



The Future of Digital Media Buying

Who We Are

Zircon Tree is a European-based, growing technology company specializing in digital media buying, retail media solutions, and AI-driven marketing tools. Trusted by global clients, we bring advanced innovation, transparency, and highest expertise to media planning and buying.

The Problem We Solve

Managing digital advertising campaigns can be demanding, expensive, and intricate. Numerous advertisers and agencies encounter challenges such as: **limited transparency** in media buying, **high operational** costs and inefficiencies, **lack of integrated tools** for planning, execution, and reporting.

Zircon Tree simplifies digital advertising.

We provide an all-in-one platform for media buying with automation, AI-driven insights, and end-to-end campaign management - providing outstanding benefits to advertisers and agencies.

Ideal Clients

Marketing Agencies

- **Who they are:** Media, Digital, Creative, and PR agencies managing ad budgets for their clients.
- **What we offer:** Outsourced campaign planning, execution, and optimization—saving time and resources.

Key Benefits for Partners

- **Flexibility:** Agile solutions tailored to unique client needs.
- **Increased Revenue:** Competitive pricing, trading desk programs, and attractive reseller incentives.
- **Transparency:** Full access to campaign data, ensuring trust and accountability.
- **Efficiency:** Reduce operational overhead through automation and streamlined workflows.

Brands Investing in awareness

- **Who they are:** Brands in the FMCG sector, banking industry, automotive field, and those aiming to establish an online presence.
- **What we offer:** Direct access to premium digital ad space without agency markups, enabling better cost-efficiency and control.

Our Value Propositions

- **360° Campaign Support:** From planning and buying to reporting, we offer seamless, integrated solutions.
- **AI-Powered Insights:** Intelligent campaign planning, automated optimization, and data-driven reporting.
- **Proactive Client Care:** Our dedicated team of experts is fully available to advise on strategy, planning, and analytics.
- **Retail Media Capabilities:** Tailored solutions for retailers to manage stakeholder communication and execute campaigns directly.
- **Supreme Quality:** Premium, visible ad placements with optimal cost-effectiveness.

Get in touch

Partner with Zircon Tree to transform the way you approach digital advertising.

[Contact us](#)