

## ABOUT US

ALGORITHMEDIA is a company born in 2012 with very clear ideas in mind.

We develop innovative algorithms and technologies and use them on our products, being able to create the best user experiences while maximising performances for our advertisers.



### VISIT US

C.so Virginia Marini, 23  
15121 Alessandria (AL)  
Italy



### CALL US

Tel: +39 0131 445020  
Always looking for new partnerships  
Contact us to discuss any ideas!



### FACEBOOK

[www.facebook.com/Campioniomaggio.it](http://www.facebook.com/Campioniomaggio.it)



### GOOGLE+

[plus.google.com/106633447233181231280/](https://plus.google.com/106633447233181231280/)



### TWITTER

[twitter.com/CampOmaggio\\_it](https://twitter.com/CampOmaggio_it)



ALGORITHMEDIA®

### STEFANO LOBERTI

CHAIRMAN

Founder in 2008 of Tag S.r.l.  
Co-founder in 2008 of Triboo Spa

### DANIELE MANTOVANI

CHIEF TECHNOLOGY OFF.

R&D at Triboo Spa  
Teacher at the University of  
Piemonte Orientale

### RICCARDO MONTICELLI

CEO

Affiliation Manager at Triboo Spa  
Senior Security Consultant at Emaze

[www.algorithmedia.com](http://www.algorithmedia.com)

### COMPANY OVERVIEW

March 2014

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## PRODUCTS

An international network of free samples websites offering products from the best consumer brands

### FREE SAMPLES NETWORK A GLOBAL COMMUNITY

A very successful project growing internationally



### PRODUCT OPINIONS FOR A BETTER SHOPPING

Every day new opinions on the most common products

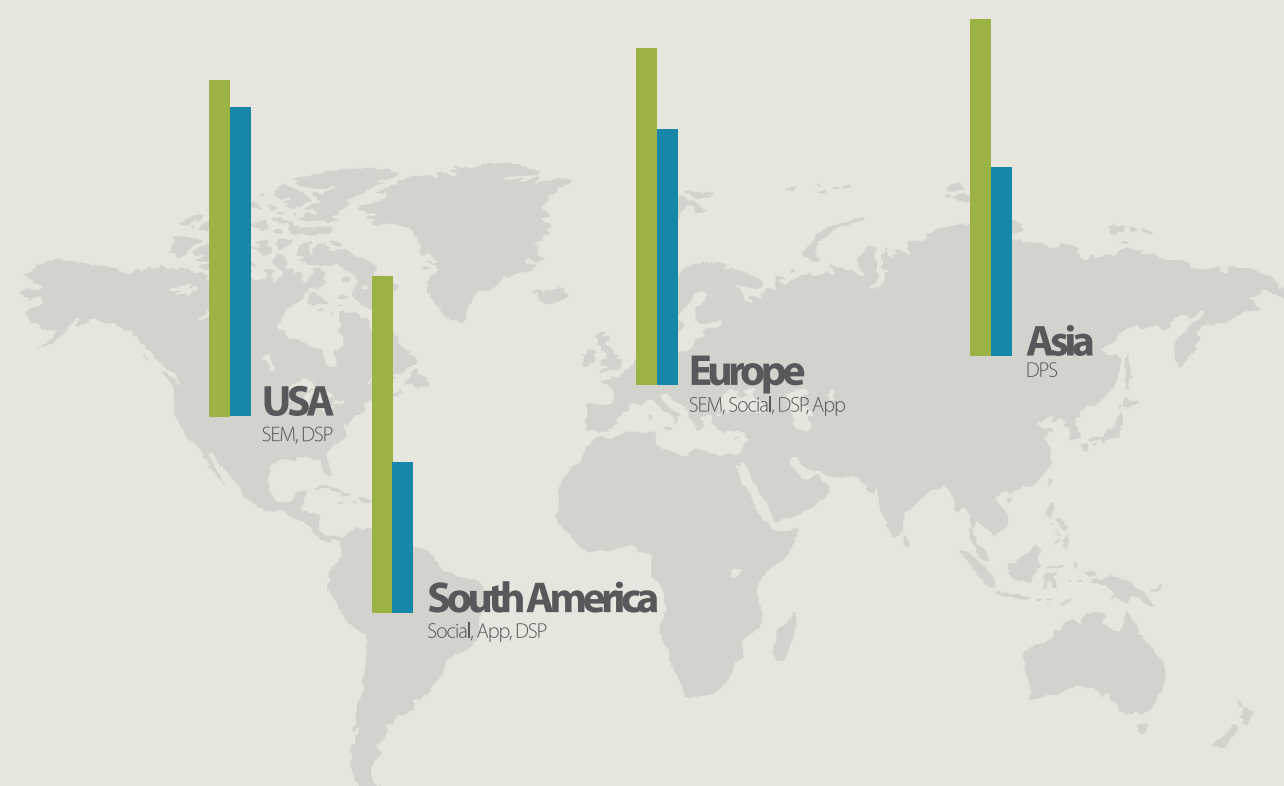


### OTHER PROJECTS EXPANDING

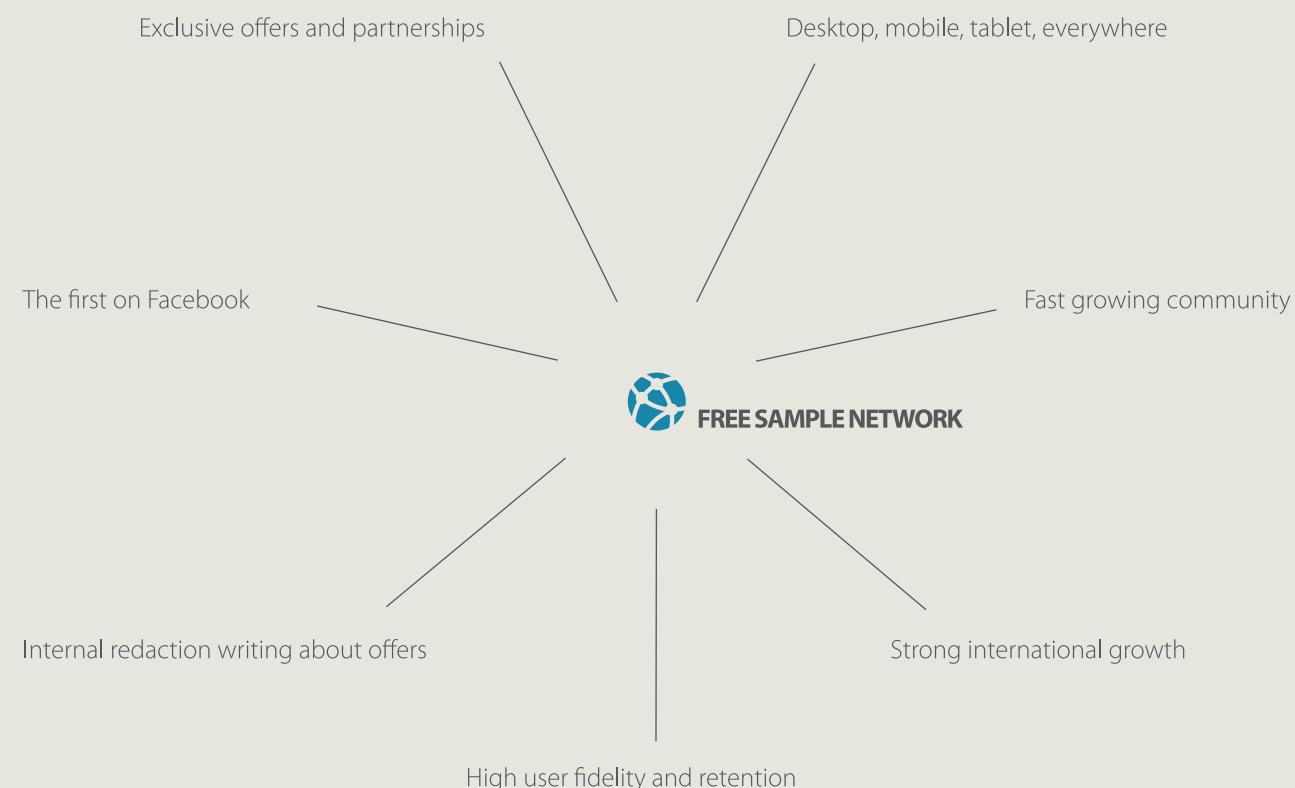
Websites and technological solutions across different markets



## GEOGRAPHICAL DISTRIBUTION



Free Sample network was created from a very simple idea: collect and give access to, from a single website, all the best free samples offers in the consumer world.



### STRONG GROWTH

+50% month on month since launch date over 3 million of subscribers in EU

### INTERNATIONAL

Live in Italy, France, Germany and UK. Launching Austria and Switzerland

### CROWD COLLABORATION

Users recommend offers and the Free Samples Network let all the community know about them

Italy  
France  
Germany  
UK  
Austria  
Switzerland



## How Does It Work?



### 1. SIGN UP

The user sign-ups to our services



### 2. EDITORIAL TEAM

All content is researched and edited in our offices



### 3. SOCIAL

Subscribed users find daily offers on social network and on their emails



### 4. DETAILS

The interested users come to the website to gather more information and find useful feedback from other users



### 5. APPLICATION

The users apply on the offers they are interested in



### 6. FREE SAMPLE

The user receives at home the free samples. Easy and Free!

## Traffic Mix

### PREMIUM LEVEL DISPLAY

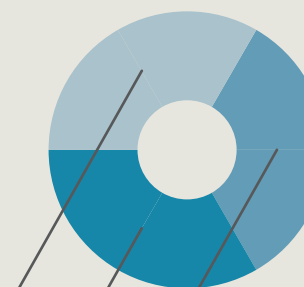
Trough our technology we buy the best traffic on unsold and RTB inventories

### ORGANIC TRAFFIC

Social, SEO and app

### INTENT BASED MARKETING

Social, SEO and app



DISPLAY DSP and RTB full integration

OWNED & OPERATED A network of 15 sites in 5 countries

PERFORMANCE on O&O Over 200k € monthly spend

## Growt

