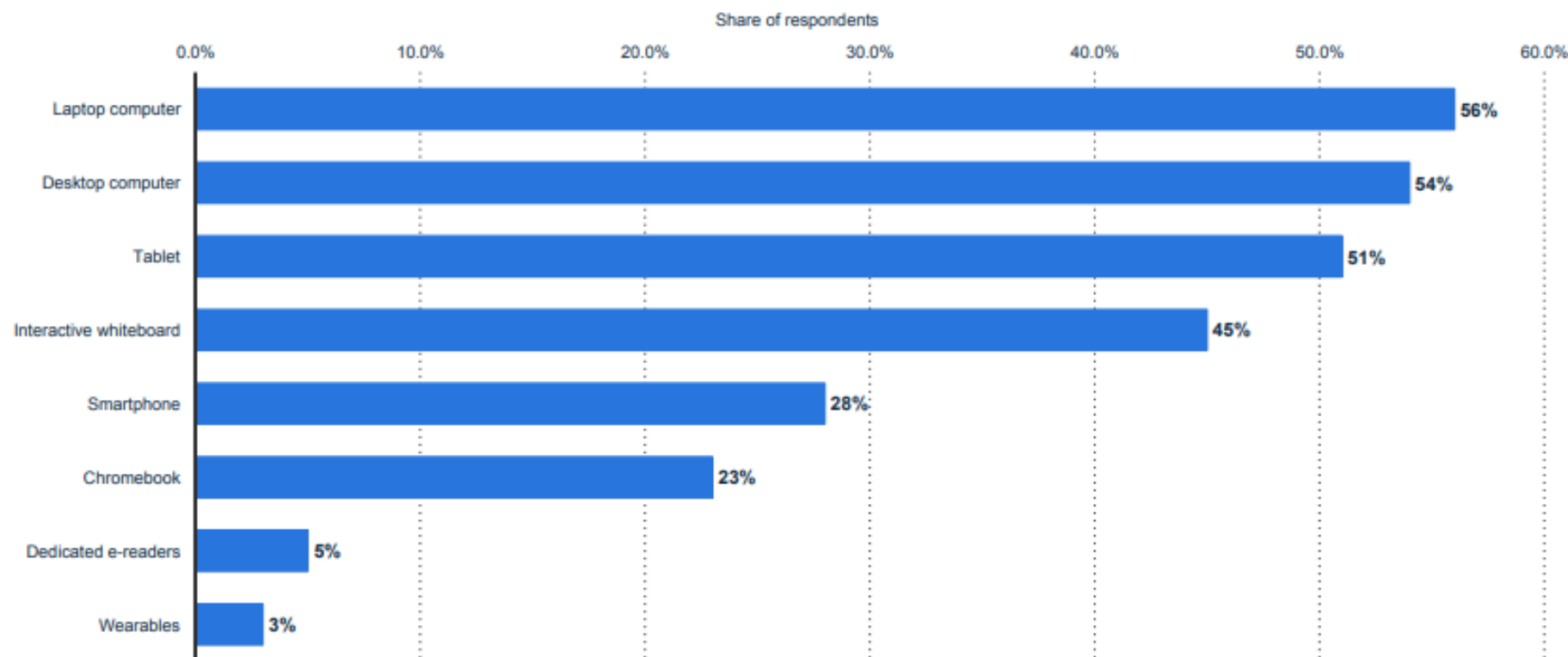


Dijital Learning Statistics

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](#).

Source(s): Deloitte: [ID 266605](#)

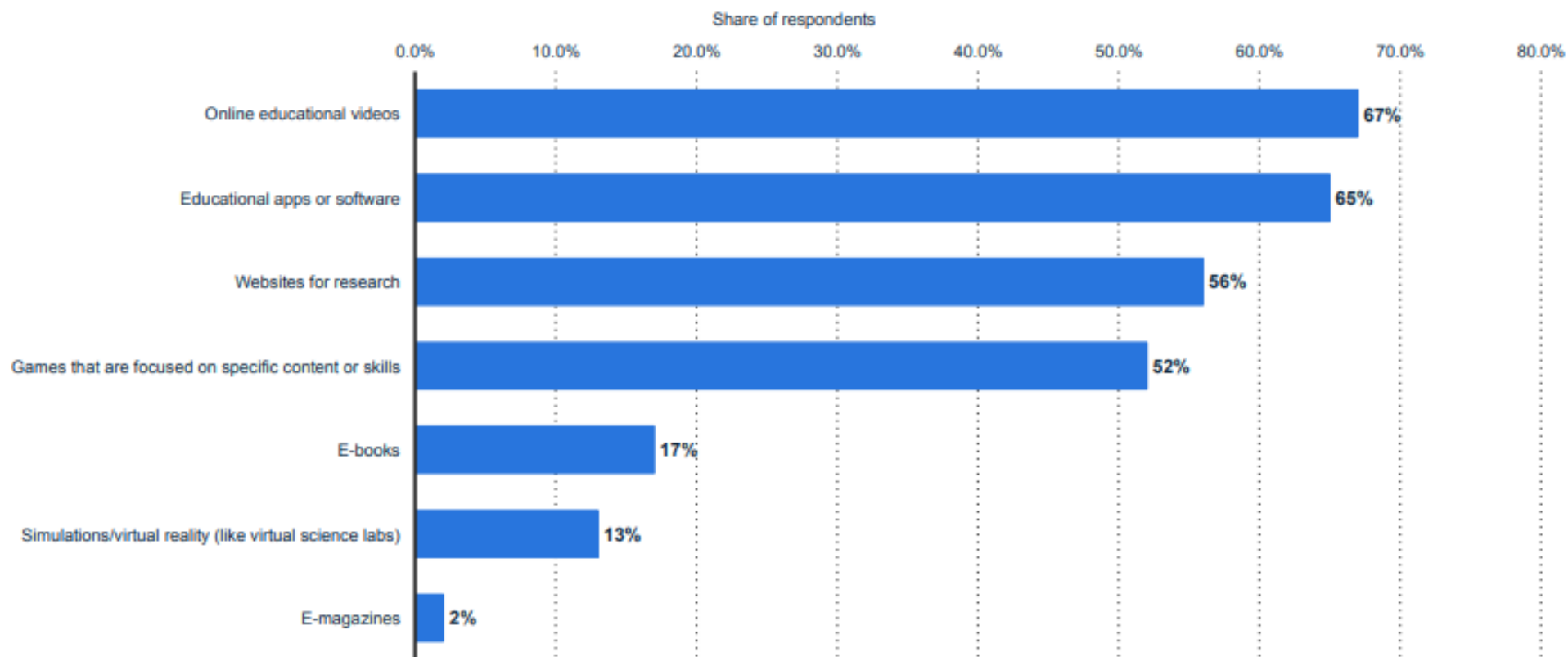


Tink

Technology and
Humanity Colleges

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](#)



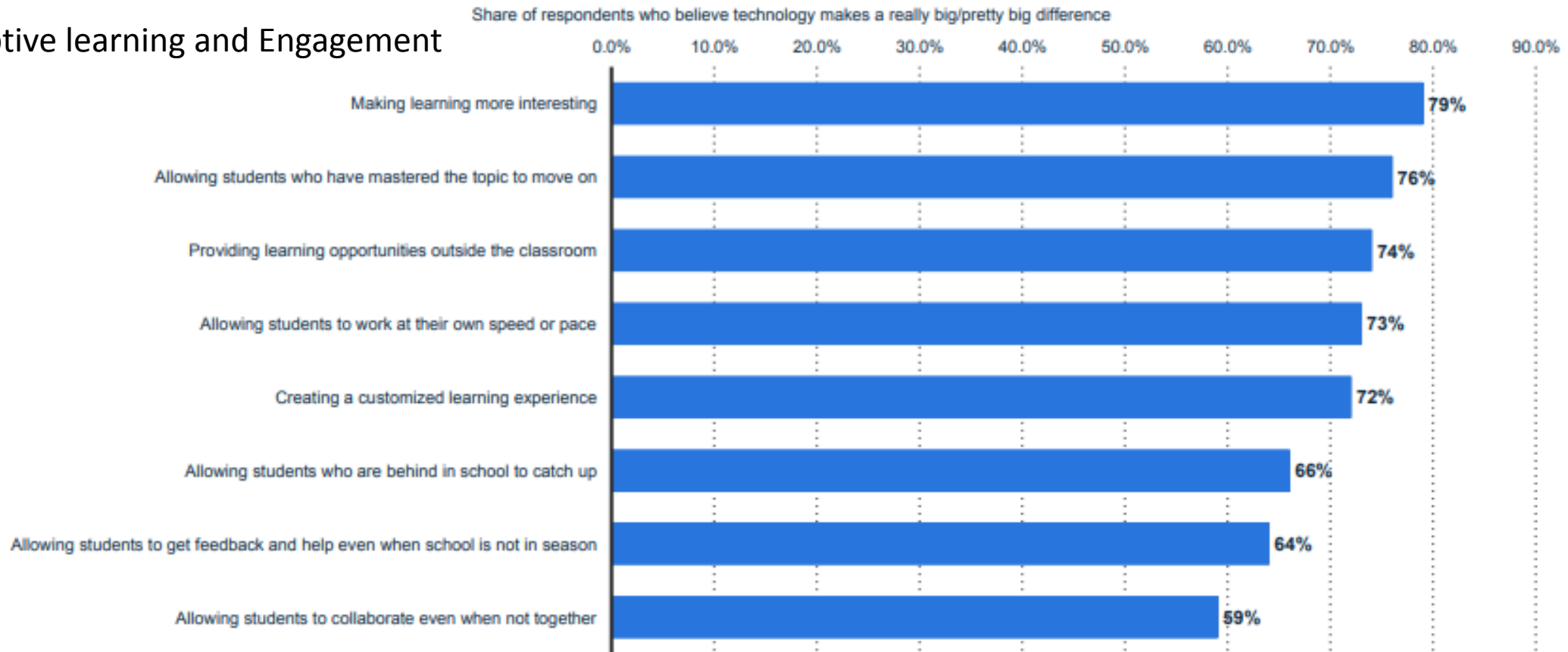
Tink

Technology and
Humanity Colleges

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 58](#).

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

Activ



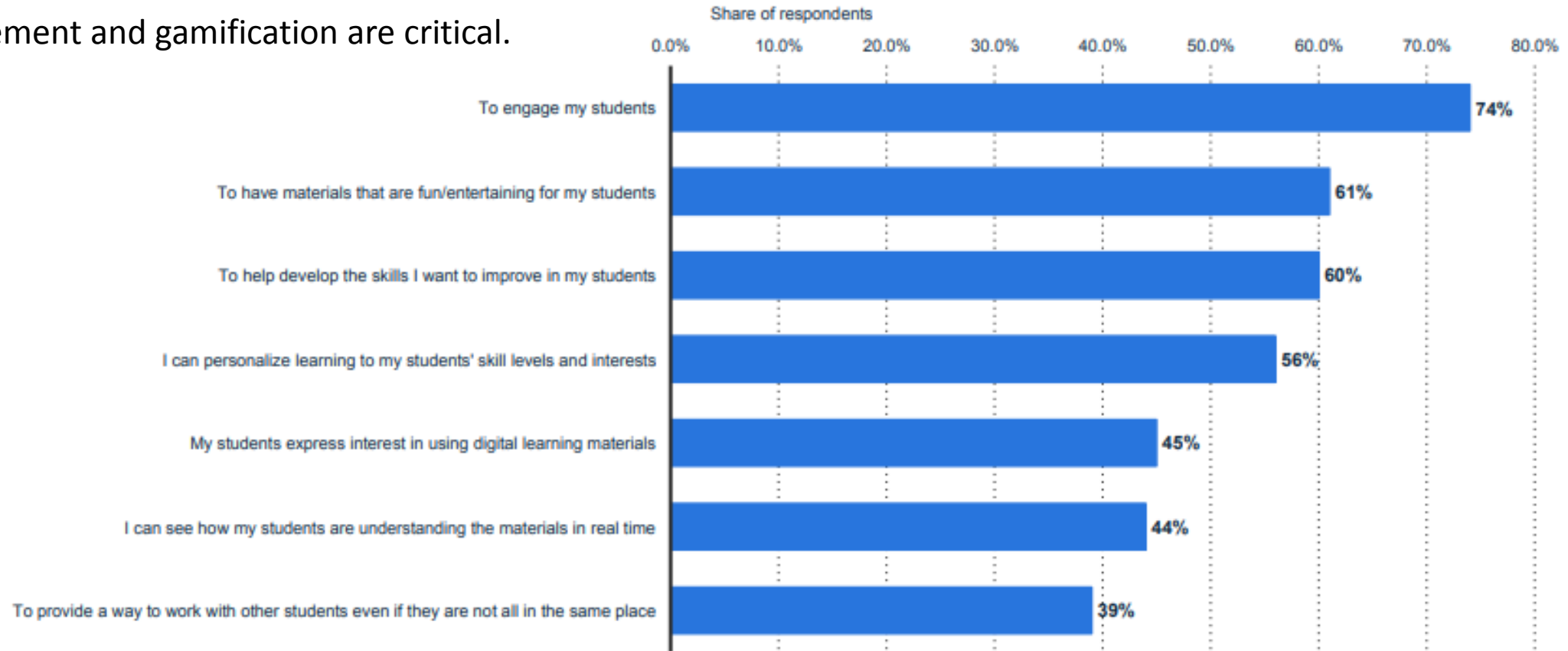
Tink

Technology and
Humanity Colleges

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: 658530](#)



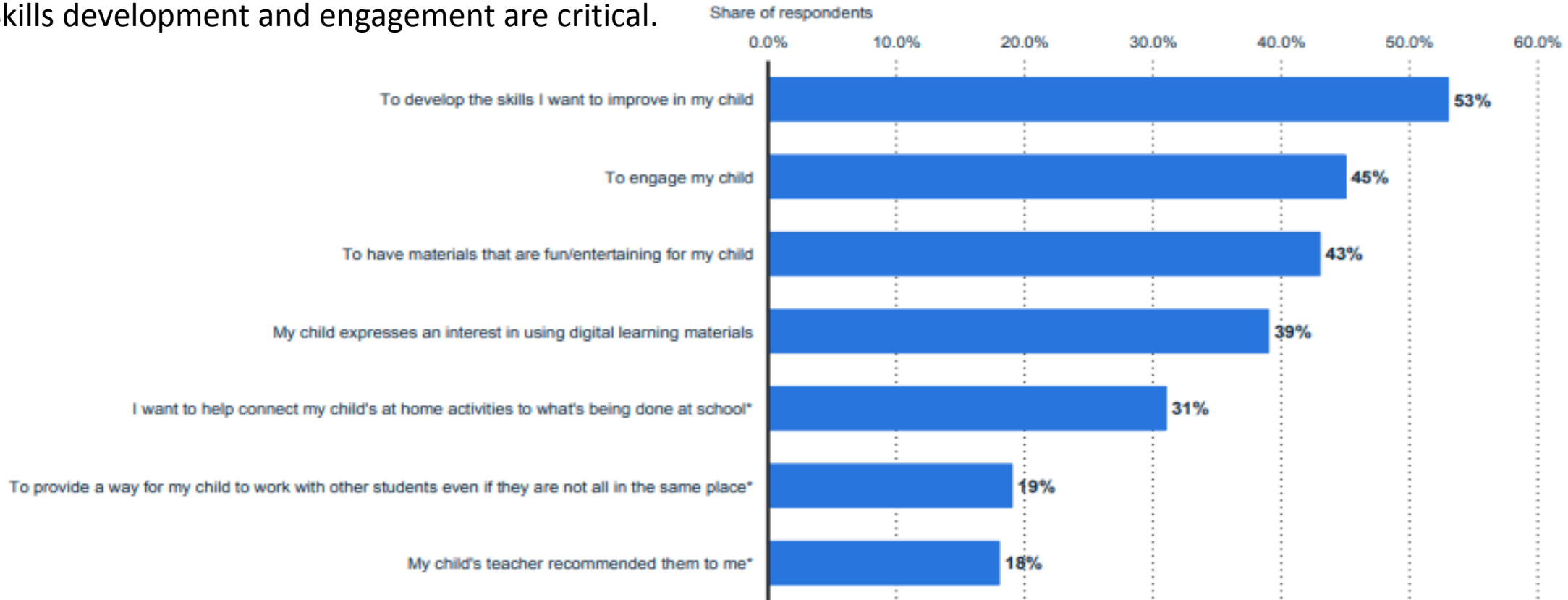
Tink

Technology and
Humanity Colleges

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](#).



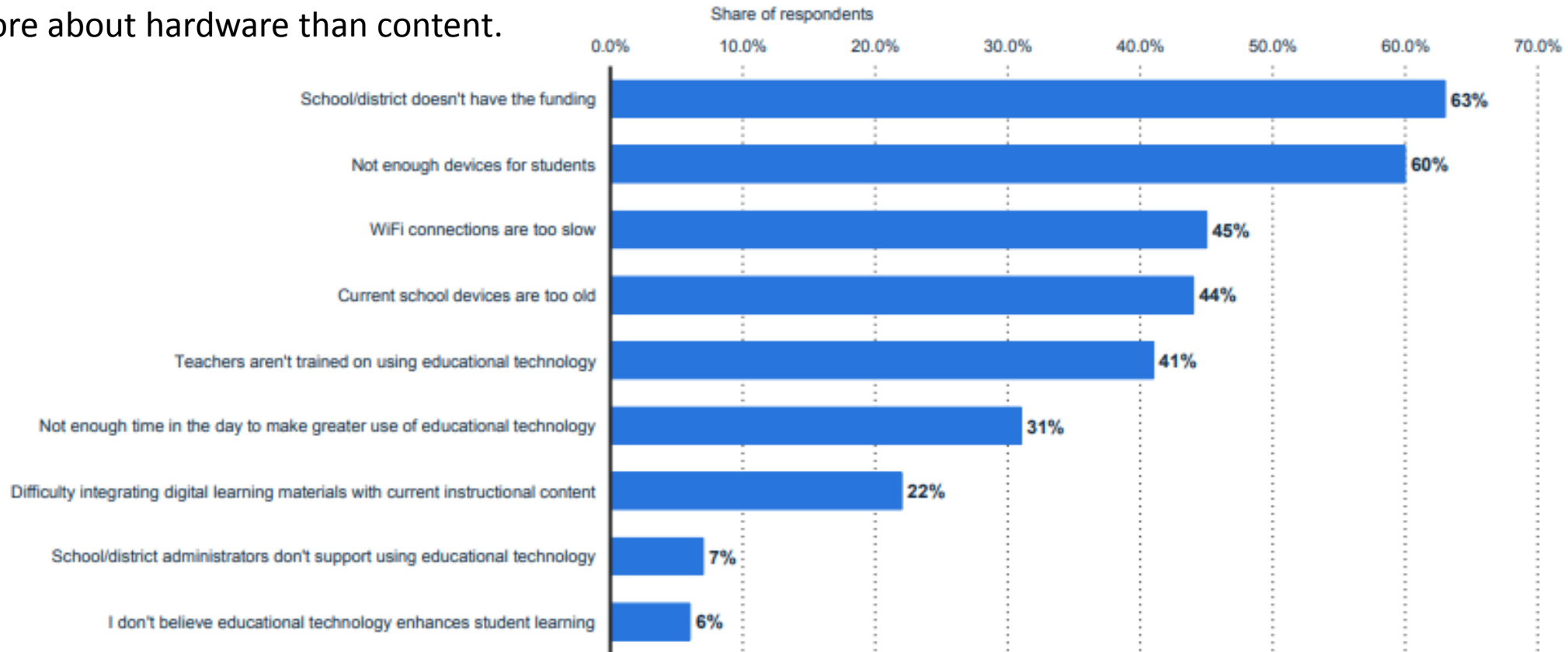
Tink

Technology and
Humanity Colleges

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](#).

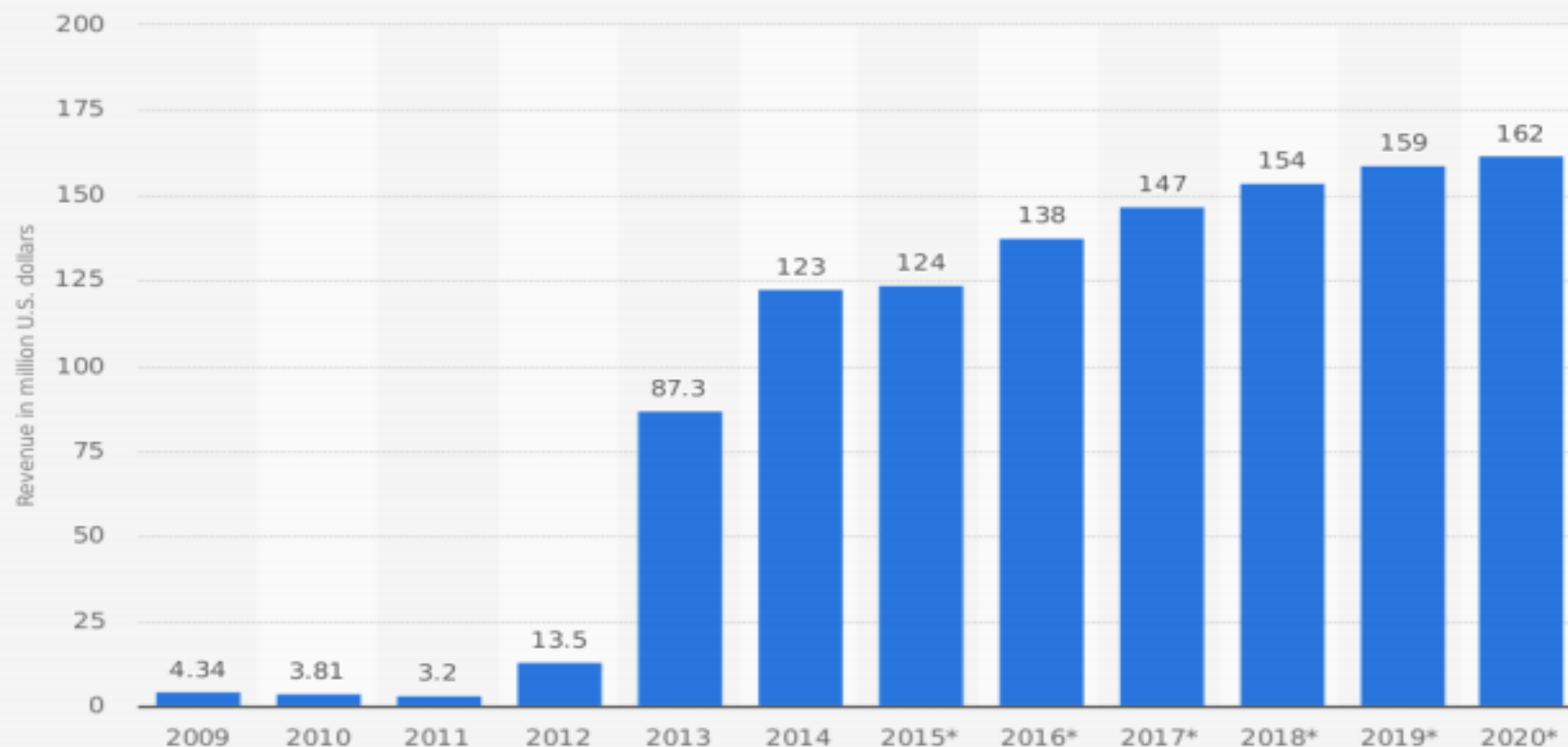
Source(s): Deloitte; [ID 658556](#)



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Technology and
Humanity Colleges

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
December 2019 Maximize reach & increase awareness	Masthead TrueView for reach Bumper ads Non skips 15/20s	Detailed demo Video by Chris Judd Video by Asya Tektaş Video by Sercan Bayıklı Video by Zeynep Dereli Affinity audiences Custom affinity audiences	TRY 30.000	Calculate with Media Planner based on budget input, or with Reach Planner based on reach input. # of impressions	Impressions Frequency Reach/Unique reach Awareness lift* Ad Recall lift* Brand Interest* *Not available for Masthead
Through Out the Year Build consideration & interest	TrueView discovery TrueView in-stream	Video by Ferruh Gürtaş Video by Tolga Karaman Life events In- market audiences Similar audiences	Calculate based on client's input	Calculate impressions with Media Planner , and views/clicks based on account VTR & CTR # of views # of clicks	Views Website visits Consideration lift* Purchase intent lift* *Not available for TrueView Discovery
January 2020 Drive online action & sales	TrueView for action For campaign goals including: - Website actions - Lead generation	Start with: Remarketing, Custom intent Expand: In- market, Customer match, Similar audiences	Calculate based on this minimum budget estimation	Calculate based on this conversion estimation: # of conversions	Website Conversions Micro Conversions 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	Measurement	Format + CPM/tCPM	Audiences
Reach	Reach metrics	Masthead	
Awareness	Brand lift 2.0	TrueView for reach	Detailed demo
Ad recall		Bumpers	Affinity
		Non skip 15s/20s	Custom affinity



Awareness



Format

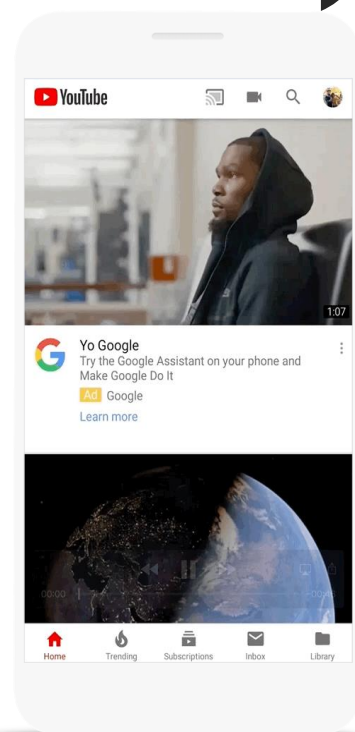
Uniquely tell your story with effective CPM formats



Awareness

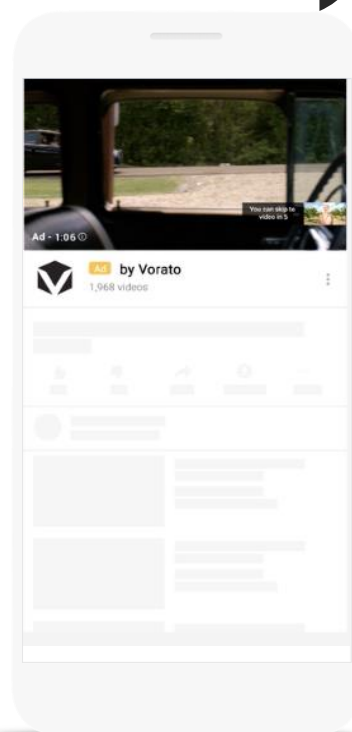


Masthead



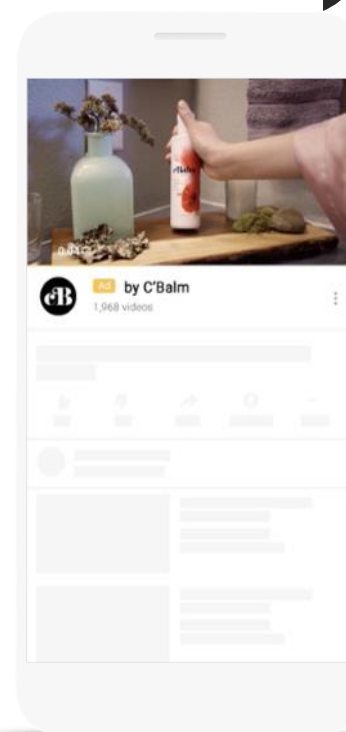
Capture mass reach quickly

Trueview for reach



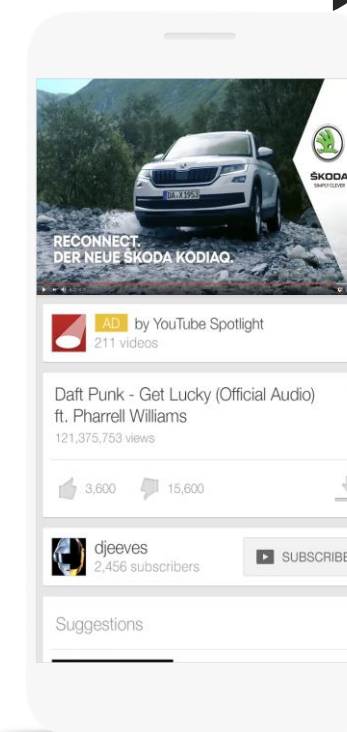
Achieve attentive reach at scale

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
dijital 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.

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 TrueView Discovery	Life events In-market
Purchase intent			
Engagement	Google Ads views		
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 middle school to high school 8th Grade and might need a new school.

In-market

Students&Parents who are actively researching for life insurance.

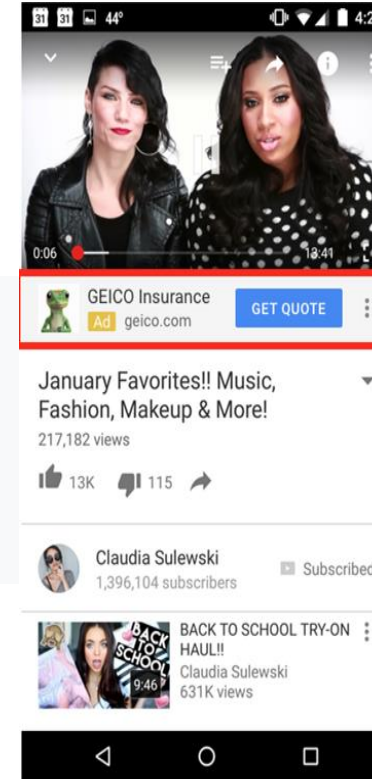
Drive engagement: TrueView in-stream

5
seconds
Non-skippable

29
seconds
Free

Cost per view

30 seconds
(or end of ad)

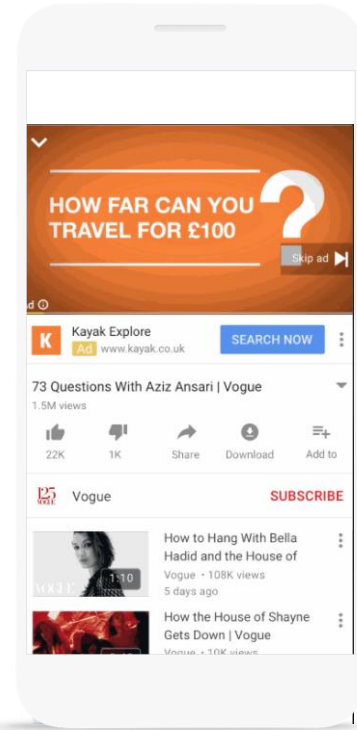


CTA extension

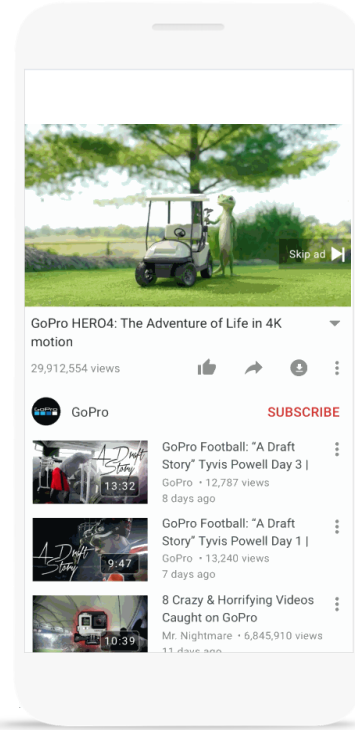
Will use CTA extension to drive website traffic, while still paying per view (CPV).

We will make it easy to take action

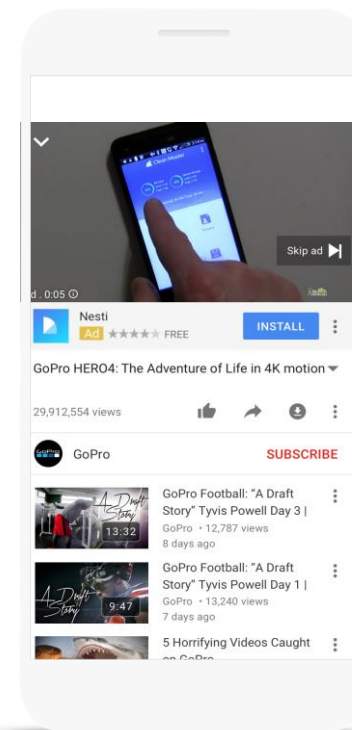
Online actions



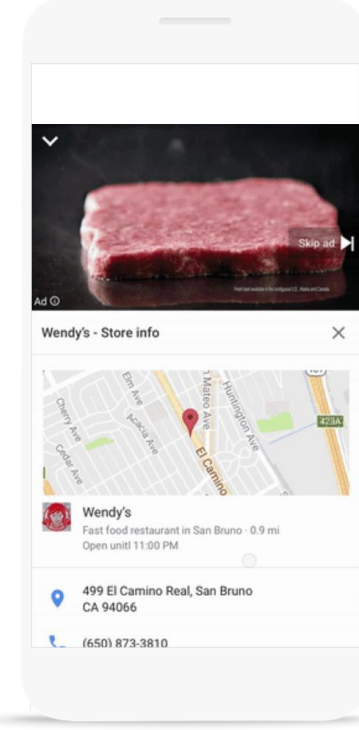
Lead generation



App install



Offline



TrueView for action

App campaigns

TrueView in-stream +
Location extension

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

Tink marketing funnel






 MARKETING OBJECTIVE	 VIDEO SOLUTIONS	 AUDIENCE TYPE	 BIDDING	 MEASURE THE IMPACT
Maximize reach & increase awareness Introduce a product or message and keep your brand top of mind among captive audiences.	Masthead ² TrueView for reach <i>(beta)</i> ^{1, 3} Bumper ads ¹ Non skips 15/20s ²	Reach people based on INTERESTS & HABITS Affinity audiences Custom affinity audiences	CPM vCPM CPD (Reservation)	Awareness lift Ad Recall lift Impressions Frequency Reach/Unique reach
Build consideration & interest Invite your customers to engage with your messages and build consideration for your product and services during high-intent, opinion-shaping moments.	TrueView discovery ² TrueView in-stream ^{1, 3} Maximize lift <i>(beta)</i> ²	Reach people based on INTENT Life events In- market audiences	CPM CPV	Consideration lift Purchase intent lift Views Website visits
Drive online action & sales Find your highest Intent audiences in their moments of decision-making and make it easier for them to take meaningful actions that you can measure.	TrueView for action ^{2, 3} For campaign goals including: - Website actions - Lead generation	Reach people based on ACTION In- market audiences Remarketing, Customer match, Similar audiences, Custom Intent audiences	CPA / Max. conversions	Brand interest Leads Website conversions Store visits Sales

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.

