



Ten Good Reasons to use DWA

We have never been beaten on rate for comparable plans and we are happy to be tested.

1. We are technology specialists

At DWA we only plan and buy media for technology companies. As a result every piece of research and every media opportunity we evaluate is related to technology decision makers. This gives us a very detailed and clear view of what media is most effective for this high spending audience.

2. We Understand the IT Buying Chain

Because we are passionate about IT, not only do we understand how IT decision makers consume media, we also know about media consumption impacts the manner in which IT products and services are considered and, more importantly, purchased. We'd be happy to share with you the findings of numerous independent surveys that will help you make the right media investment decisions.

3. We plan and buy all forms of media

Technology decision makers are exposed to many different forms of media including;

- Press** - Specialist, National Newspapers, Lifestyle
- Digital** - Websites, Email Marketing, Webcasts, Webinars, SEM, Content Syndication, Mobile
- Outdoor** - Billboards, Taxis, Airport sites,
- Broadcast** - Exhibitions, Sports Events Radio and Television
- Other** - Ambient, Sponsorship, Product Placement, Point of Sale

Our understanding of how to best utilise and integrate the numerous media routes available ensures that all our clients' media campaigns are fully optimised to deliver quantifiable returns on marketing investment.

4. We have tremendous buying power

Due to our technology specialisation our buying power among media relevant to technology companies is comparable to any of the world's biggest agency networks. This buying clout ensures that any campaigns bought through DWA are extremely cost efficient, we have never been beaten on rate for comparable plans and we are happy to be tested.

5. We understand that ROI is everywhere

We fully understand that every penny our clients spend on media has to be justified and that all campaigns must produce measurable results. Many of our clients have clear lead targets for each campaign. Our considerable experience in Cost Per Lead (CPL), Cost Per Acquisition (CPA) Search/PPC and guaranteed lead models means that we are well placed to help them achieve their targets.

6. We have access to all major media research

The quality of media research relevant to technology decision makers varies greatly region to region and between different research organisations. In order to use research effectively for your business critical media investment decisions, it is vital for you to know which research sources and formats can be trusted.



We have experienced personnel available to speak to our clients during business hours regardless of which time-zone they are based in.

At DWA we have many years' experience of international media research and keeping up to date with developments is a top priority for us. We also have a considerable amount of historical data from the hundreds of campaigns we have run for technology clients.

7. We have full time resource in critical time zones

With offices in San Francisco, London, Singapore and Sydney, we are the world's largest and most respected media planning and buying agency working exclusively in the Technology sector. It also means that we have experienced personnel available to speak to our clients during business hours regardless of which time-zone they are based in.

8. We provide in-house tracking and reporting for online campaigns

Digital media has seen massive growth over the past few years and it now accounts for a large part of our work. We spotted this trend early and were the first technology specialist agency to recruit in-house trackers. Our traffic department has grown and we now offer full reporting and campaign metrics with real time access for our clients, which allows us to optimise campaigns and track in significant detail.

Having this resource in-house means that we are not reliant upon the various online media owners to give us campaign reporting. We can be certain that the agreed impressions have been served and that the creative has been placed correctly. Additionally, it enables DWA to continually monitor the performance

of a campaign in real-time and to use the feedback (click-through rates / conversions) to refine the campaign and ensure that is continually optimised

9. We work for many of the world's leading technology companies

At DWA we have a client list of which we are rightly proud. We have a current client roster of 120 global technology clients providing products and services both in the B2B and consumer spaces. We work with household names and start ups alike and create campaigns that suit the specific needs of each business.

10. We can save time and money by managing production for you

Any media campaign (especially pan-regional) can generate significant production work. Even if your creative agency has experience of all the various media properties used it can still be difficult for them to get all the information they require quickly and accurately from the various media owners. At DWA we have well established systems and processes in place that enable us to manage the production requirements of our clients. This can mean anything from help in getting a deadline extended to controlling the delivery of creative in multiple languages and formats across numerous regions.

For more information on any of the services detailed in this document please call us on: **+44(0) 20 783 33222** or email us on: marketing@dwamedia.com

With offices in San Francisco, London, Singapore and Sydney, DWA is the world's largest and most respected media planning and buying agency working exclusively in the Technology sector. If you're not already one of the 120 leading local and global technology companies that we work with, contact us at the details below to see what has made us an award-winning agency.

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