



CURATED MARKETPLACES OFFERING

- Activate across Premium, Curated Inventory on Display, Video, CTV, Native and Audio
- Precise targeting with cookieless, contextual and predictive audience data
- Multiple SSPs to accommodate agency SPO agreements
- DSP-agnostic, can be delivered into most platforms
- Flexible spending controlled by you

PRICING

- Supply chain consolidation: Remove the reseller – SSP loop – visual representation
- Bids get preferential placement in waterfall placement vs. open exchange – Publishers favoring PD/PMP deals relative to open exchange
- Preferred rates with publishers – pre-negotiated cost savings passed onto activation partners

PERFORMANCE AT SCALE

- Inventory is prescreened for High Viewability / High VCR / High Attention
- AI / ML based scoring methodology based on billions of run impressions
- Intelligently matches inventory and audiences to the industry / channel / KPI

DE&I INITIATIVES

Beyond just reaching marginalized communities, our solutions support and ELEVATE these communities by driving spend and traffic to minority-owned and operated inventory.

- **Verified ownership of the properties at both the domain & publisher level**
- **Pre-built deal IDs ready for activation**

BIPOC

Why? Embracing equity is essential in today's digital media landscape. By elevating the voices of these publishers and directing media spend to BIPOC O&O entities, we can help level the playing field.

Black Girls Eat

FASHION BOMBdaily

the JASMINE BRAND



ALL i HIPHOP



ICECREAMCONVOS

LGBTQ

Why? LGBTQ content is often miscategorized, making it hard for publishers to appropriately monetize their ad space. This creates challenges for LGBTQ publishers to capture the \$1.4 Trillion in annual spend LGBTQ wields. We manually verify all publishers to ensure that they are properly identified and categorized.

revry

Salty.

FEMALE

Why? Reach diverse female audiences and elevate woman-owned digital publishers.

- Women-owned publishers attract broad and diverse female followings
- Women make up 72% of online purchases
- Placements can be categorized to meet any content focus

BLOGHER

STYLECASTER

soaps

sheknows