



12.27.2023



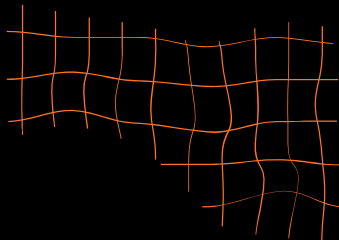
Page

IN DEPTH GUIDE



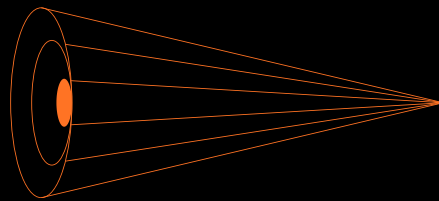
INTRODUCTION

Welcome to Page Ads, where innovation meets excellence in the digital marketing landscape. Founded with a vision to revolutionize digital marketing through innovative solutions, Page Ads is a dynamic and forward-thinking platform committed to simplifying the complex world of online advertising.



Who We Are

At Page Ads, we specialize in providing a comprehensive all-in-one digital marketing platform. With a relentless pursuit of excellence, we have quickly become a leader in the digital marketing industry, offering a diverse set of tools covering web, social media, programmatic, and paid marketing.



Our Mission

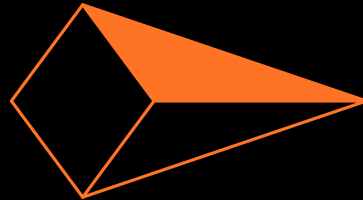
Our mission is to empower brands by offering a simplified and streamlined approach to digital marketing. We believe in user-friendly solutions that make digital marketing accessible to everyone. Our commitment to transparency, efficiency, and data-driven strategies guides every aspect of our business.

What Sets Us Apart

Innovation: Page Ads embraces cutting-edge technologies and creative solutions to stay ahead in the rapidly evolving digital marketing landscape.

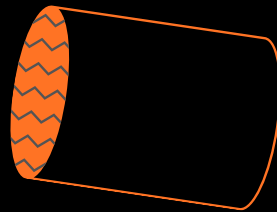
Customer-Centric Approach: Our customers are at the heart of everything we do. We are dedicated to delivering exceptional tools and services that exceed expectations.

Team of Experts: The Page Ads team comprises digital marketing experts, bringing a wealth of knowledge and experience to every campaign.



Our Vision

We envision a future where digital marketing is simplified and accessible to all businesses, regardless of size or industry. We are committed to continuous innovation and providing tools that empower brands to reach their full potential.



Join Us on the Journey

Whether you are a potential client, investor, or partner, we invite you to join us on this exciting journey. Explore the power of Page Ads and discover how we are shaping the future of digital marketing. Welcome to the future of online advertising. Welcome to Page Ads.



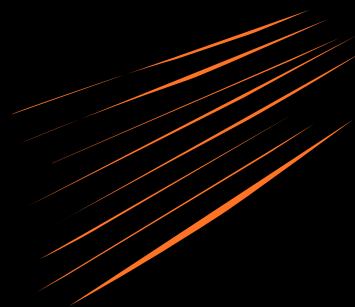
EXECUTIVE SUMMARY

- **Mission Statement:**

"Revolutionizing Digital Marketing through Innovative Solutions."

- **Key Highlights:**

- Comprehensive all-in-one digital marketing platform
- Diverse tools covering web, social media, programmatic, and paid marketing
- User-friendly interface with no experience required
- Mobile apps for on-the-go campaign management

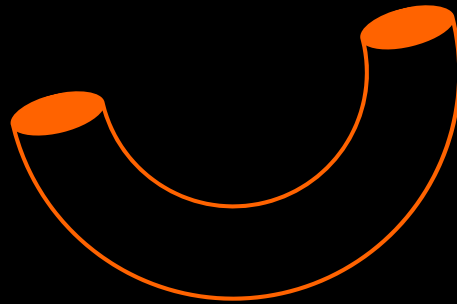


Market Opportunity

- Addressable Market: 321 Billion (Digital Marketing Industry)
- Trends Driving Growth:
 - Increasing demand for all-in-one marketing solutions
 - Rise of programmatic advertising
 - Mobile-first approach in marketing strategies

PROBLEM & SOLUTION

- Problem:
 - Fragmentation in digital marketing tools
 - Complexity for users in managing multiple platforms
- Solution:
 - Page Ads - A unified platform for all digital marketing needs
 - Simplified tools, no experience required



Unique Selling Proposition (USP)

- Page Ads Differentiators:
 - All-in-one solution with diverse tools
 - User-friendly dashboard for easy campaign management
 - Cost-effective lead generation with Page Business Programmatic advertising through Prog Cloud

Revenue Model

- Primary Revenue Streams:
 - Subscription fees for platform access
 - Premium features within tools
 - Commission-based model for Page Direct



UNIQUE SELLING PROPOSITION (USP)

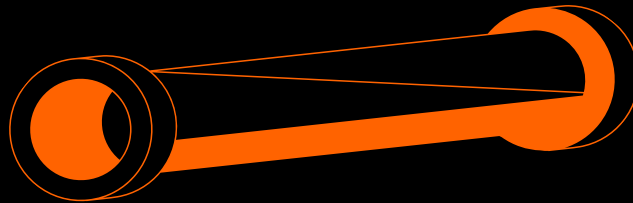
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Traction & Milestones

Key Achievements:

- Number of active users
- Successful campaigns run through the platform
- Partnerships and integrations achieved

Milestones:

- App downloads
- Expansion into new markets
- Revenue growth

The logo features a stylized orange graphic of curved lines on the left, resembling a fan or a series of overlapping arcs. To the right of this graphic, the words "MARKET" and "VALIDATION" are stacked vertically in a bold, white, sans-serif font.

MARKET VALIDATION

- Client Testimonials:
 - Positive feedback from early adopters
 - Case studies highlighting successful campaigns

Marketing & Sales Strategy

- Customer Acquisition:
 - Digital marketing campaigns
 - Social media promotion
 - Referral programs
- Sales Channels:
 - Online sales through the platform
 - Partnerships with agencies and marketing professionals

Risks & Mitigations

- Identified Risks:
 - Market competition
 - Technological changes
 - Regulatory challenges
- Mitigation Strategies:
 - Continuous innovation
 - Agile response to market changes
 - Legal compliance measures

Contact Information

- Contact Details:
 - Email: info@ad.page
 - Phone: +372 602 PAGE/7243
 - Website: ad.page



- Page Ads boasts a skilled and diverse team that powers our success:

Software Team

- Our blend of in-house Backend developers, Project Managers, and remote developers delivers top-notch software solutions.

UI/UX Team

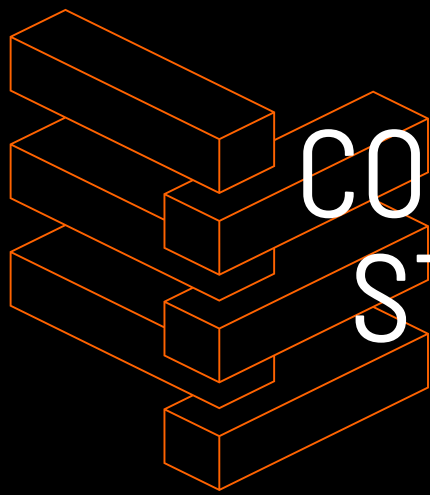
- Our in-house developers focus on creating captivating interfaces and elevating user experiences.

DevOps Team

- Providing 24/7 maintenance services, they specialize in API-based operations, ensuring seamless functionality.

Compliance Team

- Responsible for corporate and retail communication, they
- offer invaluable support.



COMPANY STRUCTURE

Page OÜ- Estonia

- Our company, Page OÜ, is incorporated in Tallinn, Estonia. Our subsidiary services, such as Page Social and VIDAi+, are directly affiliated with PAGE OÜ, and all rights are registered and reserved to PAGE OÜ.
- As a company, we initially focused on cross-connectivity APIs. In 2020, due to high demand, we introduced an AI-based version of the Video self-editing tool, VIDAi API. In 2021, we further enhanced our offerings by introducing VIDAi+ with the option to connect directly with social media platforms.
- In 2022, we expanded our reach to over 3,000 websites owned and operated by Page Ads, covering over 19 categories under the governance of Page Content API. This has provided advertisers with a secure environment to directly distribute their content to the audience. So far, we have distributed 1.3 million pieces of content to make it easier for you to find. Page Ads has the single largest network of individually owned website environments.
- Our goal is to expand our network to 14,000 websites by the year 2024, covering a wide range of topics in 42 languages.



SERVICES IN DEPTH





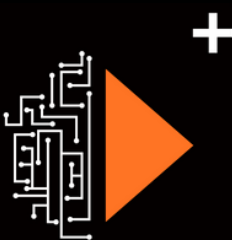
1. Page Programmatic Network Advertising Platform

Overview: Publish ads on 10k+ websites simultaneously.

Channels: Popunder, Social Bar, In-Page Push, Native Banners, Video Ads, Banners.

Features: Self-serve platform, anti-ad-block.

Coverage: 142 countries.



2. VIDAi+ - AI Video Automation Tool

Overview: AI-powered video processing API for automated video processes.

Integration: Connects with existing social media accounts.

Rendering: 300 hours per month.

Templates: 10+ video templates.

Connectivity: Integromat, Zapier.



3. Page Direct - Social Media Programmatic

Overview: Directly publish ads to thousands of real account users.

Benefits: 9x cheaper than conventional paid marketing.

Audience Reach: Distribute content to the entire social base.

Alternative to Influencers: Reach your audience through real people.



4. UCA - Unified Content API

Overview: Autoblogging service for generating content with a single keyword.

SEO Boost: Use unique comments in 42 languages across 19 categories.

Dashboard: Custom dashboards for content and link monitoring.

Assets: 4 digital marketing expert content marketing assets.



5. Page Paid Ads

Overview: Manage paid ads across multiple platforms from a single dashboard.

Platforms: Google, Meta, Instagram, LinkedIn, Twitter, YouTube, TikTok.

Monitoring: Monitor campaign activity from a unified dashboard.

Tailoring: Tailor content for each platform.

Budgeting: Automated budgeting for optimized spending.



6. Page Marketplace - Buy Sell Digital Products

Overview: Marketplace for SEO and keyword marketing strategy.

Features: Bidding system, buy & sell keywords, multiple languages.

Categories: 6 types of keywords.

Metrics: Real-time metric system.



7. Page Social - Social Media Management

Overview: Automate social media processes and add filtered followers.

Followers: Real followers with a low-cost, user-friendly dashboard.

Networks: Filtered followers for Instagram, Twitter, Twitch, YouTube, Facebook.



8. PUMA - Page Unified Messaging API

Overview: Manage messaging traffic across different channels.

Channels: WhatsApp, Telegram, Viber shout-out.

Campaigns: Shout-out unlimited campaign messages.

Options: Add buttons, images, and interaction buttons.



9. CTA - Comment Text API

Overview: Create real-world comments for a more authentic user experience.

Sources: 2217+ unique sources dedicated to your project.

SEO Impact: 8x faster SEO compared to bots and feeds.

Integration: WordPress plug-in and HTML ready.



10. SCA - Cross Platform Social Media Connectivity

Overview: Easily manage and grow your social media presence across multiple networks.

Features: Publish and schedule posts, engage customers, monitor activity, advertise content.

Channels: Facebook, Instagram, Twitter, LinkedIn, YouTube, TikTok.



11. Prog Cloud - Programmatic Marketing

Overview: Create effective ad campaigns and manage 20+ platforms from a single page.

Innovation: First in the world, audience targeting.

Efficiency: 20x times faster deployment, 17% cheaper.

Ad Types: 13 ad types.



12. SERP - Search Engine Result Page

Overview: Get accurate SERP insights from top search engines.

Features: Real-time updates, geo-fence settings, SEO analyzer.

Reporting: Daily updates, reporting, and charting.



13. V2T - Video Analytics AI

Overview: AI-powered service for YouTube video analysis.

Metrics: Keyword extractor, realtime trend analysis, demographics analysis.

Languages: Multi-language supported.



14. Task Cloud - Exchange for Task Websites

Overview: Enable task website owners to integrate tasks automatically.

Features: Escrow account, auto task adder, task customization.

Filters: Region, age, language filters.

Database: Global tasks database.



15. Ad Autopilot - Cross Platform Ad Manager

Overview: All-in-one digital marketing automation platform.

Innovation: First in the world, controls 14 services.

Connections: 29 ad companies connected.

Efficiency: 94% more effective campaign management.

Tools: Web, paid, social, +6 tools.



16. Page Business - No Ads Just Clients

Overview: Get leads directly from relevant business websites.

Benefits: 6x cheaper than traditional digital marketing ads, 8x higher quality leads.

Clients: Willing clients to hire your services.



17. Quickblog - Autoblogging Service

Overview: Fully automated PBN service based on given keywords.

Features: Publishing manager, image and video API integrated.

Security: Firewall, Cloudflare, etc.

Languages: Multiple language support.



18. Micro - Scraper Tools

Overview: Scraper tools for scraping information from the web and other services.

Categories: On-page SEO, email & contacts, link redirector, Google options, traffic & directions, YouTube comments, B2B lead generation, Trustpilot options.



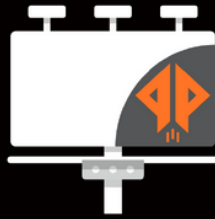
19. Indexer - Link Indexer

Overview: Assist in getting web pages quickly indexed by search engines.

Process: Fast indexing, automated process.

Integration: Index checker integrated, SERP integrated.

Engines: 4 major search engines.



20. Media - Outdoor Advertising

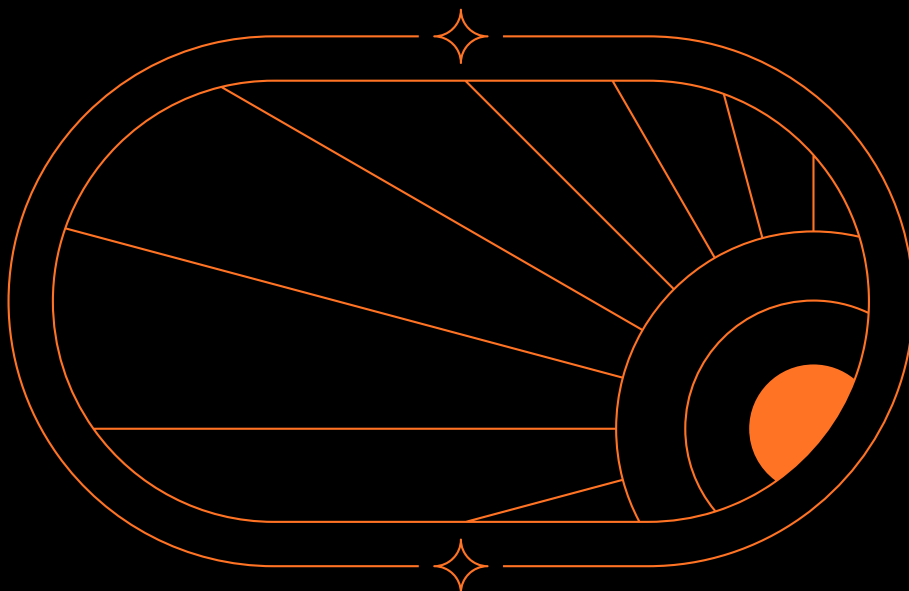
Overview: Global outdoor advertising solution.

Coverage: 7 continents, 76 geo-covered.

Ad Types: Digital billboards, roadside billboards, indoor digital.

Payment: Escrow payment.

Localization: Support for localization.





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