

# Dijital Learning Statistics

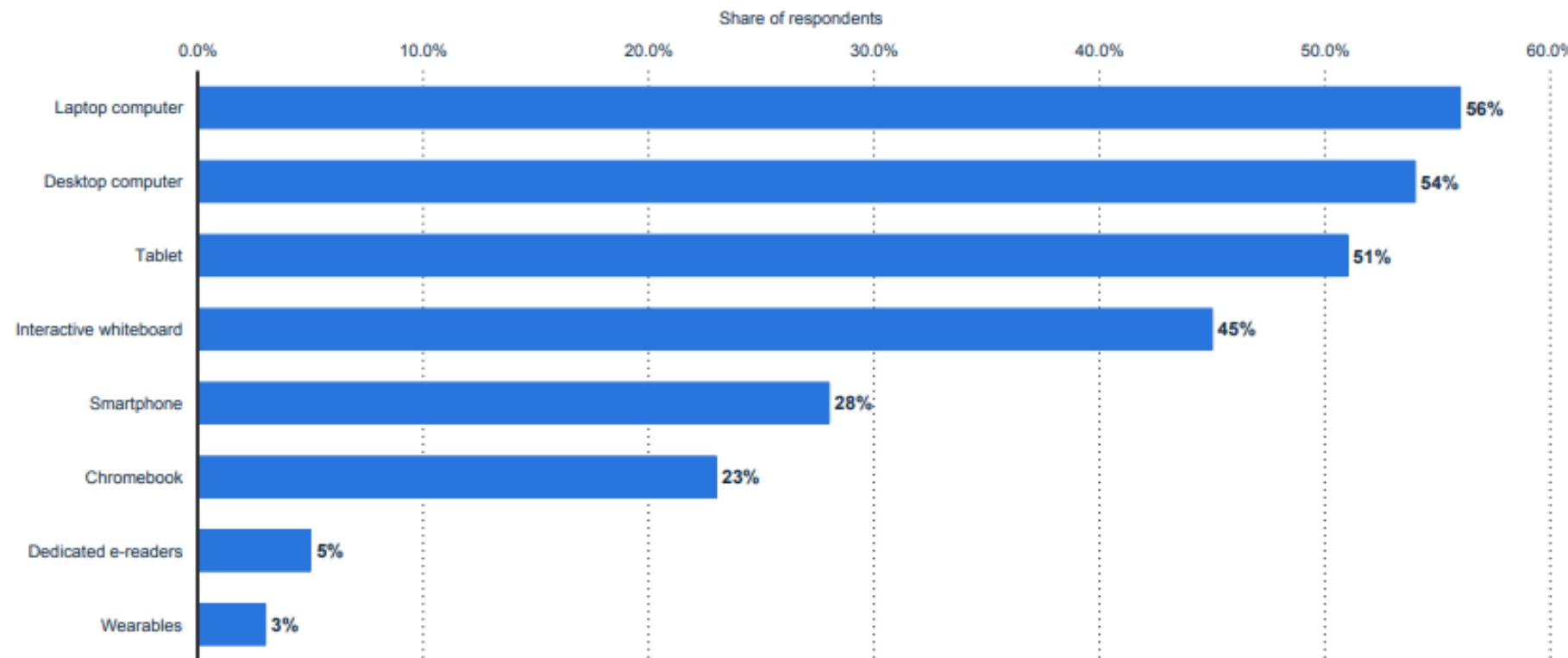


**Tink**

Technology and  
Humanity Colleges

# Which devices are used in the classroom in a typical week?

U.S. classroom device weekly usage 2016



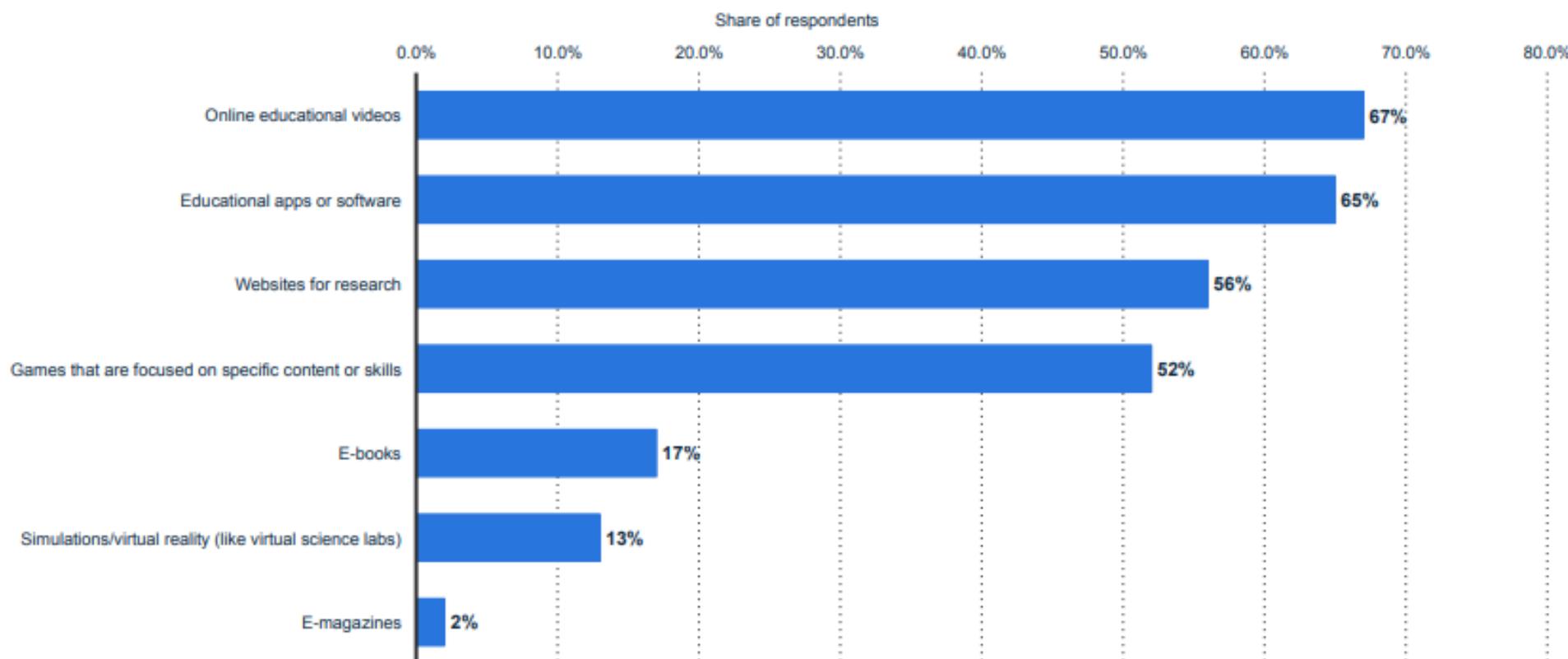
Note: United States; 2016; 18 years and older; 2,800; PreK-12 classroom teachers in public or private schools; parents of children under age of 18, who, if they have school-aged children do not home-school their child; children in kindergarten through grade 12

Further information regarding this statistic can be found on [page 54](#).

Sources(s): Deloitte: [ID\\_298805](#)

# Which digital learning materials do you use in your classroom in a typical week?

U.S. classroom digital learning materials weekly usage 2016



Note: United States; 2016; 18 years and older; 2,800; PreK-12 classroom teachers in public or private schools; parents of children under age of 18, who, if they have school-aged children do not home-school their child; children in kindergarten through grade 12

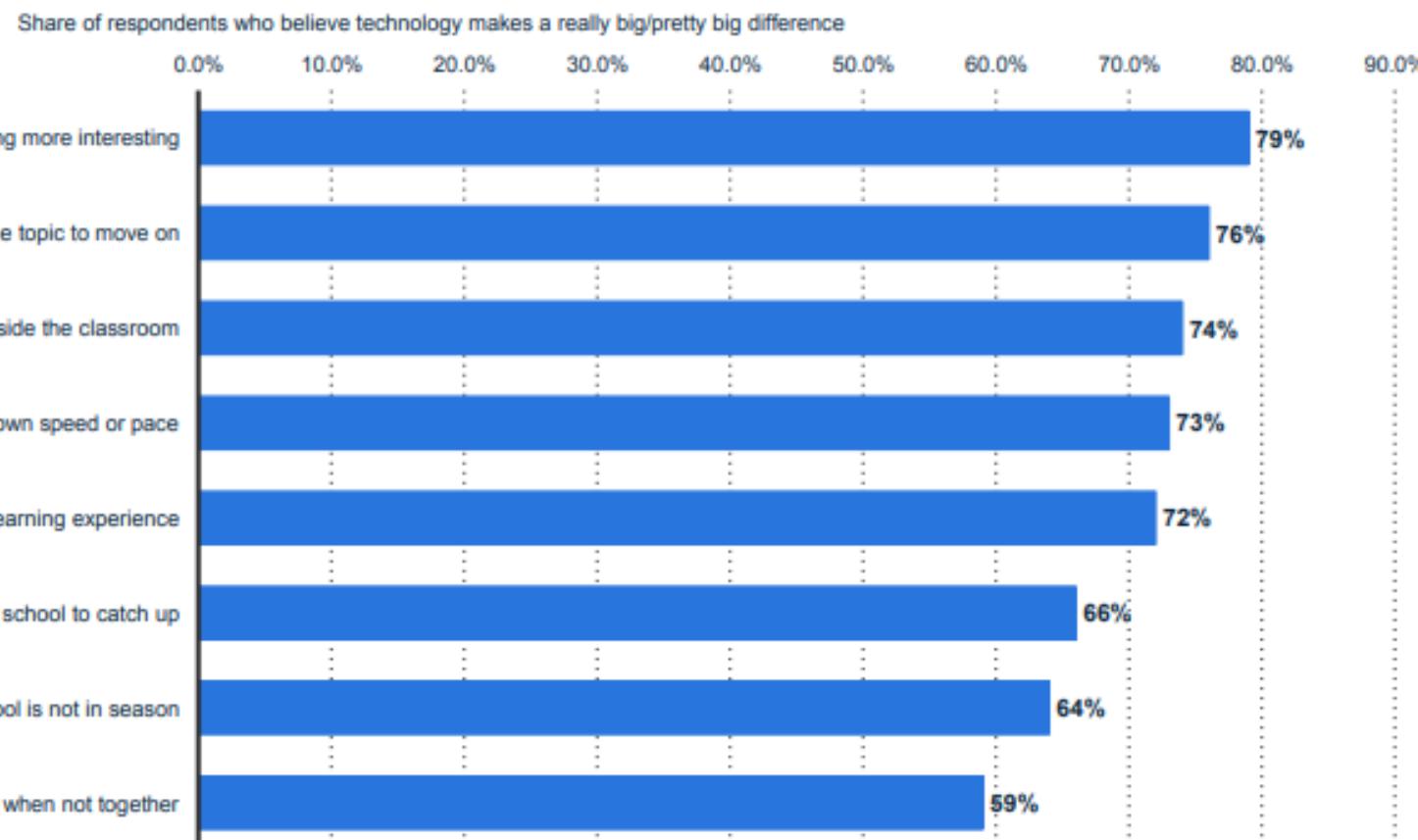
Further information regarding this statistic can be found on [page 55](#).

Source(s): Deloitte; [ID 658475](#)

# Perceived positive difference of classroom usage of education technology according to educators in the United States in 2016

## U.S. positive influence of education technology usage 2016

### Adaptive learning and Engagement



Note: United States; 2016; 18 years and older; 2,800; PreK-12 classroom teachers in public or private schools; parents of children under age of 18, who, if they have school-aged children do not home-school their child; children in kindergarten through grade 12

Further information regarding this statistic can be found on [page 56](#).

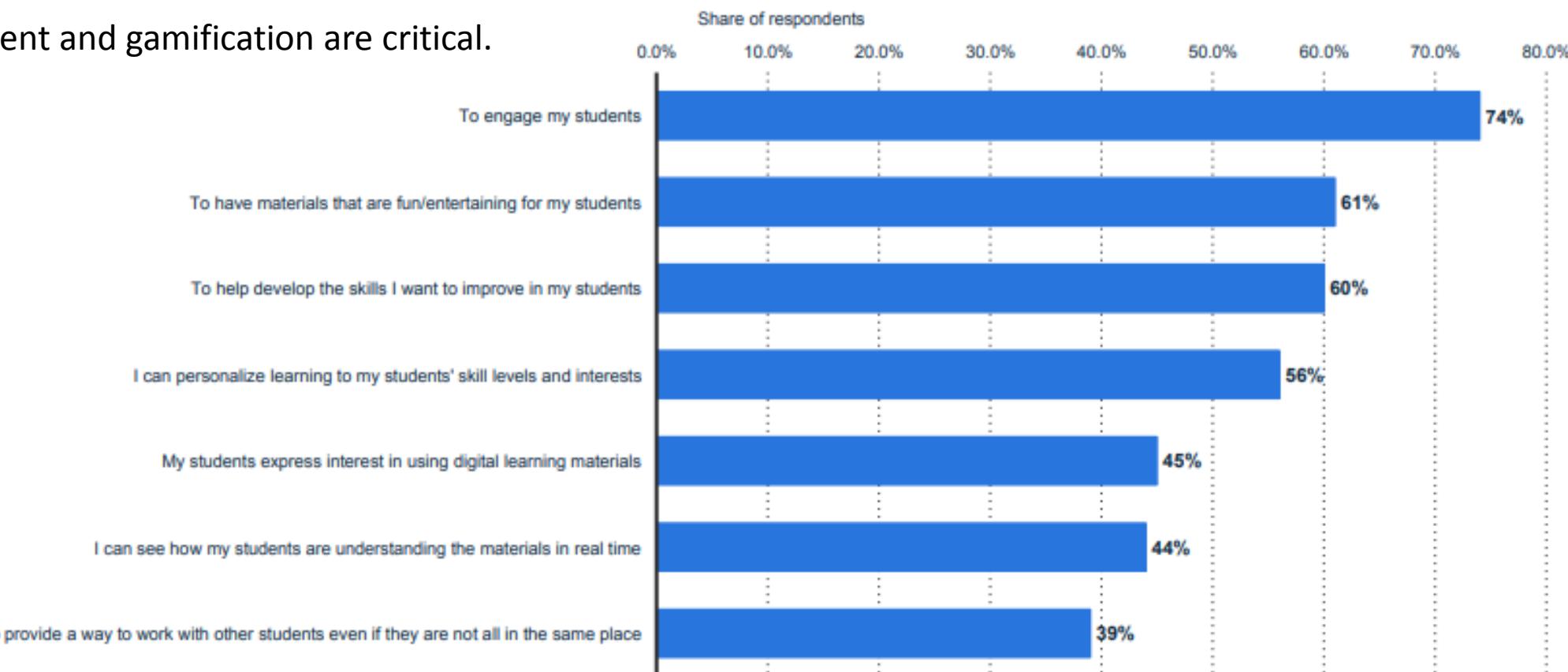
Source(s): Deloitte; [ID 658500](#)

Activ

## Which are the top reasons you acquire or want to acquire digital learning materials for your classroom?

U.S. classroom digital learning materials acquisition reasons 2016

Engagement and gamification are critical.



Note: United States; 2016; 18 years and older; 2,800; PreK-12 classroom teachers in public or private schools; parents of children under age of 18, who, if they have school-aged children do not home-school their child; children in kindergarten through grade 12

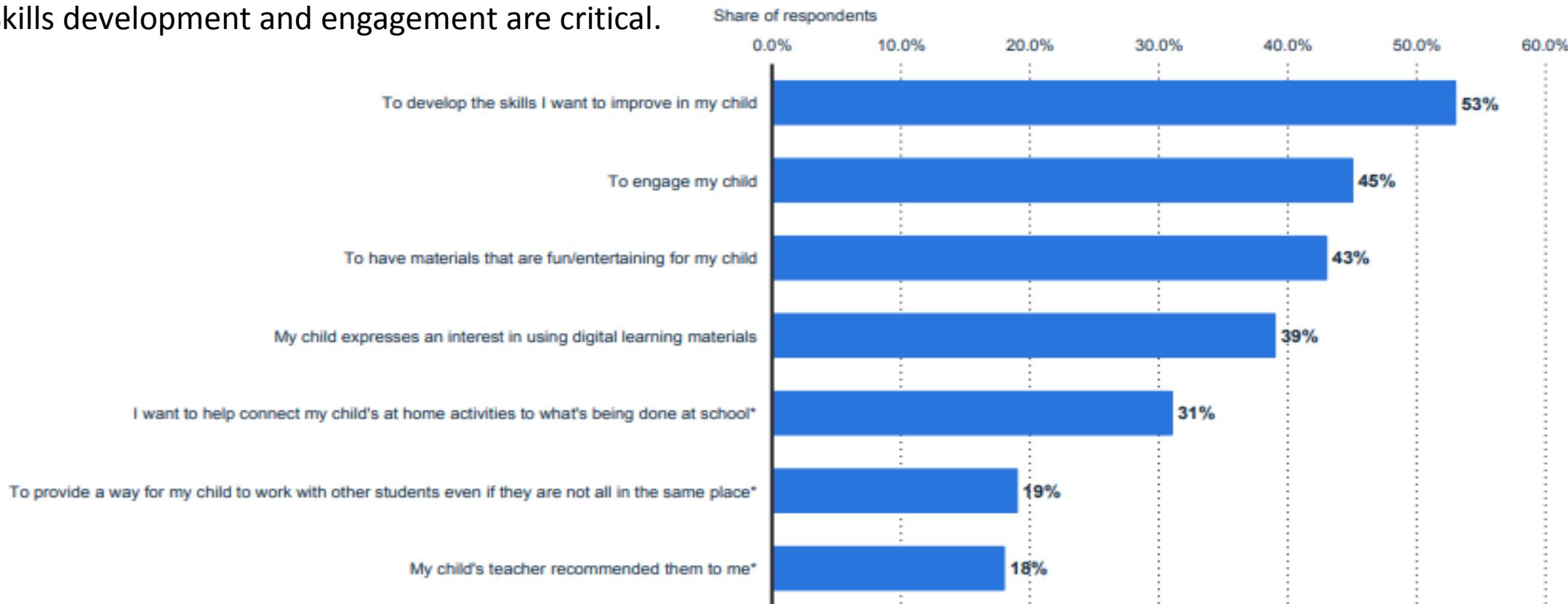
Further information regarding this statistic can be found on [page 57](#).

Source(s): Deloitte; [ID 858530](#)

## Which are the top reasons you acquire or want to acquire digital learning materials for your home?

U.S. home digital learning materials acquisition reasons 2016

Skills development and engagement are critical.



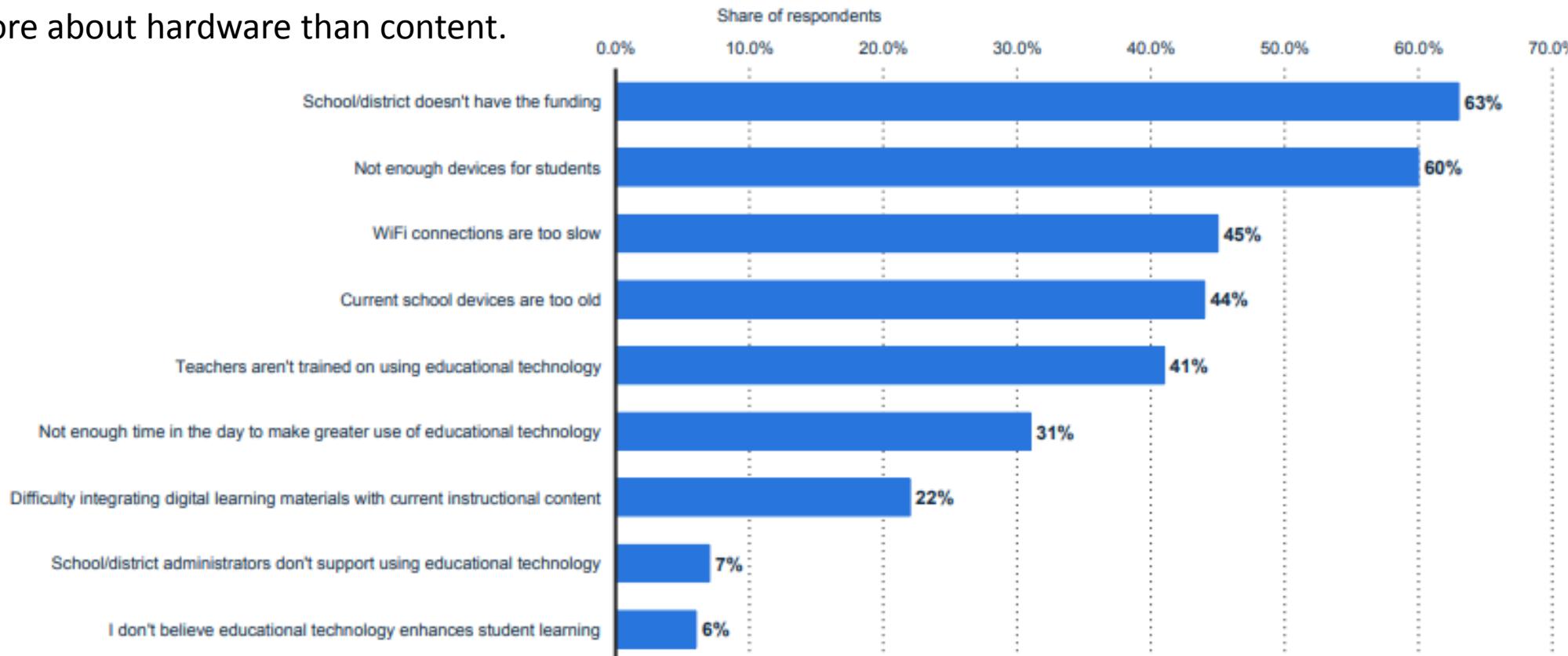
Note: United States; 2016; 18 years and older; 2,800; PreK-12 classroom teachers in public or private schools; parents of children under age of 18, who, if they have school-aged children do not home-school their child; children in kindergarten through grade 12

Further information regarding this statistic can be found on [page 58](#).

## Which things do you feel represent the biggest barriers to increasing the use of educational technology inside the classroom?

### Barriers to educational technology implementation in U.S. classrooms 2016

It's more about hardware than content.

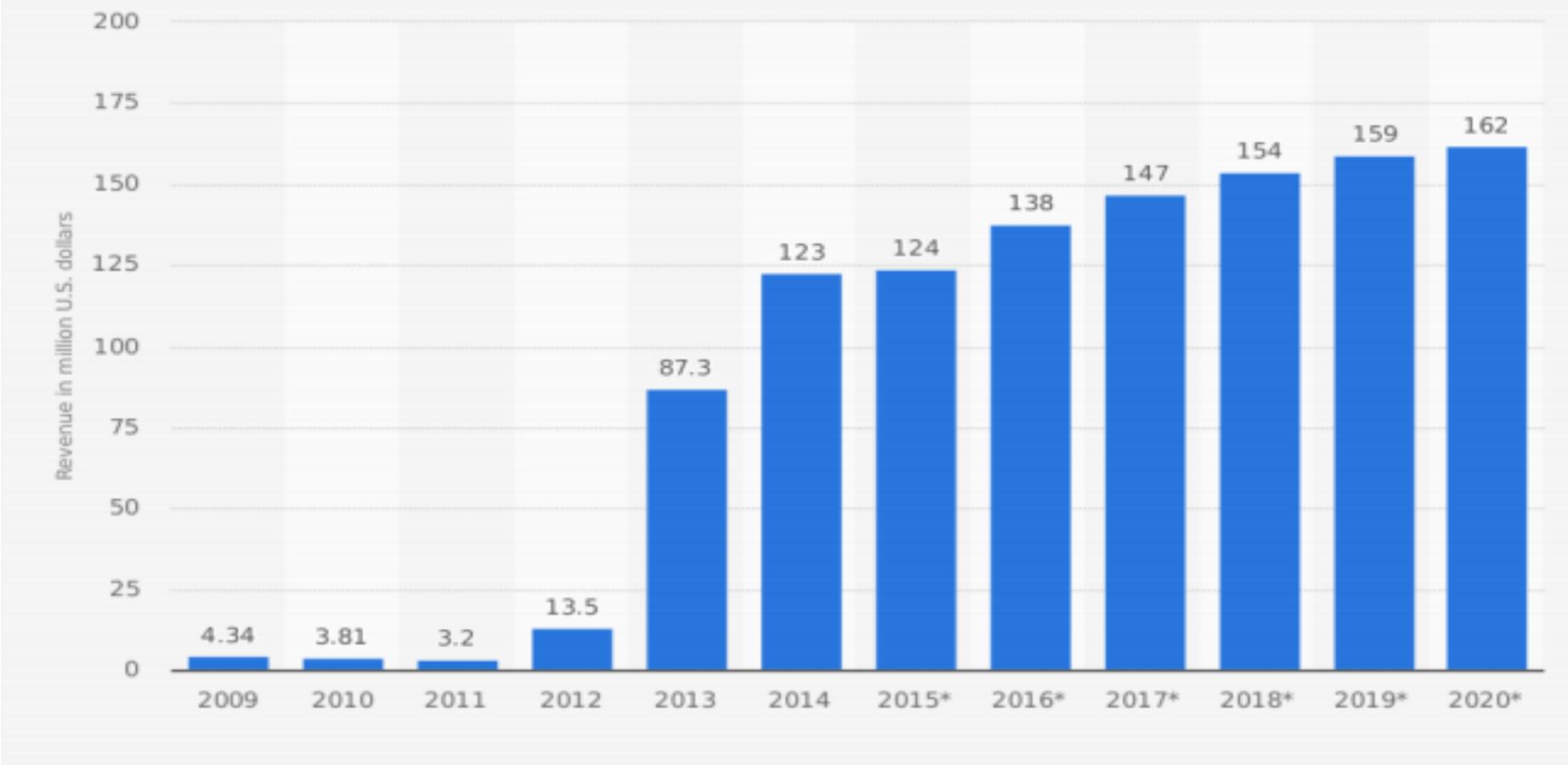


Note: United States; 2016; 18 years and older; 2,800; PreK-12 classroom teachers in public or private schools; parents of children under age of 18, who, if they have school-aged children do not home-school their child; children in kindergarten through grade 12

Further information regarding this statistic can be found on [page 59](#)

Source(s): Deloitte; [ID 858558](#)

**Revenue of technical and vocational secondary education (EFIS (NACE) 8532) in Turkey from 2009 to 2020 (in million U.S. dollars)**



**Tink**

Technology and  
Humanity Colleges

# Tink Dijital Marketing Plan 2020-2021

# Tink Dijital Marketing Plan 2020-2021

| Marketing objective  | Video solutions   | Audience type  | Budget  | Expected metrics  | Measure the impact   |
|--|---|--|---|---|--|
| <b>December 2019</b><br><b>Maximize reach &amp; increase awareness</b>   | <u>Masthead</u><br><u>TrueView for reach</u><br><u>Bumper ads</u><br>Non skips 15/20s                 | Detailed demo<br>Video by Chris Judd<br>Video by Asya Tektaş<br>Video by Sercan Bayıklı<br>Video by Zeynep Dereli<br>Affinity audiences<br>Custom affinity audiences | TRY 30.000  | Calculate with <a href="#">Media Planner</a> based on budget input, or with <a href="#">Reach Planner</a> based on reach input.<br># of impressions | Impressions<br>Frequency<br>Reach/Unique reach<br>Awareness lift*<br>Ad Recall lift*<br>Brand Interest*<br>*Not available for Masthead |
| <b>Through Out the Year</b><br><b>Build consideration &amp; interest</b> | <u>TrueView discovery</u><br><u>TrueView in-stream</u>  | Video by Ferruh GürtAŞ<br>Video by Tolga Karaman<br>Life events<br>In- market audiences<br>Similar audiences   | Calculate based on client's input                                 | Calculate impressions with <a href="#">Media Planner</a> , and views/clicks based on account VTR & CTR<br># of views<br># of clicks                 | Views<br>Website visits<br>Consideration lift*<br>Purchase intent lift*<br>*Not available for TrueView Discovery                       |
| <b>January 2020</b><br><b>Drive online action &amp; sales</b>            | <u>TrueView for action</u><br>For campaign goals including:<br>- Website actions<br>- Lead generation | Start with:<br>Remarketing, Custom intent<br>Expand:<br>In- market, Customer match, Similar audiences  | Calculate based on <a href="#">this minimum budget estimation</a> | Calculate based on <a href="#">this conversion estimation</a> :<br># of conversions   | Website Conversions<br>Micro Conversions<br>View-through conv.   |

Story-driven videos for brand-building efforts, while product explanation videos focused on boosting conversions.

<https://www.youtube.com/watch?v=LDDcy9KFzBU>

# “awareness” activity

Success  
metrics

Reach

Awareness

Ad recall

Measurement

Reach metrics

Brand lift 2.0

Format +  
CPM/tCPM

Masthead

TrueView for  
reach

Bumpers

Non skip 15s/20s

Audiences

Detailed demo

Affinity

Custom affinity



Awareness



Format

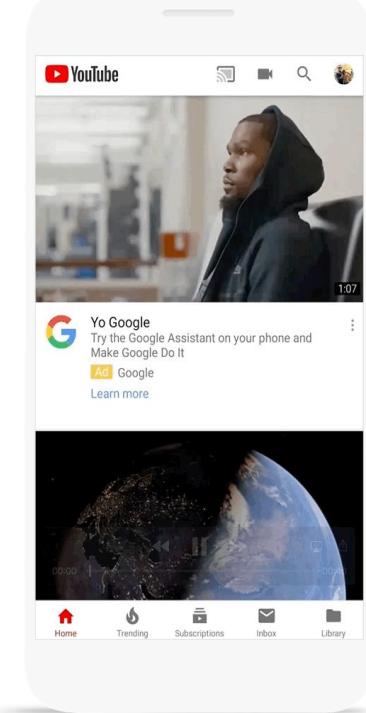
# Uniquely tell your story with effective CPM formats



Awareness

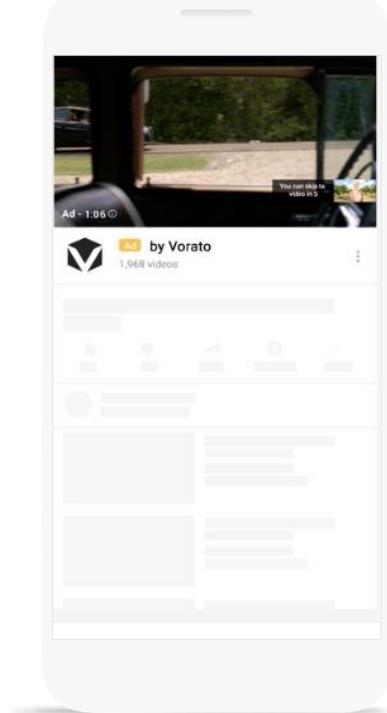


Masthead



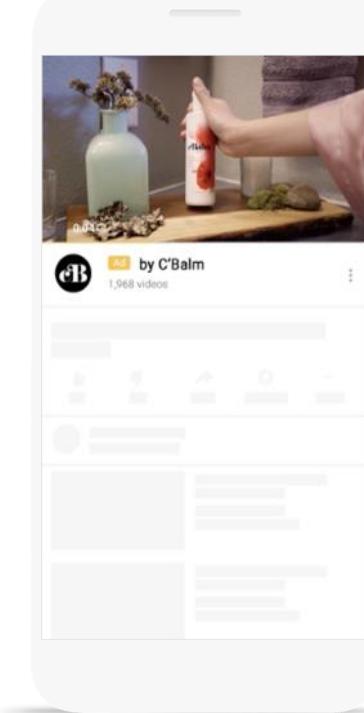
Capture mass  
reach quickly

Trueview for reach



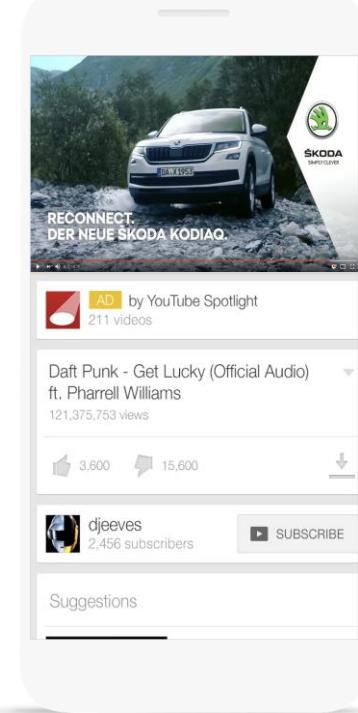
Achieve attentive  
reach at scale

Bumpers



Tell your story in  
6s or less

Non skip



Deliver your message  
fully in <20s

## Masthead

Reach users at the **start** of their journey

Tink will reach viewers at scale with an equity building hero ad, then we will reinforce the message with quick, hard-hitting six-second ads to keep Tink top of mind.

Facts about **unemployment**  
**university acceptance rates – choice of subject**  
**digital technologies**  
**entrepreneurship**

**13x more**  
**likely to watch a brand's video.**

## BUMPERS

Tell a 6 second story

# 87%

of bumper campaigns drove a significant lift in **Ad Recall**, with an average lift of over 20%.

Tink will reach viewers at scale with an equity building hero ad, then we will reinforce the message with quick, hard-hitting six-second ads to keep Tink top of mind.

Videos of TinkGeneration will be used. Sercan to film at Ecole 42 and Asya at Boğaziçi.



**Tink**

Technology and  
Humanity Colleges

Brands in a consumer's initial **consideration** set are  
**3X more likely** to be purchased eventually than  
brands that are not"

- McKinsey & Company

# Tink “consideration” activity – December 2019

| Success metrics | Measurement       | Format + CPV                       | Audiences   |
|-----------------|-------------------|------------------------------------|-------------|
| Consideration   | Brand lift 2.0    | TrueView in-stream                 |             |
| Purchase intent |                   | TrueView Discovery                 | Life events |
| Engagement      | Google Ads views  |                                    | In-market   |
| Website traffic | Google Ads clicks | TrueView in-stream + CTA extension |             |

# Reach the right audience for our goal – December 2019

## Life events

Students&Parents who are changing from primary to middle school, 4h Grade and middel school to high school 8th Grade and might need a new school.

Drive engagement: TrueView in-stream

**5**  
**seconds**

Non-skippable

**29**  
**seconds**

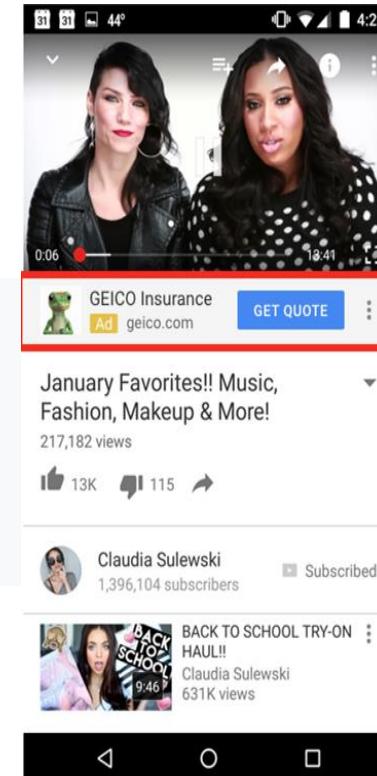
Free

## In-market

Students&Parents who are actively researching for life insurance.

Cost per view

**30 seconds**  
(or end of ad)



CTA extension

Will use CTA extension to drive website traffic, while still paying per view (CPV).

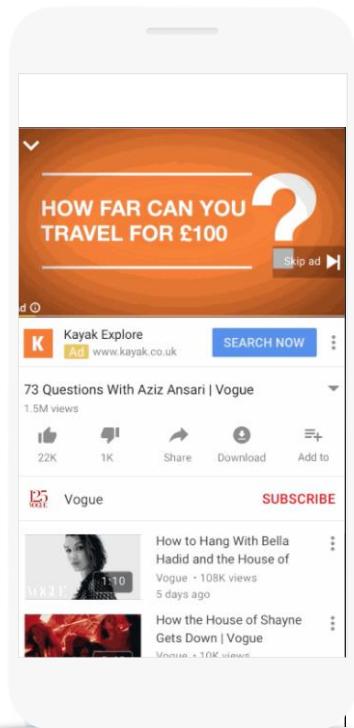


**Tink**

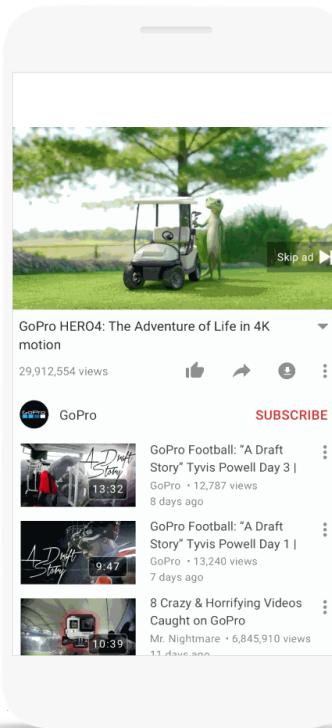
Technology and  
Humanity Colleges

# We will make it easy to take action

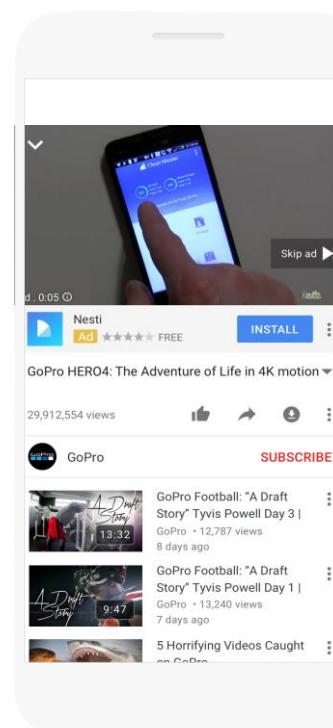
## Online actions



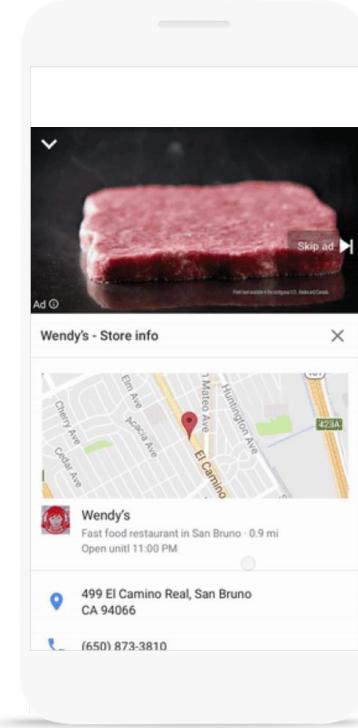
## Lead generation



## App install



## Offline



TrueView for action

App campaigns

TrueView in-stream +  
Location extension



**Tink**

Technology and  
Humanity Colleges

# Google provides trusted resources for creative production services

## **Free creative with Premium Creative Services**

Our team will recut and edit an existing video or assemble an ad from images, logos, and text.

- Tink will use Google's free creative service in exchange for a minimum \$5k media investment via their team of expert video editors in Premium Creative Services

# Tink YouTube Audiences

| Solution                 | Signals  | Example / Use Case  |
|--------------------------|--|---|
| <b>Demo</b>              | Age, gender, parental status   | <ul style="list-style-type: none"> <li>Male, Female, 35+, Parents</li> </ul>  |
| <b>Affinity</b>          | Interest or passion points   | <ul style="list-style-type: none"> <li>E-sports fans, online shoppers, hocalara gel, tonguç, Khan Academy, udemny or alike users</li> </ul>     |
| <b>Custom affinity</b>   | Customized affinity with URL, keywords, locations, apps                          | <ul style="list-style-type: none"> <li>Hardcore coders, e-games players, app downloaders</li> </ul>   |
| <b>Consumer patterns</b> | Shopping behavior, consumption, lifestyle  | <ul style="list-style-type: none"> <li>Technology and innovation enthusiasts, entrepreneurs</li> </ul>  |
| <b>Life events</b>       | In the midst of important life milestones  | <ul style="list-style-type: none"> <li>Graduation and moving</li> </ul>   |
| <b>In-market</b>         | In the market for products or services   | <ul style="list-style-type: none"> <li>Schools, Coding Lessons,</li> </ul>  |
| <b>Custom intent</b>     | Capture those who searched defined keywords at Google                            | <ul style="list-style-type: none"> <li>People searching for eğitim, okul, ortaokul, lise, kolej, kodlama, maker, robotik at Google</li> </ul>   |
| <b>Similar audience</b>  | Find similar audience resembling the current best audience                       | <ul style="list-style-type: none"> <li>Similar to site visitors/CRM list/video viewers</li> </ul>   |
| <b>Customer match</b>    | Upload CRM lists - including emails, home address, phone numbers, and device IDs | <ul style="list-style-type: none"> <li>Cross-sell/upsell current customers</li> <li>Find new prospects similar to best customers</li> </ul>     |
| <b>Remarketing</b>       | Reach people who have engaged with your website or video                         | <ul style="list-style-type: none"> <li>Channel subscribers, website/page visitors</li> <li>People who clicked or viewed TrV Instream</li> </ul> |

# Tink marketing funnel

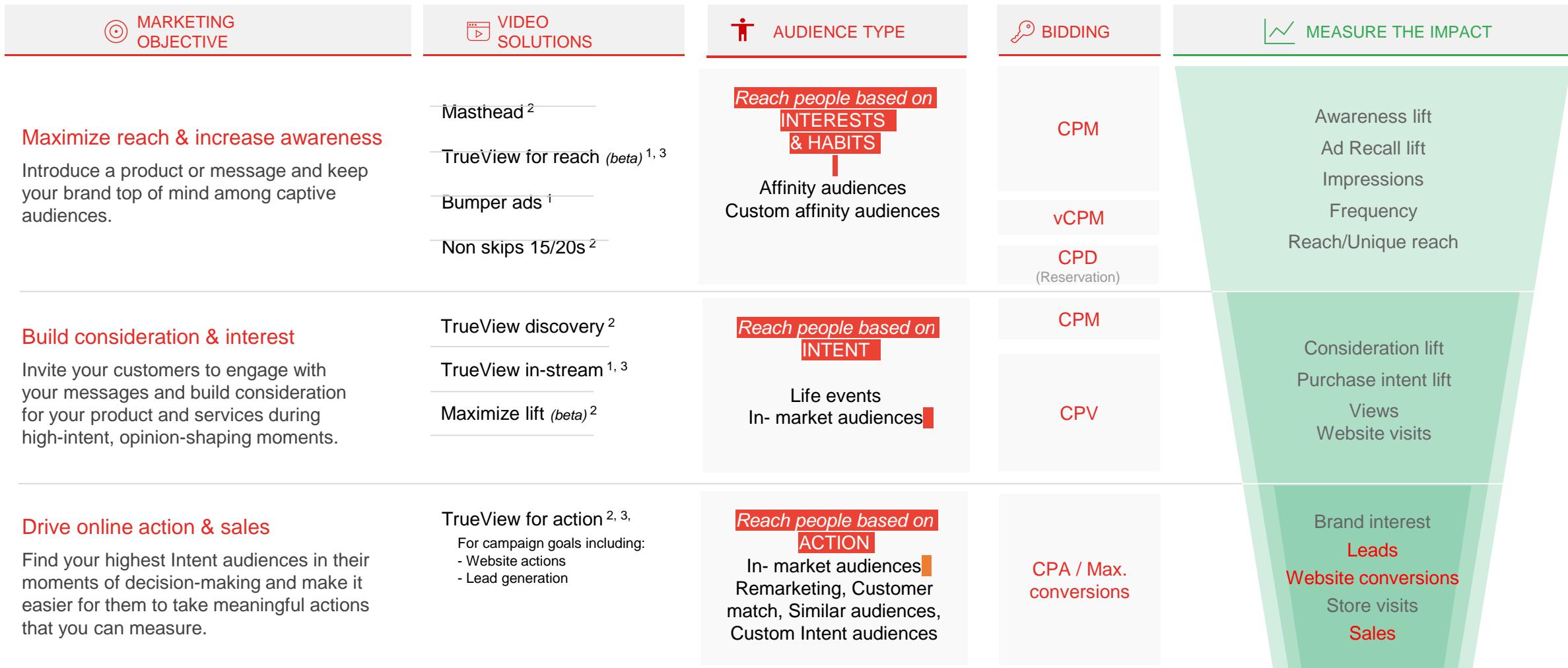


Table References: 1 - Locations Extensions can be applied to this format. 2 - Not available on Google Video Partners, BLS not avail on MH 3 - Store Visits tracking can be applied to this format.



**Tink**

Technology and  
Humanity Colleges



**Tink**

Technology and  
Humanity Colleges



**Tink**

Technology and  
Humanity Colleges