



DATA DRIVEN




OUR PLATFORMS


Online video network




Online display network



Online audio network



Addressable TV



PaperMail



ONLINE VIDEO NETWORK

VOD & Live

- 4.5M S.S.O
- 69M Impressions/month
 - Ron RMB 54M
 - Auvio 28M
 - InRead 15M
- 89% Completion rate
- 2% Click-through rate



ONLINE AUDIO NETWORK

ROD, Live, Podcast & Web Radio

- 4 of the top 5 channels
- 5M Impressions/month
- 88 % Completion rate
- Up to 30"



DISPLAY NETWORK

- 1.8M Reach/month
- 70M Impressions/month
- 60% View rate
- 0,24% Click through rate



ATV NETWORK

- 651.000 Boxes FR
- 99 % On target delivery





Premium data based
on **trustworthy** and
curated providers

OUR DATA SOURCES



RTBF/AUVIO Profiles

100% declarative data from the user profiles
4,5M+



Proximus Boxes

Data from TV boxes through Proximus



Bpost

Bpost data crunching and matching on Proximus Boxes



Navigation behaviour

Cookie-less based solution to track and analyze user activities and build complex profiles (with a reach of 50%+ FR12+)



Curated data providers

A strictly selected partners help us complete profiles and increase matching rates



Advertiser/CRM

Data Matching of your own data using a bunker solution (Infosum ATV)

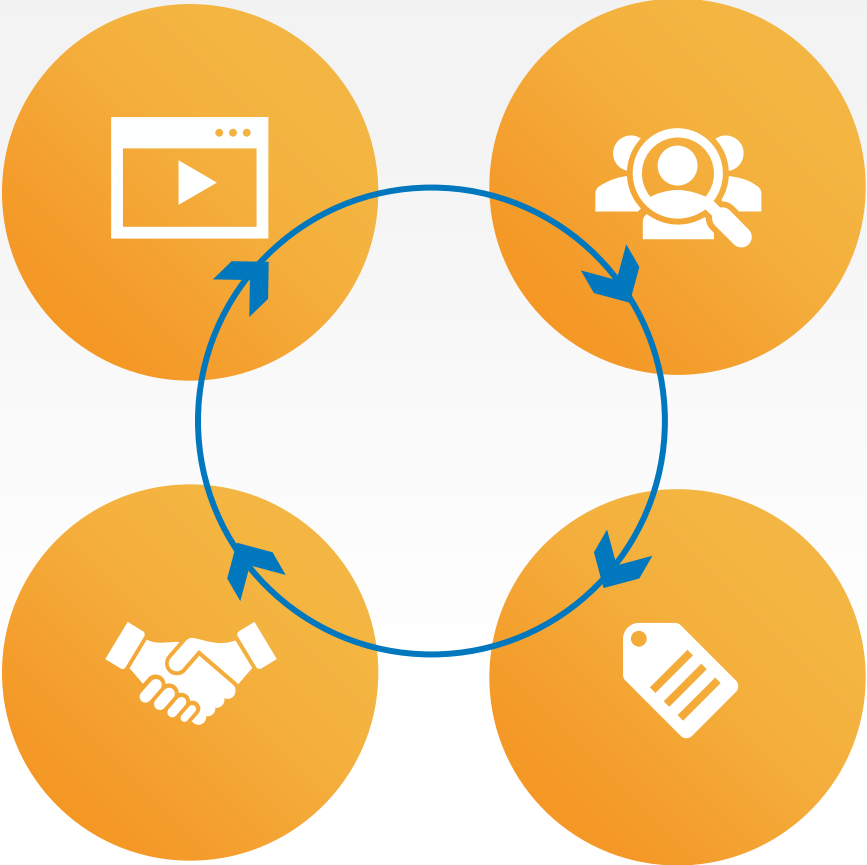
OUR DATA STRENGTHS

CONTEXT

Our data is actionable on a quality context made of premium brands which offers safety, viewability and more

EXPERTISE

Our dedicated teams are available to offer you the greatest guidance in your specific requests such as custom segments



DATA

Our offer is made of quality data collected in a premium and GDPR environment which ensures accuracy and future-proof data solutions

OFFER

Our data offer is diverse in terms of segments, buying methods, actionable media, and data solutions.

CONTEXT



Premium

Our segments are based on data collected in a premium environment



Local

Our digital brands are an integral part of the Belgian ecosystem and produce content anchored in a local context close to their audience



Brand Safe

Our premium brands, ensures control of their content, which gives our advertisers a brand safe environment



Large inventory

RMB owns a large inventory and is therefore able to deliver enough impression based on a large campaign demand



High completion rate

Thanks to our highly viewable inventory, we provide our advertisers with a View-Completion-Rate which sits above Belgian benchmarks



High viewability

RMB measures its inventory and can ensure that ads are delivered in a highly viewable context

DATA



Premium Data quality

Our segments are based on first-party and third-party data collected in a premium environment



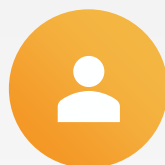
GDPR compliant

We ensure GDPR compliance as for our data processing, selection of providers, and recruitment



Targeting accuracy

Our data is one of the most accurate ones on the market according to studies such as DAR



100% qualified profile

Our audience profiling is based on behaviour & consumed content



Audience & Reach prediction

Our DMP allows us to identify the potential audience of our segment and to predict reach



Cookie-less & Futureproof

Thanks to our DMP provider, 1PLUSX, we are able to offer data segments without the help of cookies

EXPERTISE



VIBE Consulting

Our dedicated VIBE team is made of experienced Data Scientists/Analysts available to guide you in your choices and requests



Trustworthy providers

We have developed trusted partnerships with top-rated suppliers such as 1PLUSX and as for data bunkers



User-friendly

Our digital transformation project is currently building a whole new digital and user-friendly buying platform



Custom segment

Besides our 100+ available segments, our team will be available to create with you your own custom segment based on your personae or other inquiries



Innovation & Vision

Our Data & Development teams are looking to the future wether in terms of solutions such as cookie-less targeting and use of technology such as AI



Quality reporting

Our Adserver makes reviewing your campaign easy and transparent

OFFER



Diversity of segments

We provide a 100+ segments in our data offer



Diversity of data solutions

We offer different type of targeting solution such as data matching, CRM onboarding & retargeting.



Diversity of buying methods

Our data offer can be available via IO or programmatic for more convenience



Diversity of actionable media

Our data solutions are actionable on OLV, OLA, Addressable TV, Display



Increased match rate

Since we change for our new DMP our match rate has increased by 60%



Quantity of data

Our first-party data is based on 4.5M S.S.O



Pricing

Simplification of our offer and our rate card.



Seasonal offers

Whatever the season or occasion, RMB has the right offer for you.





Antoine Carre
Programmatic Hub Director Havas

“We believe that a strong local anchor through the brands represented by RMB coupled with their data from logged environments is a major asset both in terms of data quality but also to best reach the different target audiences of our advertisers. RMB is always at our disposal and available to provide us with a panel of tailor-made solutions in terms of data to meet the challenges of our advertisers. We want to perpetuate and continue our collaboration by further testing the panel of data available at RMB through our various campaigns.”

Alec Van de Castele
Trader Senior Havas

“We used RMB data solutions to have a smooth cookie-less transition for 2023 and to develop programmatic performance strategies with local publishers. The campaigns are going wonderfully in 2022. We will use the personae solution when Carrefour Drive resumes. Sales contact is golden. We could not complain about the programmatic experience in 2022.”



TARGETING OPTIONS

HOW CAN WE FIND YOUR CLIENTS



Socio-Demo



IAB Interest



Semantical



Personas



Campaign-based



Keywords

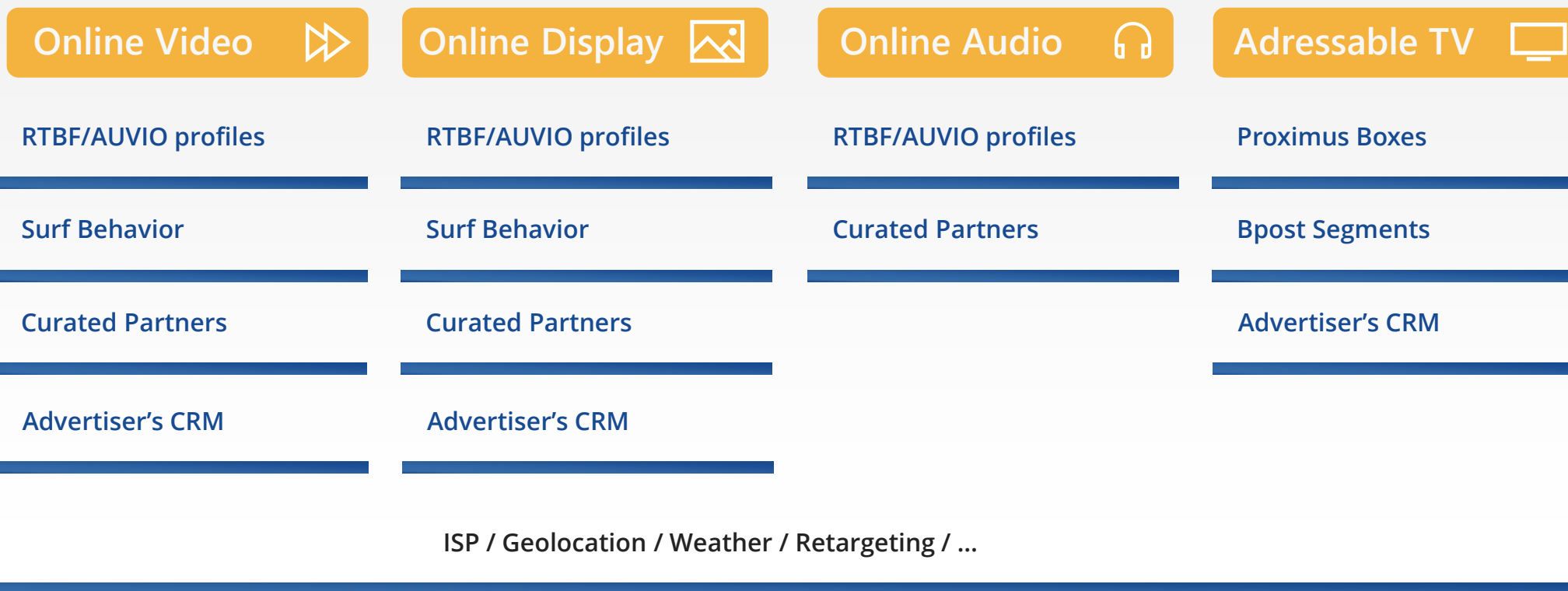


URL-based



Look-alike

DATA MATCHING MAP



AdServer

DATA OFFERS



DATA OFFERS - EXEMPLES

VIDEO

Network : RON RMB
Up to 20"
1 data set
196,850 impressions

Ratecard price : 38,1 € CPM
+10K€ campaign : 33,3 € CPM

7.500 €

DISPLAY

Network : RON RMB
ALL Display formats
1 data set
349,650 impressions

Ratecard price : 14,3 € CPM
+10K€ campaign : 11,7 € CPM

5.000 €

AUDIO

Network : Extended RON RMB
Up to 20"
1 data set
132.013 impressions

Ratecard price : 30,3 € CPM

4.000 €

ATV

Network : LaUne, Tipik, AB3,
ABxplore
Up to 30"
1 data set
97.222 impressions

Ratecard price : 90 € CPM
SetUp fee : 1.250 €

10.000 €

DIGITAL PACK from **15.000€** net price

DIGITAL PACK

Choose one data-set

Normal price : 17.550 €

Pack Price : 15.000 €

Online Video

Network : RON RMB
300.300 impressions
Up to 20"

CPM : ~~38,1€~~ 33,3 €

Display

Network : RON RMB
427.350 impressions
ALL Display Formats

CPM : ~~14,3€~~ 11,7 €

FULL VIDEO PACK from **20.000€** net price

Addressable TV

La Une, Tipik, AB3, ABXplore

ISP : Proximus

103.453 impressions

20"

Set-up fee : 1250 €

CPM : 90€

Online video

Network : RON RMB

ISP : Non-Proximus

247.748 impressions

Up to 20"

CPM : 45,72€-33,3 €

FULL VIDEO PACK

100%

INCREMENTAL REACH!

Choose one data-set

Pack Price : 20.000 €

WANT TO KNOW MORE ?

TECH SPECS

Download our latest Tech Specs for all Digital material online from our website and stay up to date

[CLIC HERE](#)

RATECARD

All our prices are net prices. Our latest ratecard can be downloaded through the link below

[CLIC HERE](#)

SEGMENTS

Need some inspiration? Our just want a digital copy of our Data leaflet?

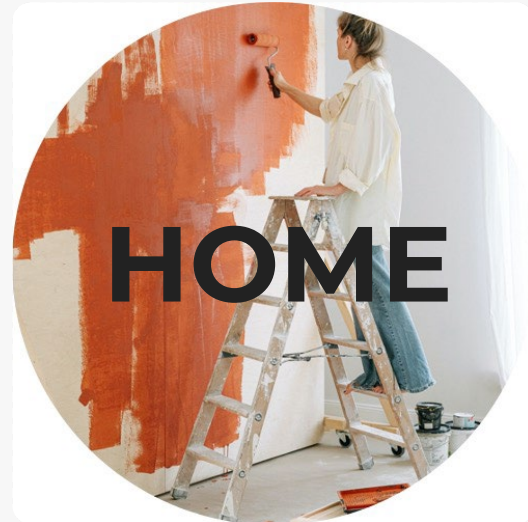
[CLIC HERE](#)

SALES

Contact your usual sales person


For any programmatic related question, please use programmatic@rmb.be

SALES@RMB.BE



**MANY
MORE WITH**

Valuable Insights Boost Efficiency



VIBE

The VIBE logo features a stylized 'V' composed of four colored triangles (blue, red, yellow, green) pointing towards the center. The word 'IBE' is in a large, bold, black sans-serif font.



BEAUTY

- **Beauty lovers**
- Fashionistas
- Luxury lovers
- **Shopping lovers**
- Nutrition lovers
- Healthcare lovers
- Natural & Alternative Medicine
- Gossip Lovers
- Healthcare and Paramedical Practitioners
- Proactive Health-Oriented
- Beauty and Cosmetics
- Looking for Eyewear
- **Fashion Lovers**
- Luxury Fashion
- Healthy & Active
- Bio & Organic Enthusiasts
- Diet & Fasting

Segments available for display et online video campaigns.
Segments in bold are also available for ATV campaigns



FINANCE

- **Investors**
- Eco-Finance lovers
- **News Lovers**
- Higher Revenues
- Business Savvy
- Job Seekers
- Car Loan
- Credit Card Owners
- Crypto Currency
- House Loan
- Into Finance
- **Investors**
- Mobile Banking users
- Pension Fund
- **Home Renovation**
- **Movers**
- Has a second residence
- Car/House/Live/Travel insurance
- Low Revenues
- Insurances interests
- High Purchase Power

Segments available for display et online video campaigns.
Segments in bold are also available for ATV campaigns



- Art & Culture Savvy
- Audiobooks
- Books & Magazines
- Concert & Festival
- Films Addicts
- **Series lovers**
- Museum & Exhibition
- Opera & Theater
- Students
- **Food lovers**
- **Gastronomy lovers**
- Liquor & Spirit consumers
- Sport Bettors
- Online Gambling
- DIY & Craft Lovers
- Family with Kids (Going to school)
- Going Out
- **City trippers**
- Music Lovers
- **Culture lovers**
- Movies lovers
 - Thriller/ Drame/ Comédie/
Famille/....
- Foodies
- Football lovers
- **Sport lovers**
- Motor sports lovers
- **Gamers**
- eSports lovers
- Travelers
- **Family with child 4-11**

Segments available for display et online video campaigns.
Segments in bold are also available for ATV campaigns



SPORT

- Athletes
- E-Sport
- Formula 1
- Golf
- Healthy & Active
- Into sports
- Outdoors (camping/Trek)
- Rugby
- Winter Sports
- Working out
- Dietary Supplements & Vitamins
- Footware & Shoes
- Camping
- **Adventure trip**
- **Sports lovers**
- **Football lovers**
- Red Devils lovers
- Female sports lovers
- Motor sports lovers
- Physical sports lovers
- **Cyclo lovers**
- **Tennis lovers**

Segments available for display et online video campaigns.
Segments in bold are also available for ATV campaigns



RETAIL

- Beauty and Cosmetics
- Looking for Eyewear
- Looking for Toys
- **Online Shoppers**
- Alcoholic Beverages
- Baby Food
- Beers
- **Promo Buyers**
- Dairy Products
- Energy Drinks
- Soft Drinks
- **Eco buyers**
- **Optical buyers**
- Clothes
- Fashion Lovers
- Footwear & Shoes
- Jewellery & Luxury Fashion
- Shopping Mall Visitors
- Women's Fashion
- Fashionistas
- Electronics consumers
- Tech savies
- **Foodies**
- Interior lovers

Segments available for display et online video campaigns.
Segments in bold are also available for ATV campaigns



GREEN

- **Green lovers**
- Green cars lovers
- Electric & Hybrid Car lovers
- Bio & Organic Enthusiasts
- Vegetarian / Vegan
- Concerned with Climate Change & Global Warming
- Healthy Food & Drinks
- Interested in Ecological Transition
- Interested in Ecology
- Interested in Electric Bikes & Vehicules
- Natural & Alternative Medicine
- Healthy & Active
- Affinity for Green Electricity
- **Eco buyers**

Segments available for display et online video campaigns.
Segments in bold are also available for ATV campaigns



HEALTH

- Allergies
- Children's Health
- Dietary Supplements & Vitamins
- Digestive Problems
- Doctors, Physicians, Surgeons & Nurses
- Healthcare and Paramedical Practitioners
- Painkillers
- Proactive Health-Oriented
- Stress & Migraines
- Looking for Eyewear
- Life Insurance
- Natural & Alternative Medicine
- Healthy Food & Drink
- Bio & Organic Enthusiasts
- Cooking Enthusiasts
- Diet & Fasting
- Food Lovers
- Liquor and Spirits Consumers
- Vegetarian / Vegan
- Yoga lovers
- Essential oil users
- Massage lovers

Segments available for display et online video campaigns.
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HOME

- Interior lovers
- Gardening lovers
- Housing interests
- **Movers**
- Bathroom Furnishings
- **Home owners**
- Gaz for Heating
- Has a Garden
- Has a Secondary Residence
- Home Security
- Kitchen Appliances
- Kitchen and Dining Room Furnishings
- Lives in a City
- Lives in a House (Villa)
- Lives in a Town House
- Lives in an Apartment
- Lives in the Countryside Stoves and Firewood
- Bed and Bathroom Improvement
- Building Materials and Supplies
- DIY & Crafts Lovers
- Garden Renovation
- Home Decor Enthusiasts
- **Home Renovation**
- Interior Design
- Kitchen and Dining Improvement
- Renovating windows, doors and tiles
- First-time Buyers
- New Construction
- Rent

Segments available for display et online video campaigns.
Segments in bold are also available for ATV campaigns