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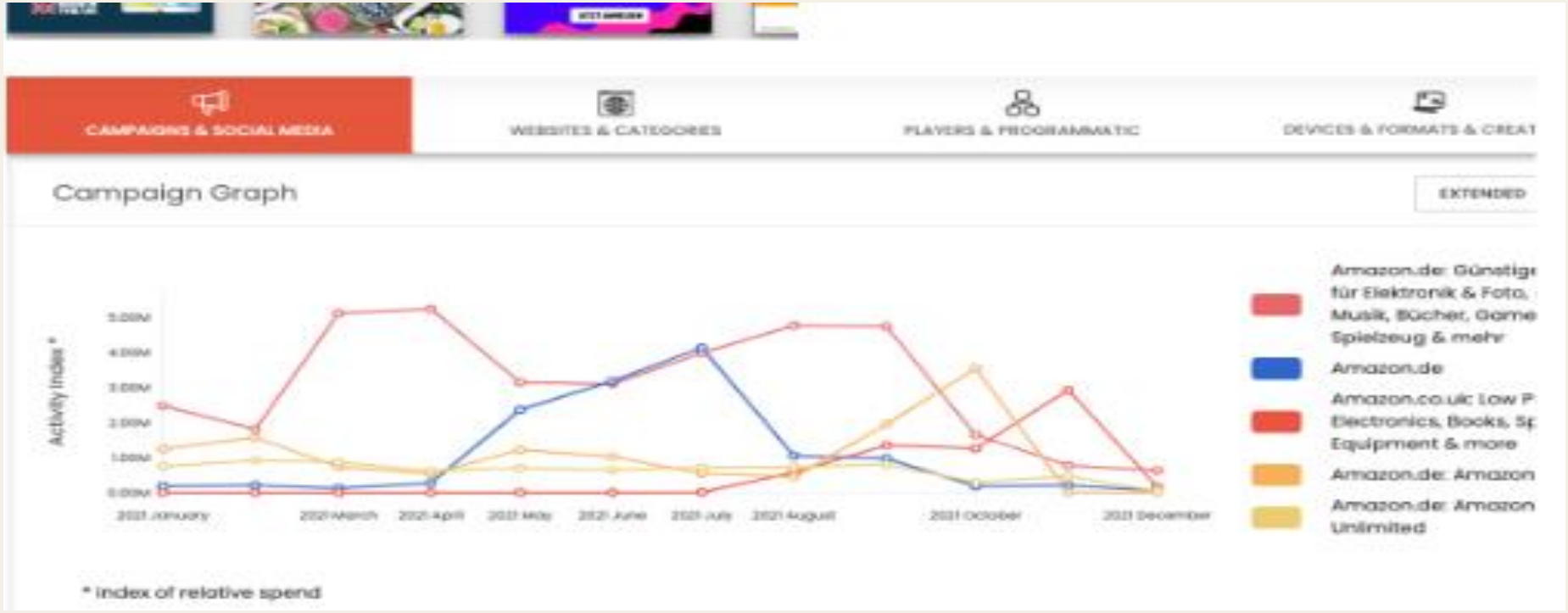
Connecting the dots

My aha moments with publishers and media agencies

Robert Coric · Bratislava · 12 November 2026

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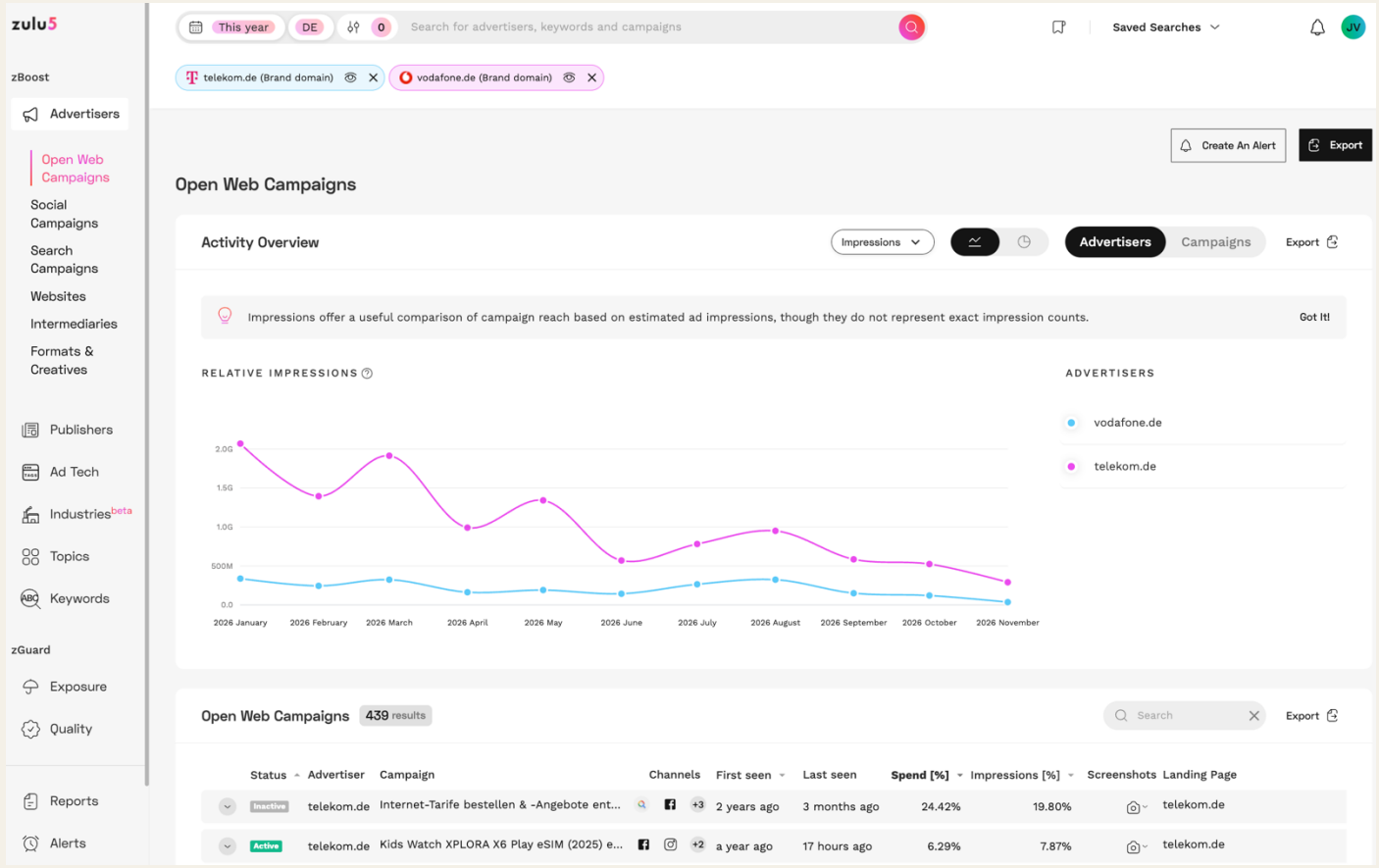
Then



Zulu5 interface · earlier version

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Now



Zulu5 interface · current version

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My bet:

Data will meet us in the tools we already use.

01

Media agencies

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How much did they spend?

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Signal

Gap

Meaning

Move

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Nine brands in Italy

Brand	Spend SoV	Impr. SoV	Meta reach SoV	Sites booked	Video share[1]	Native share[1]
Esselunga	59.3%	42.7%	22.2%	100–199	**93.7%**	0.1%
Lidl	34.4%	32.7%	**61.5%**	300–399	18.1%	<0.1%
Eurospin	**1.8%**	**21.4%**	2.0%	300–399	**33.1%**	**38.9%**
dm	2.4%	1.7%	1.4%	100–199	11.0%	4.7%
Tigotà	1.0%	0.6%	1.2%	50–99	25.2%	5.4%
Acqua & Sapone	0.6%	0.4%	**6.2%**	10–24	43.5%	11.6%
Aldi	0.4%	0.3%	**1.8%**	25–49	26.2%	0.0%
Normal	0.1%	0.2%	**3.1%**	25–49	28.9%	0.0%
Caddy's	<0.1%	0.1%	0.7%	10–24	2.8%	3.5%

[1] Share of each brand’s own Open Web delivery

Source: Zulu5 · 1 Jan–18 Oct 2026

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Four media patterns

Video-led

Esselunga

94% video

Display + Meta

Lidl

61.5% Meta reach SoV

Native-led

Eurospin

39% native and >98% overall

Meta over-index

Acqua & Sapone, Normal, Aldi, Caddy’s

Relative to Open Web

Patterns in observed media presence · Italy, 1 Jan–18 Oct 2026

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What did the landing pages say?



Captured campaign language · Sweden

Source: Zulu5 · 1 Jan–18 Sep 2026

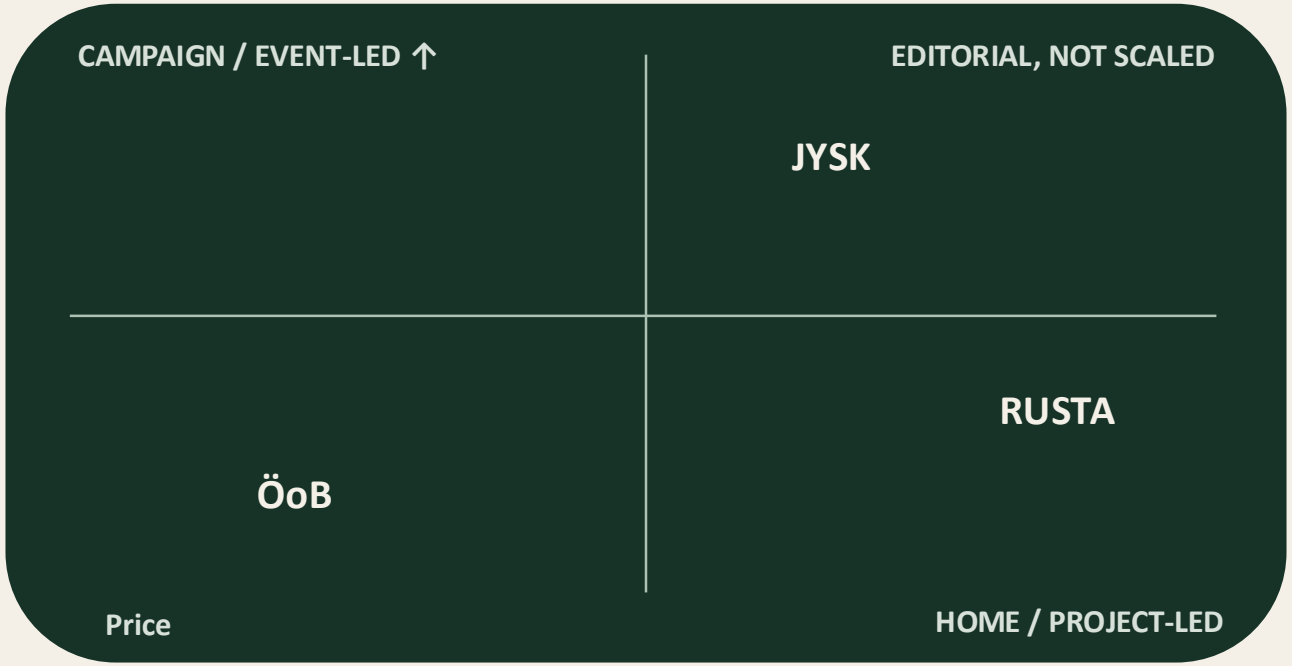
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Three different stories

ÖoB Low-price identity

JYSK Savings + seasonal events

Rusta Leaflets + home projects



Editorial reading of captured advertising language; not measured brand perception

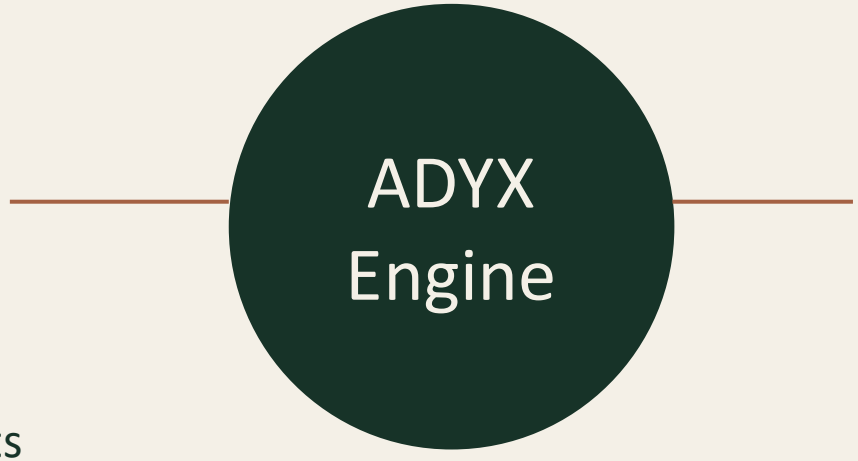
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From signals to emotion

An ADYX example of data-informed creative planning

Signals

- Voting results
- Municipal scores
- Topics & debates
- Values & milieus
- Publisher environments
- Performance feedback



Signal → Emotion → Motif

Creative choices

Emotion by region

Visual & headline

Media plan **OOH/DOOH/Print/Online**

Measure & learn

Pride **Security** **Confidence** **Belonging**

≈2,100 municipalities scored

No personal data required

Sources traceable

02

Publishers

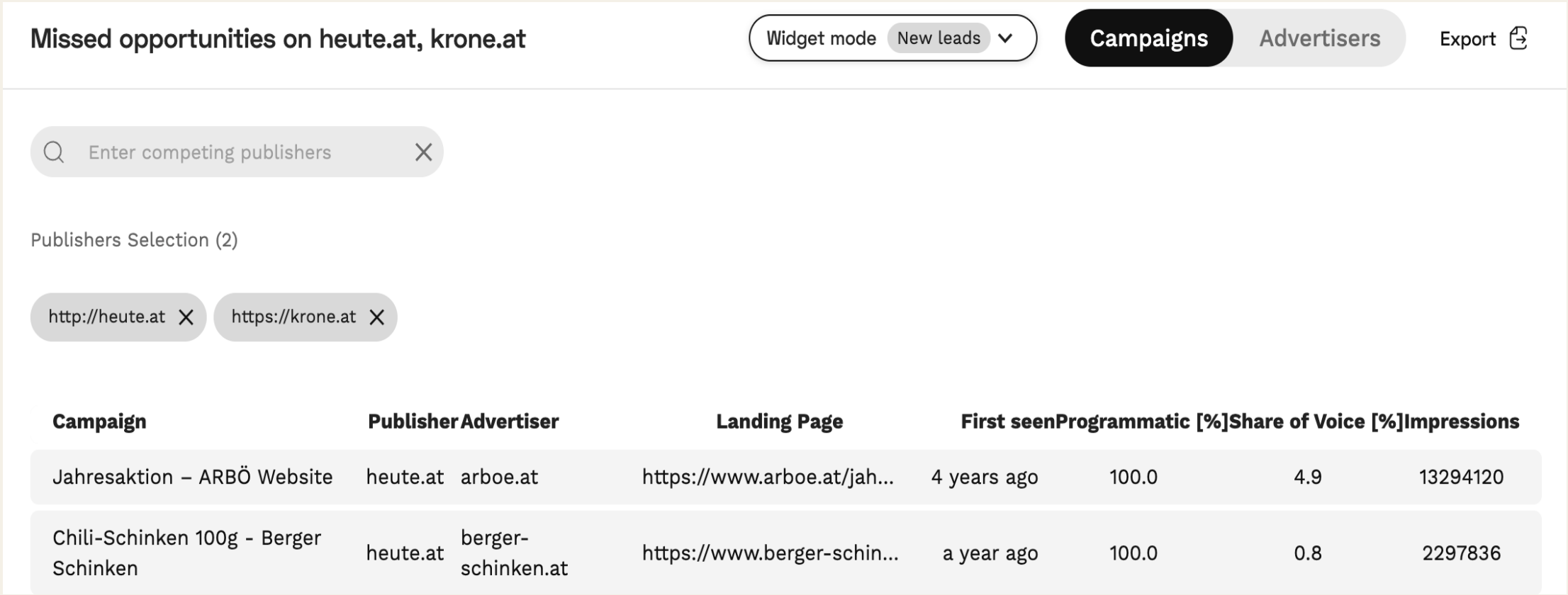
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New clients

Existing clients

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Missed campaigns



Interface example · last 7 days

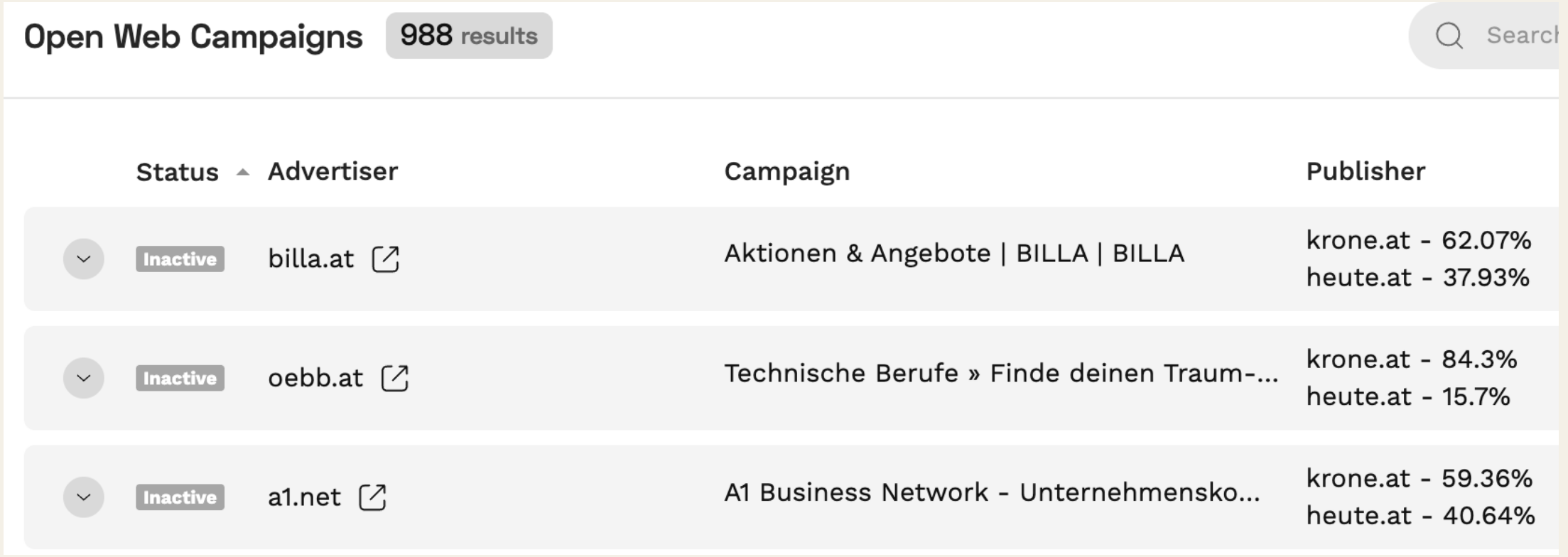
5

campaigns
each week

Up to 260 in a 52-week year

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Share of wallet & what‘s missing



Open Web Campaigns 988 results

Search

Status	Advertiser	Campaign	Publisher
Inactive	billa.at	Aktionen & Angebote | BILLA | BILLA	krone.at - 62.07% heute.at - 37.93%
Inactive	oebb.at	Technische Berufe » Finde deinen Traum-...	krone.at - 84.3% heute.at - 15.7%
Inactive	a1.net	A1 Business Network - Unternehmensko...	krone.at - 59.36% heute.at - 40.64%

Q1 2026 · selected publishers

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Which campaigns didn’t return?

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October 2025

The annual target was already reached by a Danish publisher

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A few points more

From every existing client and campaign

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When should we meet?

And how often?

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Market signals

+

Your client history

81%

of Rusta’s active weeks included this publisher

Illustrative model · Sweden · Jan–Sep 2026

1.4%

publisher share in Rusta’s five strongest weeks

Illustrative model · Sweden · Jan–Sep 2026

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Questions to take home

Agencies: Find your Signal- Gap-Meaning-Move approach.

Publishers: What ran elsewhere?

What didn’t return?

Thank you

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