



# SIMPLE DIGITAL MEDIA SOLUTIONS WITHOUT LIMITS.



## CURATED MARKETPLACES OFFERING

Activate across Premium, curated inventory on Display, Video, and CTV

Precise targeting with cookie-less, 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

## CHALLENGES

- Inability to curate and optimize data and inventory
- Limited access to Premium inventory at reasonable pricing
- Wasted spend on invalid traffic and low-quality sites
- Fragmented audience data ecosystem
- Third-party cookie deprecation
- Brand safety concerns

## DATA PARTNERS

We have access to virtually every data provider, match the best performing data based on audience, channel, or campaign goals, and can incorporate your first-party data.



## PREMIUM INVENTORY

Offering contextual targeting and hundreds of Premium Publisher Direct relationships, we can curate and combine inventory sources and deliver the best scale and performance.



## PERFORMANCE AT SCALE

- Prescreened for high viewability, high VCR, high attention
- Because of the unique way we rank and score inventory, our PMPs will perform and scale

## SOLUTIONS

- Market driven curation by a 50+ person trading and publisher management team
- Inventory from premium suppliers and direct publisher supply access
- High viewability and low invalid traffic scores
- Dynamic brand safety and pre/post bid filters
- Full transparency into sites and audiences
- Cookie-less audience targeting data from leading partners
- Ability to meet your clients' initiatives (DE&I, ESG / Carbon Neutral)
- Highly customizable
- Simple – single line items with no need to manually optimize

## 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

## POTENTIAL USE CASES

- In Market for Auto
- Heartcare Conditions
- Sports Fans
- Casino Goers
- Wine/Spirits Lovers
- Fitness Buffs
- Business Travelers
- **and more**

## PERFORMANCE ADVANTAGES

- Lower CPC
- Higher CTR
- Higher VCR
- Improved Brand Safety
- Increased Reach