

VEON
ADTECH
DIGITAL

**Solutions for the awareness
and performance campaigns**

About Us

VEON AdTech digital – A specialized data-driven company that helps clients accurately plan and execute their marketing goals based on big data and precise forecasts.

Beelines position in the Uzbekistan Market

~25%

Internet users of Uzbekistan

8,9 mln

Users

6.1 mln

4G Users

Our digital eco system is wider than the user base

We use data and media space of



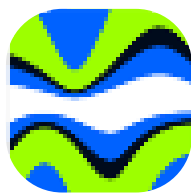
HamBi



Beepul



KINOM



Riitm

OQ

OQ mobile



Beemarket



Kettik Travel

***More than 9 million screens** (visible media space for contact with live TA)

Media consumption in Uzbekistan

VEON AdTech digital ranks third in audience volume among all available advertising instruments, following Google and Telegram.

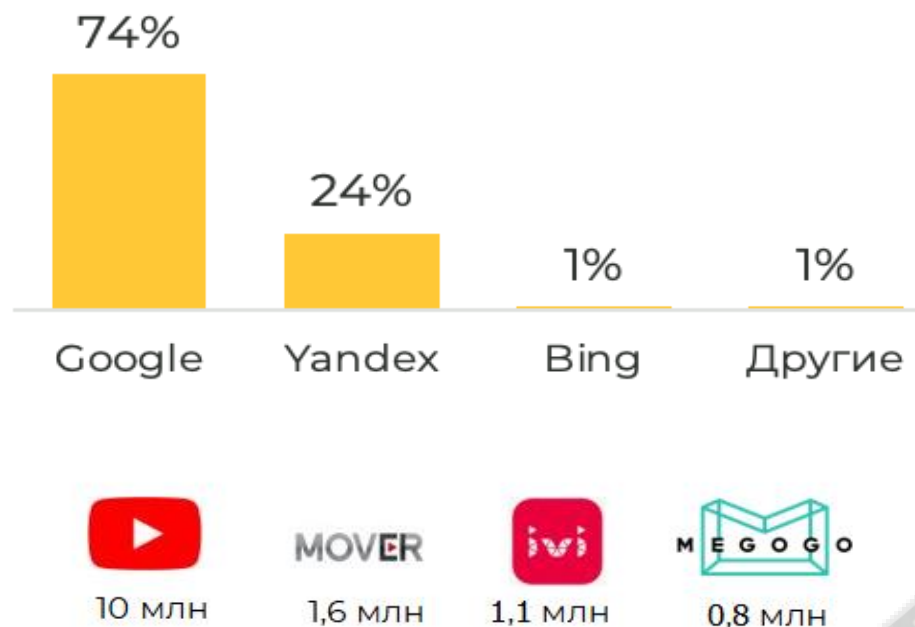
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Ads

8,9 mln
Users

Social media and messengers

-  Telegram – 24 m. users
-  YouTube - 10,3 m. users
-  Instagram – 8,7 m. users
-  Tik-Tok - 3,12 m. users
-  Facebook – 2,15 m. users
-  Одноклассники - 1,8 m. users
-  LinkedIn - 0,63 m. users

Search: Google is the leader in the number of search requests



Our Applications



MAU
4.3mln DAU
1mln

Hambi - supper app that combines all services -management of the communication services,online consulting, insurance etc.



MAU
2.2mln DAU
0,5mln

Beepul - a payment application for everyday services and utilities. As of January 2025, the application has registered over 3.6 million users."



MAU
0.4mln DAU
20k

Kinom - A digital entertainment platform offering more than 130 live TV channels, movies, and series on demand, including exclusive Uzbek content



MAU
0.4mln DAU
32k

OQ - mobile communication application that allows users to create their own tariff plans and access a variety of media content.

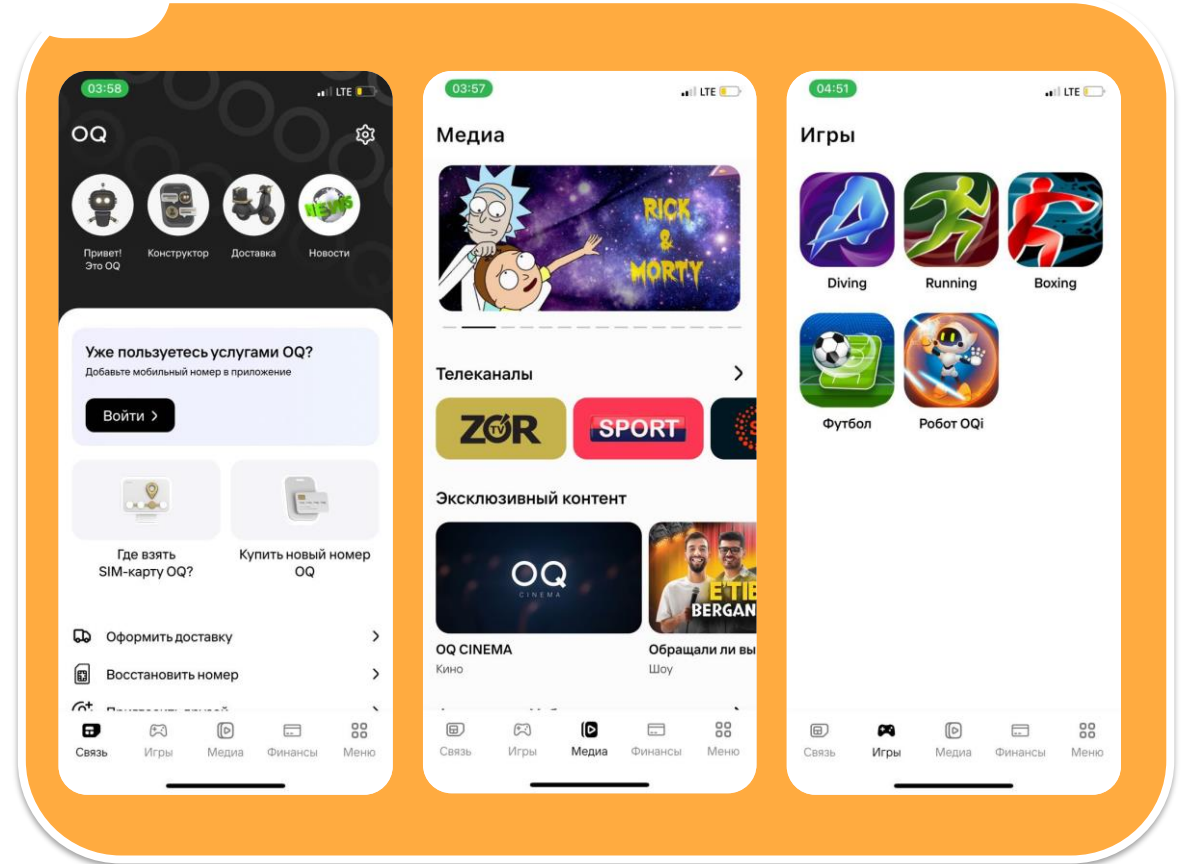
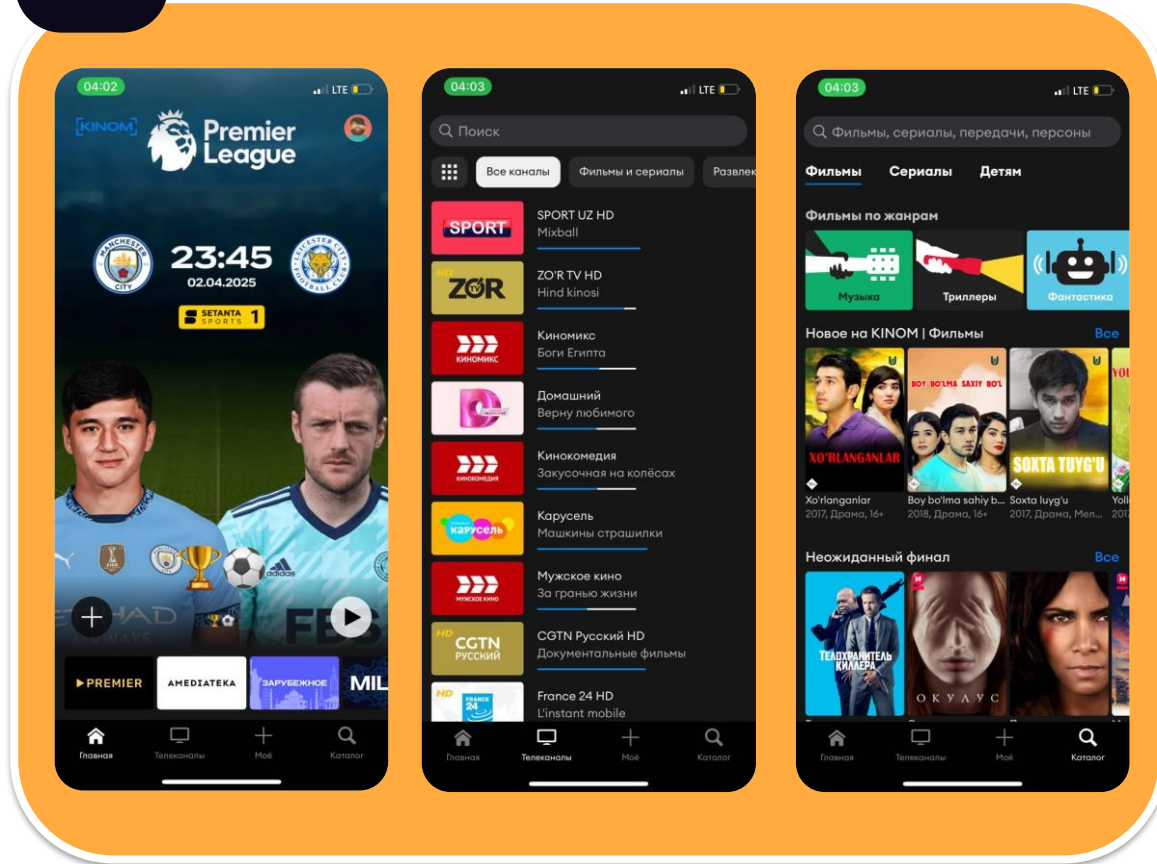


MAU
0.3mln DAU
20k

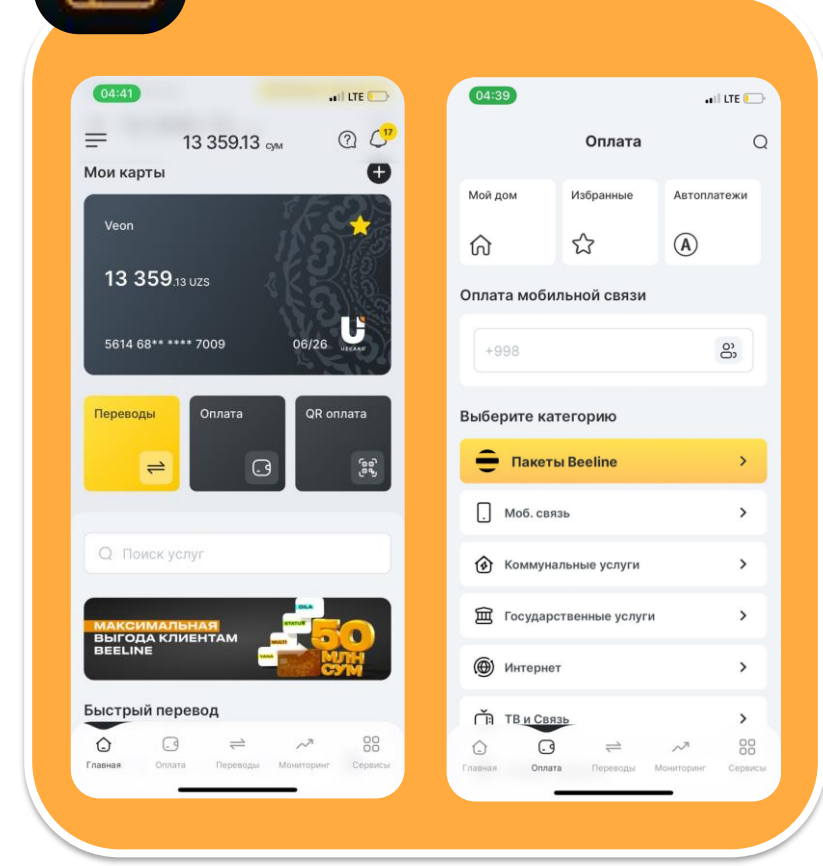
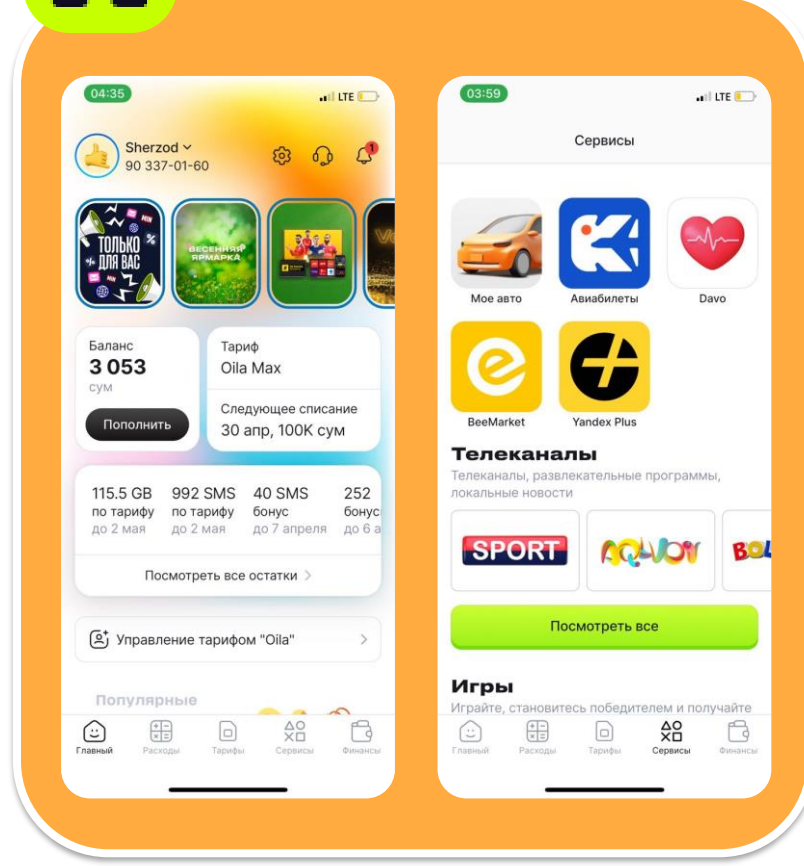
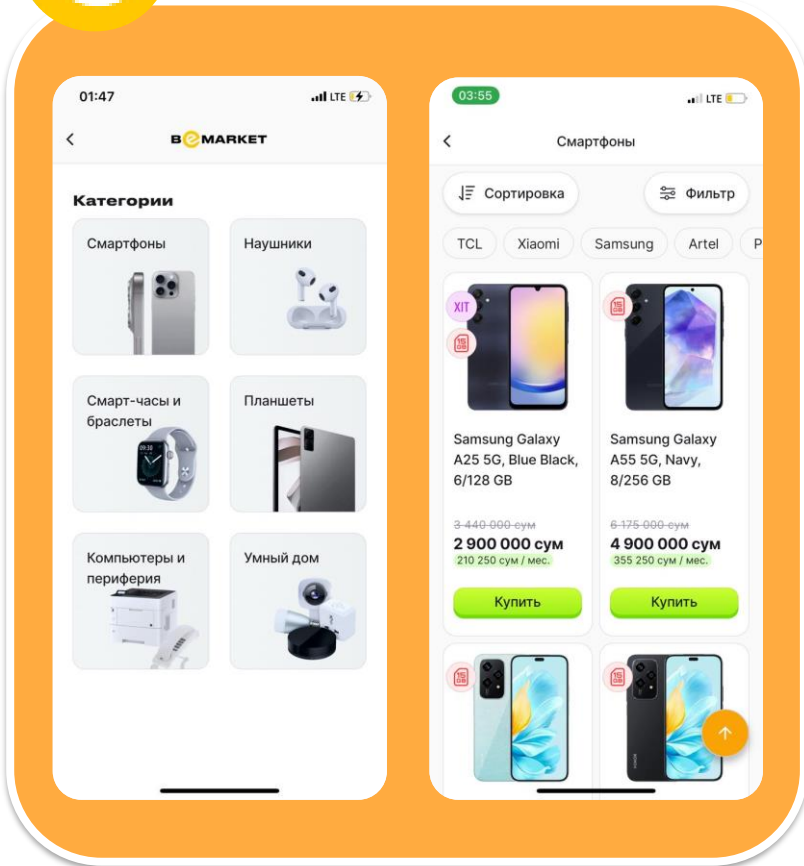
BeeMarket - An online marketplace that provides users with the opportunity to purchase a wide range of products: smartphones, accessories, household appliances, and electronics

TOTAL: MAU DAU
6.1mln **1,5mln**

Content



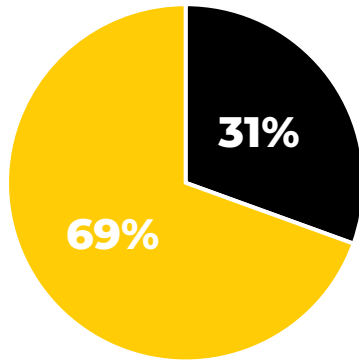
Content



Audience analysis

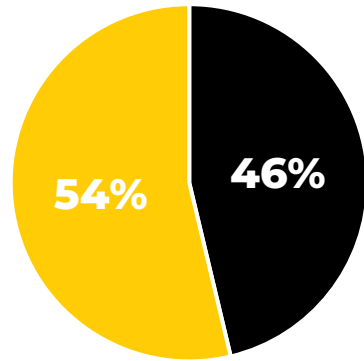
The applications are used by a young audience under the age of 35 (70%), predominantly in Uzbek (71%), which corresponds to the current situation in Uzbekistan

Gender



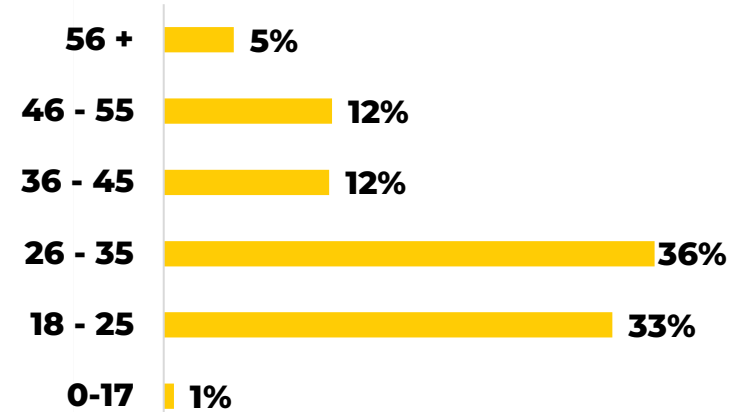
■ Male ■ Female

Marital status

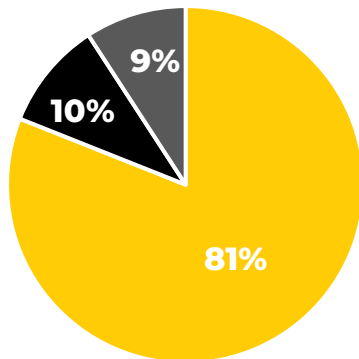


■ Married ■ Not married

Age

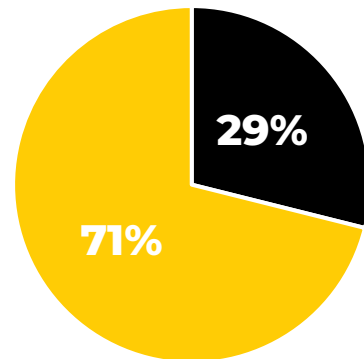


Operation system



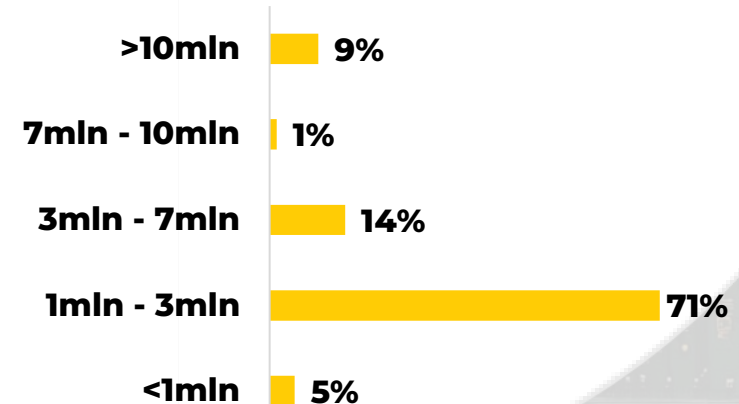
■ Android ■ iOS ■ other OS

Language



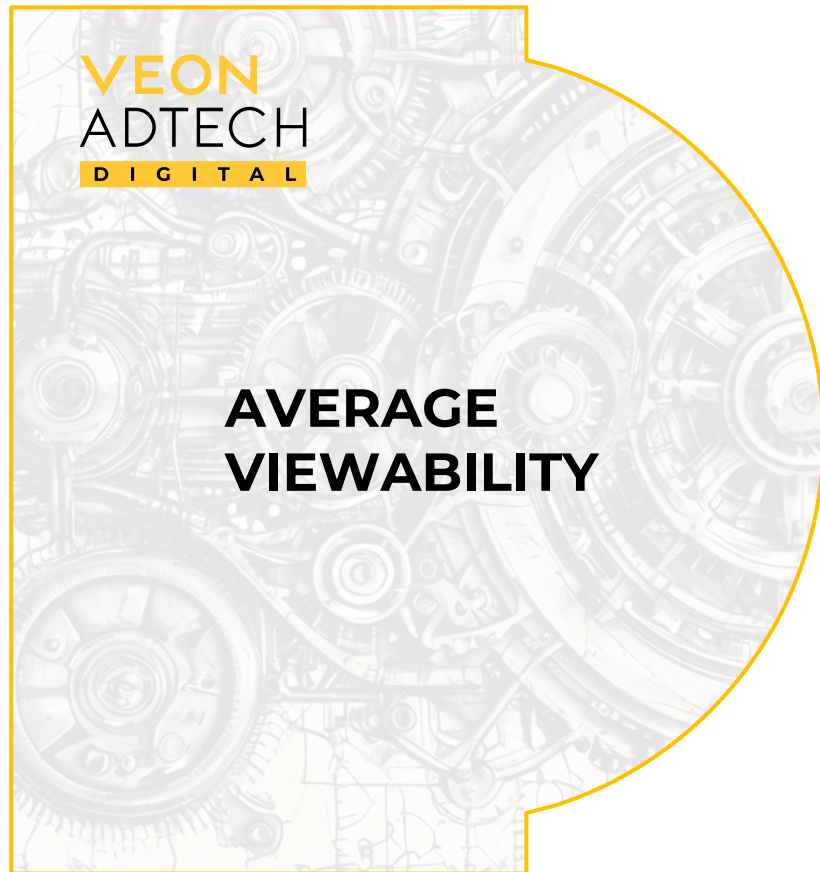
■ Russian ■ Uzbek

Income



High quality communication with audience

VEON Ads is a leader in Viewability metrics, comparing to the other platforms, what guaranties real reach, since you can not skip the ad



Meta  
~5-6%


~10%

Display & Video 360   
ESKIMI  
~25%

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Ads
~50-100%

BeeFortuna: Full screen ad

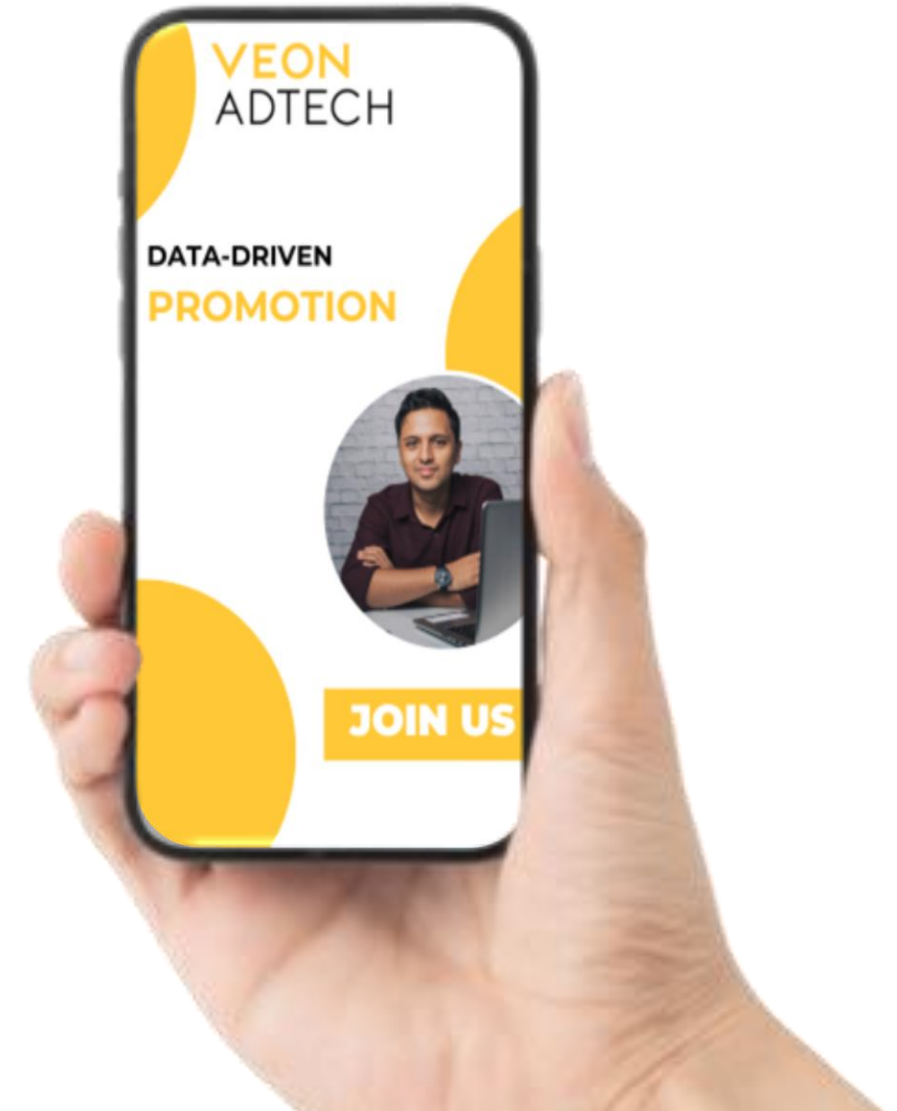


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When opening the wheel of fortune, a banner is displayed in full-screen mode before the wheel itself is shown

The functional capabilities that we provide :

- Advertising in the BeeFortuna section is only for users of the Hambi app.
- Control over the frequency of ad displays.
- Geotargeting capability.
- In-depth analytics of users who interacted with ad creatives, as well as the ability to conduct retargeting campaigns for users who did not interact with ad creatives. High CTR (click-through rate), over 1%.



Screen MAU

1.6mIn

Screen DAU

680k

Ad requests

20mIn

BeeFortuna: Wheel screen ads



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Functional capabilities that we provide:

- The ability to promote your promo codes, prizes, and special offers through the 'game' format of the wheel of fortune.
- A reminder about the opportunity to win a prize using a banner



Screen MAU

1.6mln

Screen DAU

680k

Ad requests

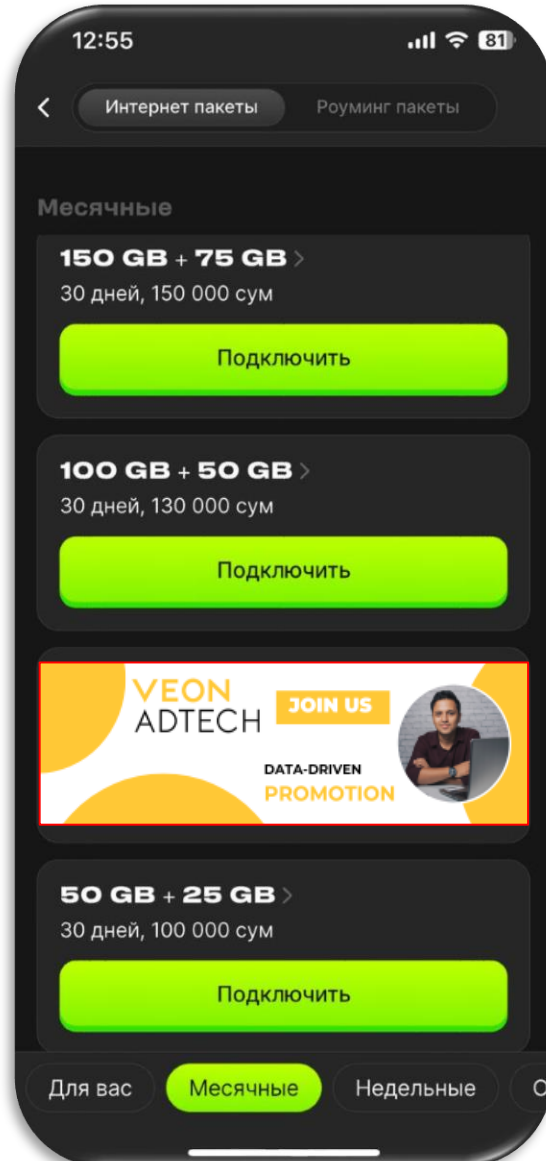
20mln

Available Formats



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Internet packages section:



Screen MAU

370k

Screen DAU

24k

Ad requests

720k

Stories:



Screen MAU

145k

Screen DAU

33k

Ad requests

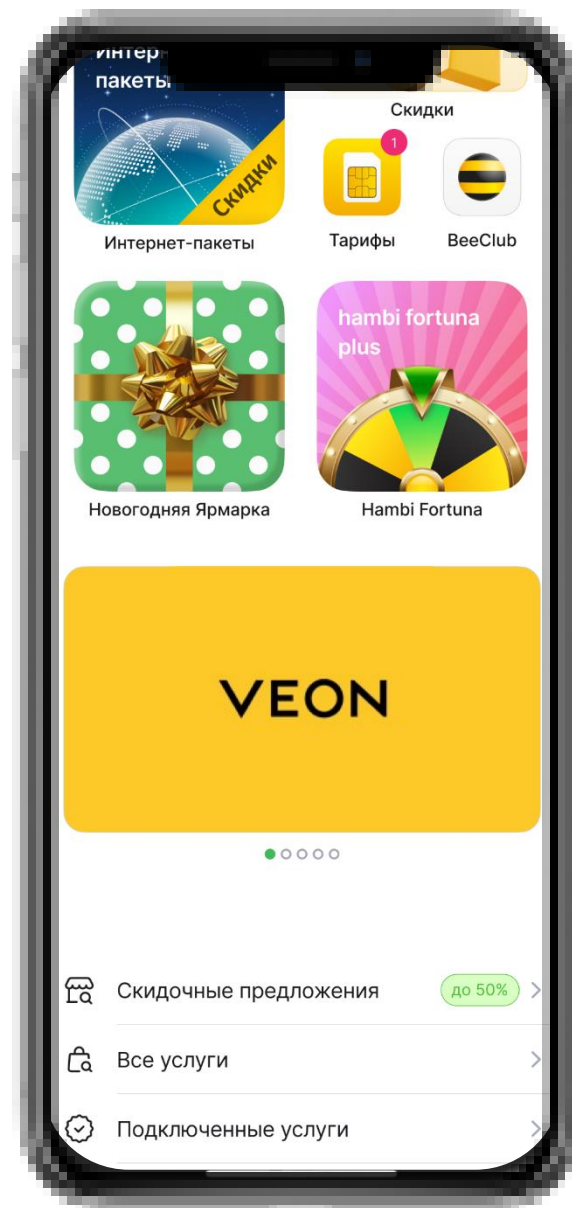
1 mln

Available Formats



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Main Page:



Screen MAU
2,8mln

Screen DAU
984k

Ad requests
22,1mln

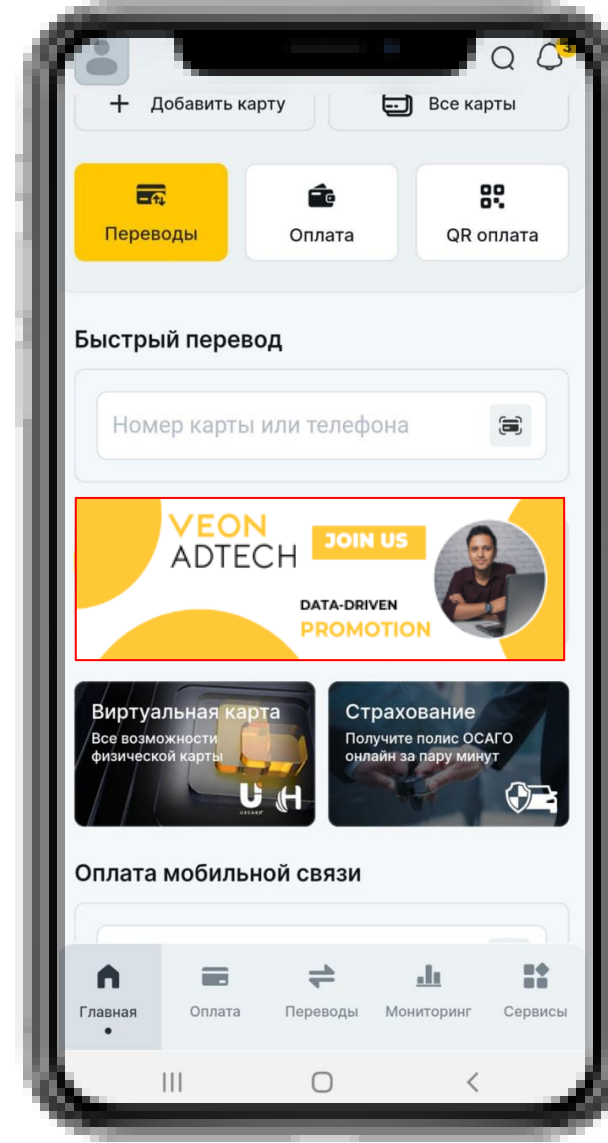
Available Formats

App entry full-screen :



Screen MAU
2,2mln
Screen DAU
500k
Ad requests
15mln

Main page banner:



Screen MAU
2,2mln
Screen DAU
500k
Ad requests
15mln

Available Formats

App entry full-screen:

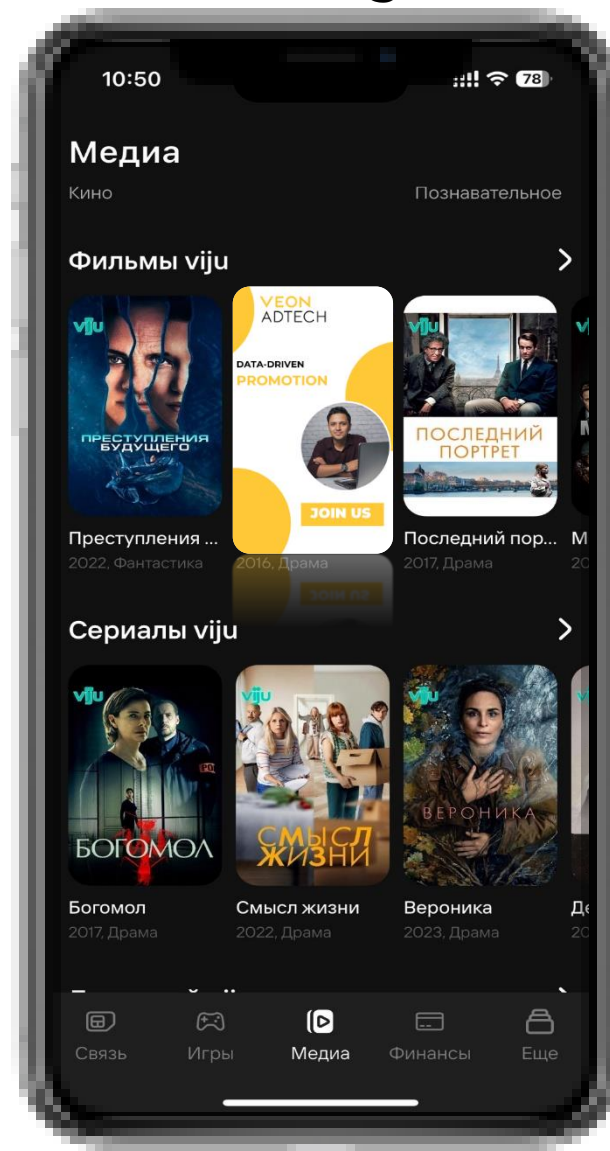


Screen MAU
500k

Screen DAU
70k

Ad requests
2mln

Media catalog:



Screen MAU
350k

Screen DAU
50k

Ad requests
1,5mln

Target SMS

18.1 mln
Users



Ucell

Targeted SMS distribution, based on the subscriber databases of the largest telecom operators in Uzbekistan, will enhance communication with the most engaged users by retargeting the audience that interacted with the Hambi - supper app that combines all services - management of the communication services ,online consulting, insurance segments

Segmentation examples:



Solvency

Bank services
Expenses
Expense amount
Income



Ownership

Real-estate
Transport
Devices



Social demography

Age & Gender
Marital status
Occupation
Presence of children



Interests

Calls
SMS
Browsing history(web-sites)
Applications
Social Media
Goods

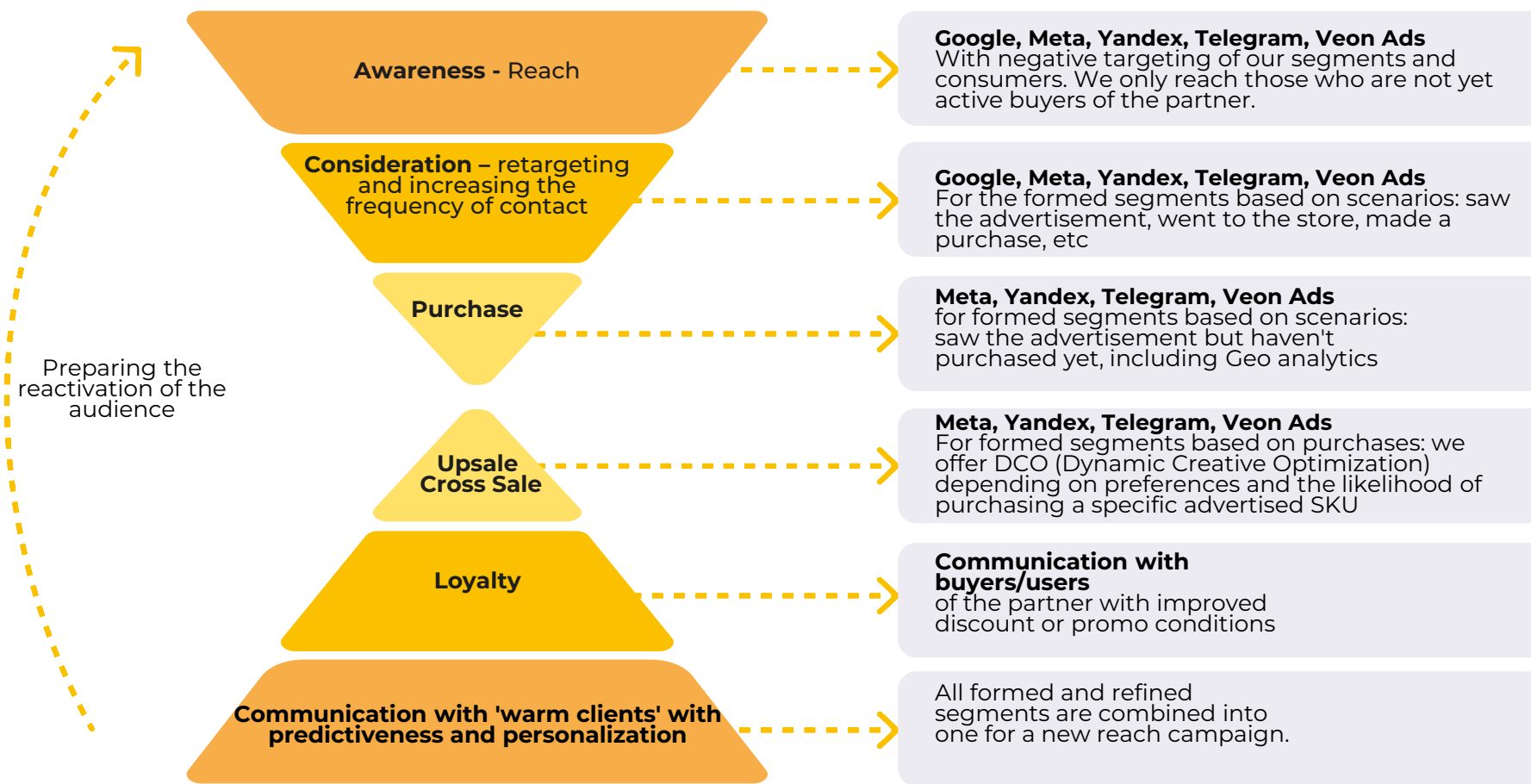


Geo-data

Movements
Places of visit
Trips
Flights

Data

As part of all launched advertising campaigns, at all levels of the funnel, we can use custom audience segments to increase efficiency.

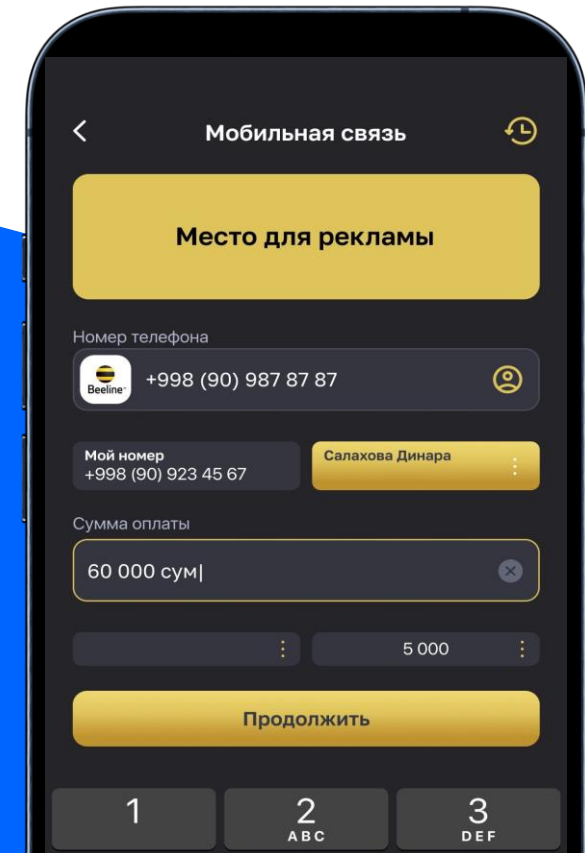


Advertising will be placed on the most frequently displayed screen of the application, namely the Payment screen. Available format is **640x160**

The user will see your advertisement precisely at the moment of making a payment for a specific service

GIF **JPG** **PNG**

Both static banners and GIFs are allowed for placement



Perfluence



Higher conversion and engagement — 2 times higher through micro-influencers.



Targeted audience — precise targeting of the interests of the target audience.



Detailed analytics — tracking likes, clicks, sales, ROI..



Security — fraud control, 24/7 moderation.



Flexible payment models — CPA, CPP, CPL, CPI, CPF



The largest influencer base: 20,000 in Uzbekistan.



Full cycle: from selecting bloggers to optimizing campaigns.

Big bloggers are expensive and do not provide the necessary level of efficiency, while micro-bloggers double engagement and conversion. A large pool of 20,000 influencers ensures precise targeting, supported by detailed analytics and full campaign support. The platform ensures security and flexibility through quick management, 24/7 moderation, and multiple payment models.

New strategies to enhance the effectiveness of marketing campaigns and drive business growth



STABLE ID TECHNOLOGY

As a telecom company, we recognize our users by their device identifiers, CTNs, cookies, IP addresses, and other attributes. Based on their combination, we have developed the Stable ID technology.



100% MATCHING RATE

Within our ecosystem, the matching rate of audience segments selected by the client for campaign launch is 100%, compared to 35-45% on other platforms, ensuring the achievement of all set KPIs.



Cross-frequency measurement

Thanks to the capabilities of Big Data and our analytics, we can measure cross-frequency, which allows us to accurately assess the effectiveness of communication with users..

And many more things...

The redesign of our services has impacted the fundamental funnel, which is constantly evolving.

Data-driven Marketing opens
a new sales paradigm

ADTECH

SINCE WE KNOW AND IDENTIFY EACH USER AT THE VERY BEGINNING OF THE AD CAMPAIGN JOURNEY, WE FOLLOW AN INDIVIDUAL CJM, GATHERING INSIGHTS THAT LEAD TO THE CREATION OF NEW VALUABLE SEGMENTS THAT CAN BE USED FOR FURTHER MARKETING ACTIVITIES

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**WE WANT TO WRITE
HISTORY WITH YOU!**