Streamlyn is a boutique advertising agency, headquartered in Singapore, working with various domestic and international brand partners to help them navigate through the complexities of the ethnic cultural and shifting consumer landscape.
OUR STRENGTH

Having extensive understanding of Asian cultures and proprietary platform coupled with partnership of more than 2500 websites from Asia-Pacific region
Asia is the home to a huge diversity of culture and ethnicity

Some notable ethnicities include Chinese, Indian, Filipino, Korean, Japanese, Vietnamese

Asians are the fastest-growing major racial or ethnic group in US and Canada
ASIAN AMERICANS

REACH
More than 20 Million Asians live in the United States

POTENTIAL
The fastest-growing major ethnic group in the United States

INCOME
Asian Americans, when grouped as a whole, earn more than any other ethnic groups in US

BUYING POWER
Asian Americans' buying power is projected to hit $1.3 trillion by 2022
Asian immigrants have higher levels of education than native-born Americans

In 2015, 29% of immigrants from South and East Asia, ages 25 and older, held a bachelor’s degree, compared with 19% of native-born Americans this age

Another 25% of these immigrants had an advanced college degree, about double the rate among native-born Americans (11%)

The Asian adult civilian household population in the U.S. increased fourteenfold from 1970 to 2016, compared with a twofold increase in overall adult civilian household population
Chinese, Indian, Filipino, Vietnamese, Korean, Japanese - These six ethnic groups largely shape the overall demographic characteristics of Asian Americans.
Asian Americans are leaders when it comes technology consumption, purchasing and usage.

Both Millennial and older generation Asian Americans are spending less time on live and DVR TV and using computers.

Asian Americans are spending more time using multimedia devices, watching video on smartphones and using apps and the web on smartphones.

94% of Asian-American households own a cell phone, compared with 86% of the total population.

Asian Americans continue to make gains as tech-enabled influencers with unlimited potential.

Asian Americans are having a sizable impact on society and culture, increasing influence on what America eats, watches, reads and listens to.

Food popularity has expanded to mainstream audiences and the growth in Asian-American restaurants has created new dining out trends and options.

Leading Asian-American celebrities who got their start on YouTube have high levels of awareness, likability, and influence, according to Nielsen N-Score.

In sports, nearly 6% of the U.S. athletes at the 2018 Winter Olympics were Asian American.

In politics, at the beginning of 2017, there were 18 Asian-American and Pacific Islanders in Congress, a record high.

In 2016, Asians earned 7% more than whites at the median.

In 2016, Asians (15%) were slightly more likely than whites (12%) to have incomes less than $17,500 and Asians (26%) were also more likely than whites (20%) to have incomes of $85,000 or more. Whites were more concentrated at incomes from $17,500 to $85,000. Asians earned 7% more than whites at the median.

Note: Whites and Asians include only single-race non-Hispanics. Asians include Pacific Islanders. Income is adjusted for household size and expressed in 2016 dollars. See Methodology for details.


PEW RESEARCH CENTER
In 2016, Asians earned more than other groups at the middle and near the top of the income distribution.
STREAMLYN'S DIGITAL INVENTORY

- More than 2500 direct website partners from Asia-Pacific region
- Access to traffic from sites across all IAB categories like News, Technology, Travel etc.
- Access to ATF & Highly viewable ad slots from all our partner sites
- Vast network of websites in languages like Chinese, Hindi, Vietnamese and other Asian scripts.
- Access to first-party data from all our partner sites
- Access to in-house user profiles created by syncing our partner sites’ 1st party data with 3rd party DMP
- Leveraging Look-alike modeling to reach out to other users matching our in-house user profiles
STREAMLYN'S WEBSITE PARTNERS
**STREAMLYN’S CLIENTS**

<table>
<thead>
<tr>
<th>Client</th>
<th>Executed campaigns</th>
</tr>
</thead>
<tbody>
<tr>
<td>McDonalds</td>
<td>Executed various campaigns for McDonalds to reach Chinese, Asian Indian, Filipino and Vietnamese Americans nationally and across various DMAs in USA. Have consistently delivered higher Placed Standard &amp; Behavioral Lifts.</td>
</tr>
<tr>
<td>State Farm Insurance</td>
<td>Executed various campaigns for SFI to reach Chinese, Asian Indian and Vietnamese Americans nationally in USA. Delivered good results with our In-Market audience and Richmedia adunits.</td>
</tr>
<tr>
<td>Toyota</td>
<td>Executed campaigns for Toyota to promote different car variants to Chinese, Asian Indian, and Korean Americans nationally in USA.</td>
</tr>
<tr>
<td>CTCP</td>
<td>Executed various In-Language campaigns for California Tobacco Control Programme to raise awareness among Filipino and Vietnamese Americans in the state of California.</td>
</tr>
</tbody>
</table>

Case Studies available upon request
<table>
<thead>
<tr>
<th>Client</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>US Bank</td>
<td>Executed campaigns to increase Filipino American users traffic to US Bank website from across USA.</td>
</tr>
<tr>
<td>Gilead</td>
<td>Executed various campaigns for Gilead Sciences to promote some of their drugs and treatments to Filipino and Vietnamese Americans in USA.</td>
</tr>
<tr>
<td>OneWest bank</td>
<td>Executed campaigns for OneWest Bank to get new users from Filipino and Vietnamese Americans to opening a Checking account.</td>
</tr>
<tr>
<td>CDC</td>
<td>Executed campaigns for California Disease Control to raise awareness about various diseases among Filipino and Vietnamese Americans in the state of California</td>
</tr>
</tbody>
</table>

Case Studies available upon request
STREAMLYN’S ADVERTISING CHANNELS

DISPLAY
All IAB Display Horizontal, Vertical, Tiles and Native ad units on both Desktop and Mobile devices

VIDEO
In-stream video ads (pre, mid & post rolls), Out-stream video ads like In-content, Sticky player etc.

RICHMEDIA
In-house rich media ad units like In-image, In-content, Out of the page ad units like Catfish, Sticky tower etc.

CONNECTED TV
Access to CTV inventory from various TV content owners, Distributors and CTV apps

AUDIO
Access to various Digital radio, Pure-Play streaming partners and audio SSPs
STREAMLYN'S TARGETING CAPABILITIES

**Geography**
Geo targeting by country, state, DMA, city, zip code and mobile geofencing

**Site, Content & Language**
Targeting by websites, content categories and language of the site

**Device & Browser**
Targeting by device type, device make & model, browser, OS and mobile carriers

**Re-Targeting**
Targeting window-shoppers and users who visited the websites with retargeting ads

**Demography**
Targeting by age, gender, education, marital status, language, household income etc.

**Keyword**
Targeting based on keywords relevant to client's product/service

**Cross device**
Targeting users across various devices by deterministic and probabilistic matching capability

**Purchase History**
Targeting consumers based on their purchase history
STREAMLYN'S TARGETING CAPABILITIES

Viewable & Brand safe
Ensuring ads serve in brandsafe sites/content and highly viewable adunits

Brand Affinity
Targeting users based on thier or competitors Brand Affinity

In-market Audience
Targeting users who are in-market/researching for a particular product or category of products

Behavioral & Interested based
Targeting users who have certain characteristics based on their online browsing behavior

Seasonal Targeting
Targeting based on important events and national or global holidays or festivals

Look-alike Modelling
Targeting new users that look and behave like brand's current audience/customers
Contact Information
FOR QUESTIONS, SUGGESTIONS, AND MORE

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