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Vision

Everyone loves to engage with content on the internet for free. We do also!

Advertising makes this possible. However, we all hate banner ads...

Mission

Clickly's mission is to create a sustainable advertising model for the internet

Context

People have always consumed content. For the last few centuries they consumed published content in physical newspapers, but with the advent of the internet the game changed for publishers. This greatly disrupted this market, some players were able to make the shift to digital while others weren't able to overcome this challenge.

The way publishers monetize their content online has been similar to what they used to do on paper. They create a few rectangular areas alongside, usually on top, bottom or beside the content itself, and they sell these to advertisers. On the web these rectangular areas are called banner ads.

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The problem

The problem with banner ads is that 15 years ago they converted 10% of an audience[1] but nowadays they convert 0,1%[2]. People have developed banner blindness, it simply doesn't work anymore.
Some advertisers have gone so far in trying to make people click on banner ads that these are now perceived as something really annoying. So much so that many people started to block them, using ad-blocking software. This cost online publishers a large portion of their revenues[3].
The online publishing business as we know it is now at risk, after 15 years the current advertising model for the internet is failing.

The market

Online advertising is a huge market that is growing globally at a rapid pace. Despite the challenges, there are a few trends that drive this massive growth, such as worldwide mobile adoption[4], the increase of advertisers launching programmatic campaigns [5], and advent of ads that are native to the content of a webpage [6].

1 - digiday.com/agencies/how-the-banner-ad-was-born/
2 - smartinsights.com/internet-advertising/internet-advertising-analytics/display-advertising-clickthrough-rates/
3 - downloads.pagefair.com/reports/2015_report-the_cost_of_ad_blocking.pdf
4 - emarketer.com/Article/Mobile-Will-Account-72-of-US-Digital-Ad-Spend-by-2019/1012258
5 - emarketer.com/Article/UK-Programmatic-Display-Ad-Spending-Will-Surpass-2-Billion-2016/1012941
6 - emarketer.com/Article/Marketers-Expect-Healthy-Native-Ad-Spend-Growth/1011620

Clickly solution

When we surf our favorite news website or blog, we don't really look at banner ads. As the numbers show we rarely engage with them. They are irrelevant because people are engaging with the content not the ads.
At Clickly, we developed a technology that places ads on top of content in a way that is contextual, relevant and interactive. Ads aren't intrusive to the online experience, but are available when the reader wants to know more about the content he is engaging with.

A perfect format for mobile - On mobile devices there is insufficient space to place banner ads. Clickly's format is activated by the reader, so it is perfect to monetize mobile inventory for publishers, as they increase their inventory with the same content.
Also, as readers can learn more about the content while they are reading it, publishers don't lose traffic to search engines. Also viewability is always guaranteed for advertisers.

A new era of programmatic - The online advertising market is rapidly shifting towards programmatic methods. These provide advertisers with ways to better target their campaigns.
With Clickly, advertisers have a new way to optimize their budgets and find new clients, independent of content they read, as ads can be targeted through keywords or expressions in specific pieces of content.
On the other hand, for publishers this is a great new monetizing possibility, as they can sell every word or image on their website.

Benefits...

FOR ADVERTISERS

• **High conversion -** This interactive format gets higher engagement and conversion rates.

• **Context -** Ads are attached to the content that people engage with, where they are relevant and contextual.

• **Programmatic -** Audiences and media channels can be precisely targeted and Clickly automatically finds the best pieces of content to serve the ads.

• **Viewability -** Ads are seen only when the reader interacts with the content he is reading, ensuring 100% ad viewability.

FOR PUBLISHERS

• **Ad-Block Resistant -** Clickly ads aren't blocked by ad-blocking software, on a technical level.

• **Content Monetization -** Publishers can monetize every word or image on their website, increasing their inventory with the same content.

• **Native Ads -** Clickly ads adapt to the website's look and feel, looking and feeling native to the website's audience.

• **Mobile Ready -** On mobile devices, Clickly stands out from the crowd, since these ads deliver results without claiming a fixed screen space.

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Facts&Figures

- Founded in Lisbon, Jul 2014
- Raised a seed round €450k, Aug 2015
- +70 M pageviews/month in our network
- +160 campaigns launched
- Clickly ad format converts 35X more than banner ads
- 40-50% Monthly grow
- 9 people working fulltime in our company

What we have accomplished

- 1st client in Portugal, Mar 2015   HAVAS
- Collision Conference, May 2015
- 1st client in Spain, Jul 2015
- Seed round €450k, Aug 2015
- 1st client in Brazil, Sep 2015   Algar
- Entered the Startupbootcamp E&M Commerce, Oct 2015   startupbootcamp Amsterdam
- 1st client in the Netherlands, Dec 2015   bol.com

Clients working with us

ADVERTISERS

PUBLISHERS

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The Founding team

Guilherme Lopes
Co-founder & CEO
Portuguese
Age: 30

Responsible for: Management, Growth and Sales

Background: Founded two startup companies, one of which he had a successful exit.

Passion: Bringing new ideas and projects to the market

Previous Jobs: Quality Control Manager at Knorr and FIMA (Unilever group) and later at Generis S.A.

Education: Bachelor in Food Engineering, Course in Business Development and Management

Henriqueta Ramos
Co-founder & Creative
Nationality: Portuguese
Age: 38

Responsible for: Design, Marketing, UX, UI, Comunication

Background: 13+ years of experience working as a designer in Portugal, Italy and China for international companies. Expert in User Experience, User interface and Digital Marketing, with some prizes won.

Passion: Bringing new designs to life

Previous Jobs: Designer at Ogilvy and Portugal Telecom, founder at Flavorit, an app informing you of today's specials at the nearby restaurants.

Education: Bachelor Degree in Graphical Arts and additional courses in Digital Marketing & Strategy, UX&UI Design

Sérgio Pereira
Co-founder & CTO
Portuguese
Age: 28

Responsible for: Product Development

Background: Tech expert with 5 years of experience working on projects in diverse industries in several countries

Passion: Passionate about tech and leveraging it to improve peoples lives

Previous Jobs: IT Consultant at Accenture, founder at Goalstat: SaaS startup for sports performance optimization

Education: Master's Degree in Computer Science

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The team

Guilherme Lopes
(CEO)

Henriqueta Ramos
(Creative Head)

Sergio Pereira
(CTO)

Diana Ribeiro
(COO)

Gonçalo Sá
(Developer)

Gonçalo Silva
(Developer)

Lopo Vieira
(Developer)

Roy Somaroo
(Sales Dir. NL)

Patrick Dost
(Sales Dir. Spain)

We are a young but experienced team. Entrepreneurship is at our core, combined we've created 8 companies, failed, pivoted, learned, and exited one company successfully. Also a lot of experience for big corporations, such as Unilever, Accenture, Telecom or Ogilvy in management and technology. Online marketing and advertising is what we like to do, having developed SW to the industry for years and knowing the challenges of this fast paced market.

The menthors

Mike Nolet
(co-Founder and ex-CTO of AppNexus)

Ruud Hendriks
(co-Founder of RTL, co-Founder of StartupBootcamp)

Patrick de Zeeuw
(co-Founder of Endemol, co-Founder of StartupBootcamp)

Michel Burgerhof
(co-Founder of WebAds, ex-Task Force at IAB)

Sal Matteis
(ex-Head of Programmatic at Yahoo!, MD at StartupBootcamp)

Media Releases

2015-10-26 - **Clickly is Startup of the week** - _tinyurl.com/SBCAmsterdam_
2015-08-01 - **Partneship with Shopify** - _tinyurl.com/shopify-partnership_

Clippings

2016-01-25 - **The Next Level Entrepreneurs Shined On Stage...** - _tinyurl.com/clicklydemoday_
2016-01-25 - **Clickly zoekt groei in Engeland en Amerika** -_tinyurl.com/clicklyemerce_
2015-11-27 - **A história da Clickly** - _tinyurl.com/clicklyfabricadestartups_
2015-11-25 - **Clickly convidada a integrar programa da Google** - _tinyurl.com/googlecampusmadridcision_
2015-10-26 - **#StartupOfTheWeek** - _tinyurl.com/clicklysbc_
2015-10-07 - **Clickly faz POP-UP no marketing digital** - _tinyurl.com/clicklyadso_
2015-09-18 - **Dentro do Google Campus Madrid** - _tinyurl.com/googlecampusmadridteksapo_
2015-08-05 - **Clickly pretende expandir a sua oferta a lojas online** - _tinyurl.com/clicklybitmagazine_
2015-08-01 - **How Clickly closed a deal with Shopify US** - _tinyurl.com/shopifylisbonchallenge_
2015-07-24 - **Who left a mark on Shopify? Clickly did!** - _tinyurl.com/shopifyportugalstartups_
2015-07-23 - **Portuguesa Clickly associa-se à Shopify US** - _tinyurl.com/shopifybitmagazine_
2015-07-23 - **Startup portuguesa Clickly fecha parceria com a Shopify US** - _tinyurl.com/shopifytechnet_
2015-07-23 - **Clickly: despertar o interesse de grandes empresas...** - _tinyurl.com/shopifyteksapo_
2015-07-19 - **Google Campus Madrid ajuda 'start-up' portuguesa** - _tinyurl.com/googlecampusmadrid_
2015-05-09 - **O que acontece em Las Vegas vem para Portugal** - _tinyurl.com/collisionconference_

Gallery

LOGO

tinyurl.com/clickly-logo

TEAM PICTURES

tinyurl.com/clickly-team-pictures

PRODUCT PITCTURES

tinyurl.com/clickly-product-pictures

VIDEO

http://bit.ly/1KYEm6y

gui@clickly.co

(PT) +351 916.449.374 – (NL) +31 625.645.675

(PT) Rua Braancamp Nº 9 - 6º piso - 1250-048 Lisboa, Portugal
(NL) B.Amesterdam, Johan Huizingalaan 763A, 1066 VH Amsterdam, Netherlands