

PARTNERSHIP ANNOUNCEMENT



OYO.Digital

Strategic partnership: Elsy and OYO.Digital partner and aim to provide a new value-added services standard in paid media campaign optimization management

New York City, NY, and Boston, MA, September 30, 2021 – Elsy Inc. and OYO.Digital LLC have entered into a strategic partnership that will share both companies' unique capabilities in paid media and marketing with their combined client base. Additionally, in response to the new normal/post-pandemic client demand and market requirements, the partnership has committed to developing a new set of value-added service standards that will better inform and guide their client's media planning, campaign management, and content marketing. Elsy and OYO firmly believe that collaboration is essential today because marketing professionals need better and deeper insights into the impact of their paid digital media as current metrics shift as quickly as COVID-19 spreads. Elsy's paid media campaign optimization software in concert with OYO's global zero-based marketing (ZBM) optimization services will provide clients with desperately needed insights and systematic approaches to best respond to market and behavioral shifts.

Elsy and OYO, sharing the same objectives and client focus, are committed to ROI optimization which is arguably the most important KPI clients' measure. The partnership will, by integrating technologies and service frameworks and applying Elsy's platform value chain, enhance each organization's capabilities thereby substantially increasing the efficiency at which they generate incremental ROI for their shared clients. "We see an opportunity, through strong partnerships like the one with OYO, to advance paid media optimization, effectiveness, and impact. OYO brings unique expertise and solutions to zero-based marketing, which is central to many of our clients and increasingly important to advertisers in many verticals. Our clients will directly benefit from our collective efforts," explains Laurent Colard, co-founder and CEO of Elsy.

The partnership is particularly well suited for the IT/Technology, Finance, Apparel, eCommerce, and Travel industries. Additionally, it simplifies, standardizes, and optimizes programs that require hyper-local, hyper-targeted paid media campaigns—programs that are often complicated by the number of stakeholders, budgets, and platforms required to manage and achieve ROI targets. The partnership centers around a strong customer first philosophy, acts as a collaborative exchange of capabilities, and is capable of nimbly responding to new and shifting market requirements.



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Using Elsy's technology and services, leading advertisers have been able to optimize hundreds of millions in ad spend across traditional, digital, social, programmatic, search, and e-commerce platforms. Elsy's technology is used to plan, manage, and optimize pre-campaign, in-campaign, and post-campaign processes. Elsy also supports its platform with media optimization, design, and managed services.

"Elsy's industry leading expertise, platform, and technology leadership is perfectly positioned play a key role in helping define a new set of standards for paid media efficiency and growth performance. Together Elsy and OYO are using our combined expertise to reimagine how to drive marketing and media spend optimization and ROI growth. Our new and uniform paid media campaign standards and value-added services will provide advances and advantages to Elsy and their customers. And Elsy's platform provides the strongest foundation on which to build upon and realize these concepts," said John Rohloff, Co-Founder of OYO.Digital. OYO's technology complements Elsy's platform perfectly. OYO's AI/ML-driven deep learning capabilities helps identify and target audiences most likely to generate the highest ROI at the time of campaign launch and it adjusts targets to remove lower-ROI activities and/or targets. OYO has also recently added a SaaS Digital Asset Management (DAM) platform for use in content marketing optimization efforts. The OYO combination of strategy, technology, and services provides considerable opportunities to maximize ROI.

Greater competitiveness, added value, and agility in a dynamic post-pandemic marketing environment

With its in-depth expertise in paid media campaign management and optimization efforts, Elsy will help shape the on-going development of OYO.Digital which will benefit both Elsy's and OYO's customer bases. OYO.Digital will play a crucial role in Elsy's expansion and GTM strategy.

The goal of standardizing the paid media processes is to significantly simplify the complexities and challenges associated with paid media, to continuously innovate, and to increase fact-based decision intelligence when dealing with real-time analysis. There is considerable potential for exchange, planning, and advanced analytics that will only drive additional efficiencies and greater ROI for Elsy's and OYO's customers.



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