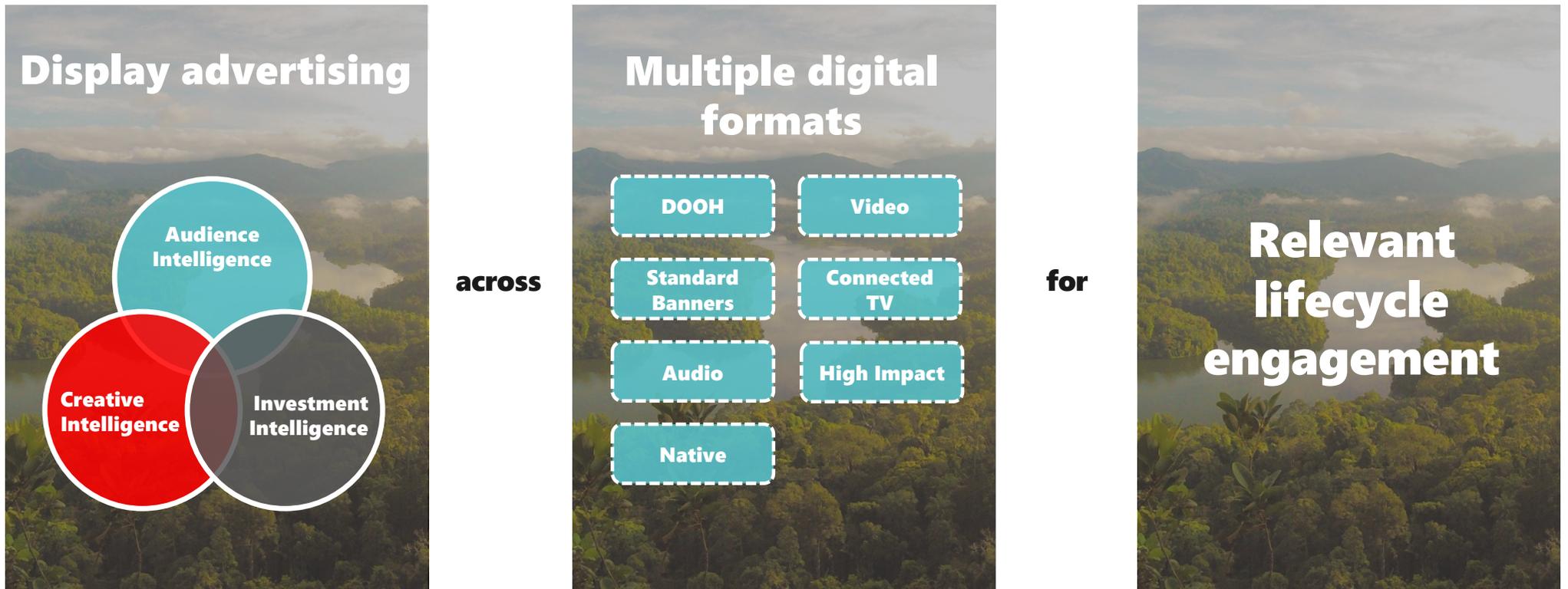
Crimtan uses intelligent display to power lifecycle marketing that increases your customer lifetime value. We are an independent, single partner for mid-size businesses.

*"Crimtan have become a key component in our marketing strategy. We have discovered completely new customers and re-activated lapsed segments, whilst having complete control of our brand across the display network."*

EST. 1851  
**MOSS BROS.**  
GROUP PLC

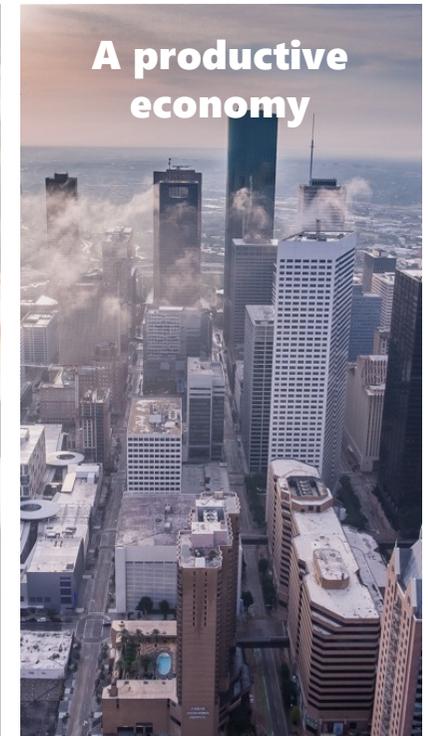
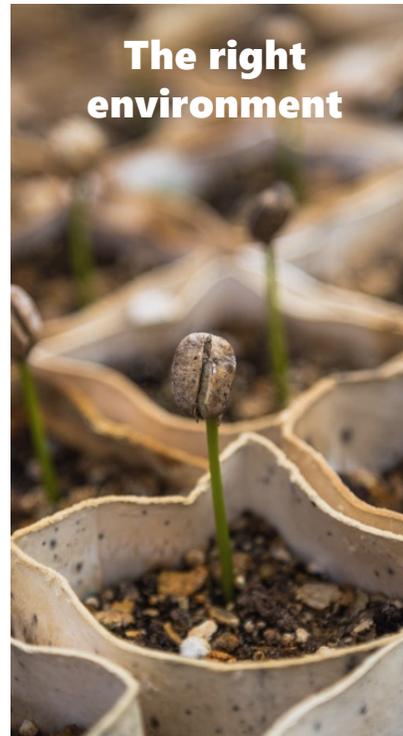


## What's the display eco-system?



## What creates sustainability?

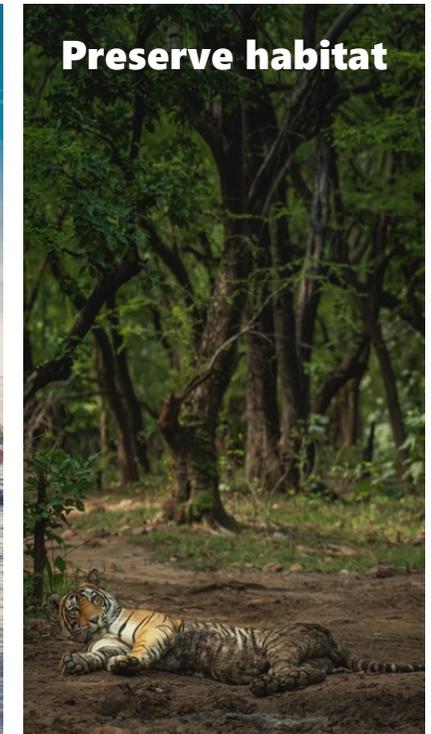
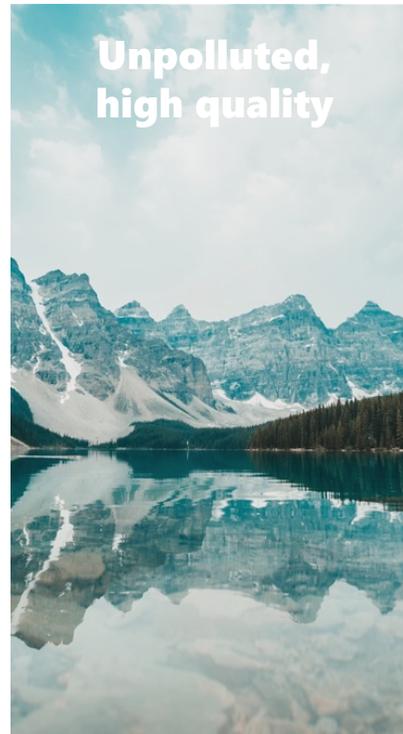
1. **The right environment** – Every type of business need the space to grow. Creating sustainable performances should not be one-size-fits-all.
2. **An engaged user** – Every type of business needs a society that engages with them. For sustainable performances you need an engaged user.
3. **A productive economy** – Every successful eco-system needs an economy that is self-fulfilling.



## 1. Creating the right environment in display

To create the right environment for sustainable performance you need an environment in the display ecosystem that is unpolluted and high quality.

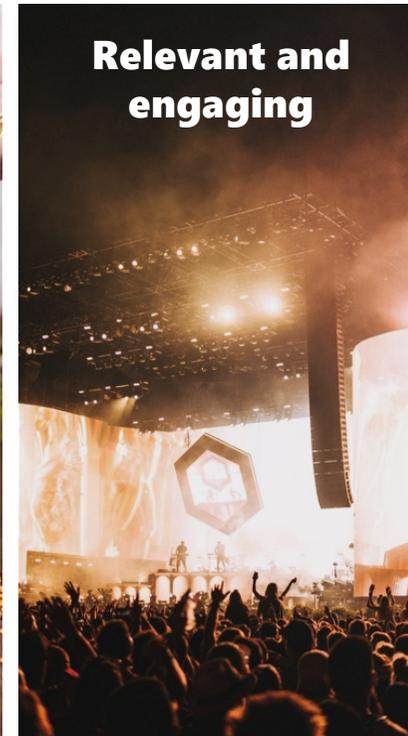
It also needs to be bio-diverse, deliver nice aesthetics and preserve habitat.



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## 2. Creating an engaged user

To create an engaged display user for sustainable performance you need a relationship in the display ecosystem that is healthy and transparent, relevant and engaging, and involved and accessible



### 3. Creating a productive display economy

To create a productive display economy for sustainable performance in the display eco-system you need diverse opportunities, high involvement and continuous improvement.



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## Creating Your Path to Sustainable Display Advertising

The Building Blocks:

1. The right environment.
2. An engaged user.
3. A productive economy.





# Thank you

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