

Driving Growth: Exploring the World of Opera Ads

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In 2019, Opera introduced Opera Ads to provide online advertising solutions to businesses big and small. Today it stands as one of Opera's primary advertising revenue streams, instrumental in driving business growth. Let's delve into the world of Opera Ads: what it is, and how it's providing value by positioning itself as a major player in the digital marketing ecosystem.

What is Opera Ads?

Opera products are used every day by hundreds of millions of engaged users across our display network. Opera Ads was designed as an online advertising platform to help advertisers maximize the performance of their campaigns and increase engagement with their target audiences. Opera Ads places a premium on user privacy, ensuring a respectful and effective connection between advertisers and their desired audiences.

Through real-time bidding, the platform can also connect with partner inventories, allowing our advertising partners to reach 90% of internet users worldwide - including hundreds of millions of Opera users. Opera Ads empowers partners to achieve key performance indicators (KPIs) such as extended reach, prolonged audience retention, widespread brand recognition, and a favorable return on ad spend.

Why is Opera Ads a Powerful Advertising Solution?

The Opera Ads platform combines Ad Tech and Big Data, resulting in amplified performance and enhanced Return on Advertising Spend (ROAS).

- **Extensive Reach:** Opera Ads' ability to process 200 billion daily ad requests and connect with audiences in over 150 countries sets it apart. The vast global reach ensures ads are visible in a wide array of markets.
- **Advanced, Privacy-Preserving Targeting:** The Opera Ads platform has built its own Global DMP, profiling an impressive user base of 1.9 billion users. User data is processed under GDPR's strict framework, so that user privacy is preserved while empowering advertisers to achieve maximum effectiveness for their campaigns.
- **Transparency and Trust:** At Opera, safety, transparency, and trust in the digital advertising industry are paramount. The Ads platform is committed to adhering to the highest industry standards and is IAB and TAG Ad Fraud and Brand Safety certified.

Who Are Opera Ads Customers?

The platform has a large and continuous focus on audience extension and is able to seamlessly integrate with both Opera's

owned and operated inventory and premium partner inventories. Opera Ads caters to the world's largest advertisers, brands, DSPs, agencies, and e-commerce partners across the Americas, Asia, Europe, Africa, and the Middle East. A majority of Opera Ads' customers are operating within the following verticals: gaming, sports, and e-commerce.

Opera Ads: Pricing Models

Advertisers can buy or bid on Opera's inventory either programmatically or on a managed services basis. The platform supports a variety of pricing models, including CPM, CPC, and CPA, allowing advertisers flexibility in how they pay in alignment with their campaign KPIs.

Opera Ads has experienced remarkable revenue growth since its inception in 2019 and continues to contribute a significant part of Opera's overall advertising revenue.

Shaping the future of digital advertising

With a strong commitment to providing performance and trust to their advertising partners, Opera Ads is poised for even greater accomplishments on the horizon. Stay tuned for more exciting developments as Opera Ads continues to shape the future of digital advertising.

For more information, visit <https://www.opera.com/ads>.