

17 October 2018

ASX VIDEO ANNOUNCEMENT

EN1's Influencer Platform, IconicReach, Combined with Programmatic Advertising Amplifies Advertiser ROI

Analysis:

engage BDR ("engage:BDR or Company") (ASX:EN1 and EN1O) is proud to announce a new combined strategy of influencer created organic content and programmatic advertising, resulting in stronger ROI for all advertisers that employ strategies to re-target users across multiple devices. Whether on desktop, mobile app, or connected TV, users can see the same influencer generated content, creating more brand awareness & credibility through banner ads, video pre-roll or users' Instagram feed. EN1's self-serve influencer marketing platform provides advertisers and influencers an automated solution for deploying influencer campaigns including full reporting & consolidated insight.

Video Insight:

Ted Dhanik, CEO and Chairman of the Company details the progress & future vision of EN1's influencer platform, IconicReach. With heavy demand by advertisers & influencers, EN1's IconicReach provides a self-serve influencer advertising solution. The entire process from influencer selection, campaign creation to reporting is automated. The advertiser can choose and create custom creative, consolidated with insight.

The influencer platform is invite-only to influencers with remarkably high engagement. Once accepted to the platform, an influencer receives in-bound requests to participate from advertisers directly. EN1 is in development of the new IconicReach app for influencers to participate in the marketplace seamlessly. Advertisers can send notifications to participating content creators, accessing thousands of influencers instantly.

What started as two separate forms of digital advertising, the future vision of IconicReach is to combine EN1's programmatic advertising and influencer marketing to revolutionise the industry, in the same way Google AdWords has for digital advertising. Through AdWords, advertisers bid on search keywords & buy display and video ads. EN1 created a viable solution to syndicate organic influencer created content across video and banner ads. A user following an influencer can be re-targeted on multiple platforms. They may initially see the influencer sponsored content on Instagram but can now see that same campaigns and consume different formats and lengths of content on other platforms such as a post-roll video ad on YouTube, coupled with a display ad, creating a stronger ROI. For example, a

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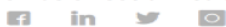
large Instagram influencer can partner with a national advertiser to create organic content for a targeted audience which can be syndicated to other formats of digital media, to live on more than just Instagram.

A piece of content can be taken across display and video; the user would be re-targeted and the campaign would be more compelling and provide better ROI for the advertiser. The future of content syndication is syndicating also across micro-influencers. Micro-Influencers are influencers with 10K-1M followers, which advertisers demand, due to their higher engagement. For example, a micro-influencer beauty blogger on the IconicReach platform sees a 37% engagement versus a 1% engagement of a macro influencer with over 1 million followers. Influencer content can be syndicated not only through traditional digital media, but by having 100's of micro-influencers repost the content through a media buy, creating remarkable and unprecedented ROI for an advertiser seeking organic growth and awareness.

Please view the video here:
<http://engagebdr.com/asx/video>



On behalf of the Board
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