

Healthcare Success- Acquisio Targeting Capabilities & Strategies

TABLE OF CONTENTS

- INVENTORY AND DATA PARTNERS
- TARGETING CAPABILITIES
- STRATEGIES OVERVIEW
- WHAT SETS US APART

INVENTORY & DATA PARTNERS

Spot & Private Markets and Our DMP

Inventory Partners

We are connected with over 50 ad exchanges/networks with access to over 150+ countries.



DISPLAY

ADMETA
adscale
AppNexus
Beanstocky
BigSwitch
Brightroll Display
Centro
DoubleClick AdX

Fyber
Gamut Media
GuGum
Improve Digital
Index Exchange
Liveintent
Microsoft Ad Exchange
Open X
PubMatic

PulsePoint
Rubicon
RhythmOne
Sonobi
sovrn
Switch Concepts
Technorati
Yieldlab
ZEDO

MOBILE

AerServ
BidSwitch
Centro
DoubleClick Adx
InMobi
Kargo

LKQD
Millennial Media
MoPub
OpenX
Opera Mediaworks
PubMatic

Rubicon
RhythmOne
Sharethrough
SpotX
xAd

VIDEO

adRise
AOL One / Adap.tv
Brightroll Video
DoubleClick AdX
Improve Digital
Index Exchange
Open X

Optimatic
PubMatic
RhythmOne
Smartclip
SMARTSTREAM.TV
SpotX
StickyADS.tv

Teads
Tremor Video
Undertone
Unruly
Vdoopia
Yume

AUDIO

Adswizz
Spotify
Triton

NATIVE

DoubleClick Adx
ShareThrough
TripleLift
YieldMo

Third Party Data Partners

DESKTOP

Axiom	Dun & Bradstreet	Audiences
AddThis	Edmunds	Neustar
Adobe	Evite	Nielsen
Affinity Answers	eXelate	Nielsen Catalina
ALC	Experian	Omnibus
Alliant	Eyeota	Profound Networks
AmeriLink (KBM Zipline)	FinancialAudiences	Roy Morgan
AnalyticsIQ	Forbes	Semasio
Arcametrics	GfK MRI	Semcasting
Are You a Human	Hivewire	ShareThis
BlueKai	I-Behavior (KBM Zipline)	TARGUSinfo AdAdvisor
Bombora	iCumulus	The ADEX
Cardlytics	Infogroup	Tivo Research
comScore	Intimate Merger	TransUnion
Connectix	IPSOS AU	TruSignal
Cross Pixel	IRI	V12 Group
Data Alliance	IXI	VisualDNA
Datacratic	Kantar Shopcom (KBM Zipline)	Webbula
Dataium	Krux	Wego
Dataline	L2	Rentrak
Datalogix	Lotame	SambaTV
Datamyx	MasterCard Smart	
DataXpand		

MOBILE

Axiom	Dun & Bradstreet	mParticle
ALC	Evite	Neustar
AmeriLink (KBM Zipline)	Experian	Nielsen Catalina
Beintoo/Cuebiq	Factual	NinthDecimal
BlueKai	I-Behavior (KBM Zipline)	PushSpring
Cardlytics	Kantar Shopcom (KBM Zipline)	The ADEX
Connectix	Krux	V12 Group
Dataline	Lotame	VisualDNA
Datalogix	Mobilewalla	
DataXpand		

CROSS-DEVICE

Adbrain
Crosswise
Drawbridge
Tapad

LOCATION

AdSquare
Factual

PRE-BID & MEASUREMENT

DoubleVerify
Grapeshot
Integral
Moat
Peer39 / Sizmek

Our Data Management Platform is integrated with over **60 data partners** and target users with confidence and **Precision**.

Access the same third party data segments with more cost-effective pricing via **The Data Alliance** – A Revenue Share Price Model.

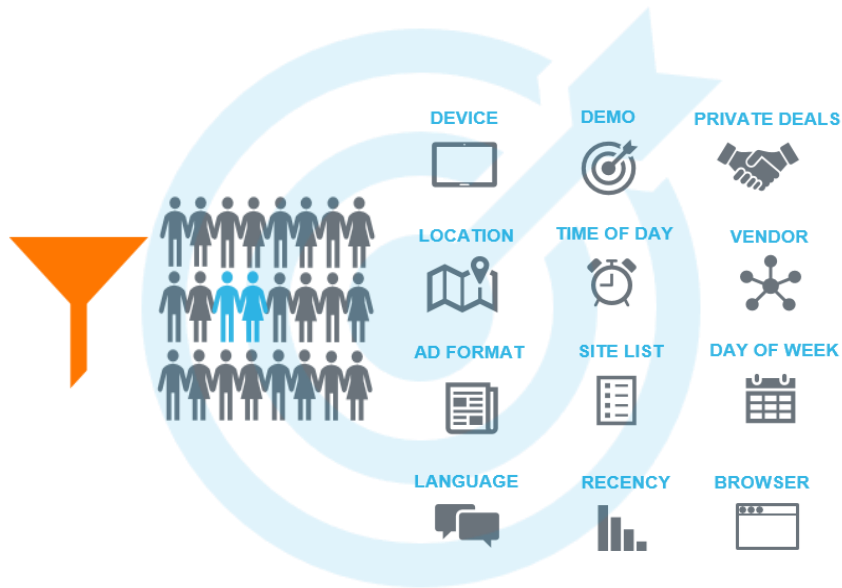


TARGETING CAPABILITIES

Target With Confidence

Precise Targeting

With granular pre-bid targeting capabilities, feel confident in reaching the right users.



	DESKTOP	TABLETS & SMARTPHONES	CONNECTED TV
	WEB	IN-APP	
DISPLAY	✓	✓	✓
NATIVE	✓	✓	✗
VIDEO	✓	✓	✓
AUDIO	✓	✓	✗

Reach users across multiple devices with the ability to follow specific audience segments wherever they go.

Pre-Bid Solutions



BRAND SAFETY

Does not allow any Adult, Alcohol, Drug, Hate Speech, Illegal Download or Offensive Language Content to come into contact with your client's Brand.



SUSPICIOUS ACTIVITY

Blocks Very High Risk sites above and beyond the ATD's daily updated Block Lists which are already in place.



VIEWABILITY

Make your impressions count by targeting the Top 10-75% of Impressions most likely to be viewed for the longest time.



CYBER-SECURITY - WHITE OPS

When a non-human impression, known as "Sophisticated Invalid Traffic (SIVT)" is identified, we will block that impression from serving.



TARGETING CAPABILITIES

Descriptions & Samples

Audience Targeting

SEGMENT: Back Pain Sufferers

Consumer > Healthcare > Pharma > Back Pain Sufferers

| Web: 3,935,380 | In-App: 592,460 | Connected TV: 359,800 | Devices/Browsers: 4,887,650 | Persons: 4,887,650 | Households: 1,114,910 | Owner: Data Alliance

Fluent > Individual > Health > Back Pain

| Web: 57,914,390 | In-App: 22,629,090 | Connected TV: 10,257,110 | Devices/Browsers: 90,800,580 | Persons: 60,087,260 | Households: 23,601,320 | Owner: Fluent

Healthcare > Conditions > Pain > Back Pain

| Web: 1,888,500 | In-App: 708,000 | Connected TV: 500,500 | Devices/Browsers: 3,097,010 | Persons: 2,880,710 | Households: 1,113,220 | Owner: Epsilon

Healthcare > Medications > Pain Medications > Back Pain Medications

| Web: 1,220 | In-App: 165,400 | Connected TV: 28,070 | Devices/Browsers: 194,690 | Persons: 191,670 | Households: 46,330 | Owner: Epsilon

SEGMENT: Obesity

Branded > US Plunge Digital > Interest > Treatment > Obesity

| Web: 2,196,920 | In-App: 10,470 | Connected TV: 473,070 | Devices/Browsers: 2,680,460 | Persons: 2,514,230 | Households: 1,168,960 | Owner: Eyeota

Custom Segment > Audience Now by Fluent > Health > Obesity

| Web: 5,086,160 | In-App: 2,146,960 | Connected TV: 1,084,150 | Devices/Browsers: 8,317,270 | Persons: 6,236,970 | Households: 2,266,860 | Owner: Fluent

HealthLink Dimensions > Healthcare Professionals > Secondary Specialty > Obesity

| Web: 210 | In-App: 60 | Connected TV: 60 | Devices/Browsers: 340 | Persons: 340 | Households: 230 | Owner: HealthLink Dimensions

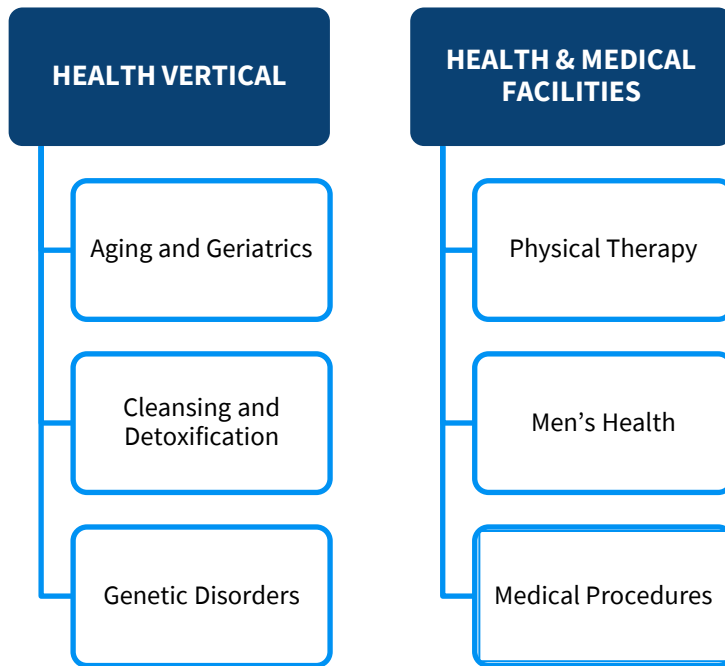
MedData Group > Healthcare Professional (HCP) > Physicians > Specialty > Obesity Medicine

| Web: 130 | In-App: 70 | Connected TV: <10 | Devices/Browsers: 200 | Persons: 140 | Households: 40 | Owner: MedData Group

Contextual Targeting

Ability to display ads to targeted sites based on keywords and/or customizable categories, rather than by specific domains.

Sample Verticals



Site List Targeting

Ability to specify lists of websites/pages to target display ads on selected inventory that is available within the open exchange.

TARGET LIST

- ✓ www.webmd.com
- ✓ www.drugs.com
- ✓ www.emedicinehealth.com
- ✓ www.everydayhealth.com
- ✓ www.healthyway.com
- ✓ www.parentsdom.com
- ✓ www.menshealth.com
- ✓ www.healthline.com

**Client to provide list of URL's to be targeted.*

WebMD®



emedicinehealth



Foot Traffic

Track online to offline conversions in mobile advertising

WHAT IS FOOT TRAFFIC?

Measure the impact of your digital campaigns on how they drive in-store traffic



BENEFITS

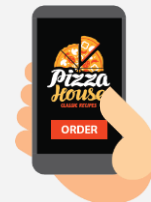
- Track online to offline conversions
- Track Total Visit Rate (TVR)
- Track Cost Per Visit (CPV)
- Enrich mobile performance
- Evaluate campaign effectiveness
- Identify audiences responding to mobile advertising by visiting a physical location

Roughly
90%
of people keep
their location
services switched
on

IDEAL USERS

Any business with a physical location where foot traffic is valuable:

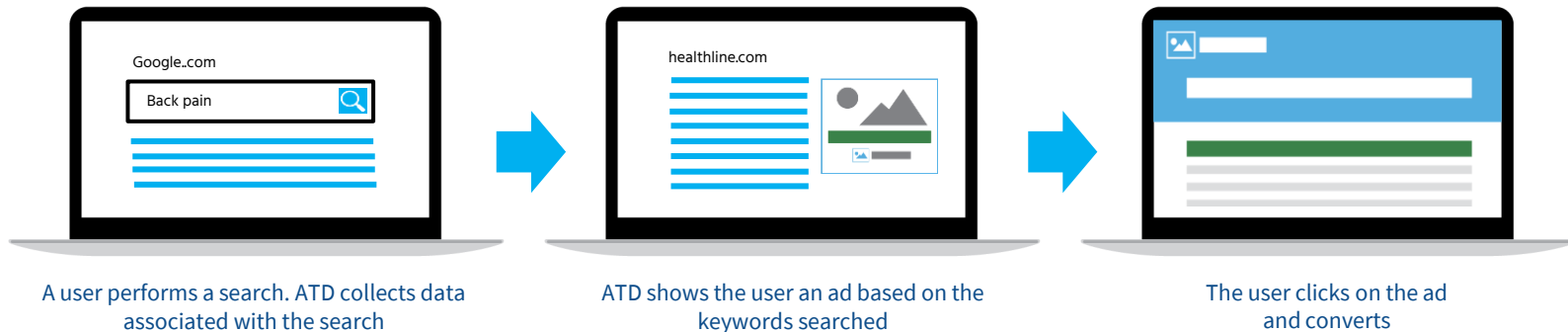
- Auto
- Retail
- Restaurants
- Insurance Agencies
- Hospitality
- Medical Offices
- Concert Halls
- Convention Centers
- Sports Arenas



Keyword Search Targeting

Serve custom ads to users based on the searches they perform across the web

HOW IT WORKS



ATD captures over 13 billion search events per month from over 300 million users.
Each individual search is date and time stamped

Native Targeting

Ability to provide an uninterrupted user experience by formatting creatives to blend in with surrounding content.

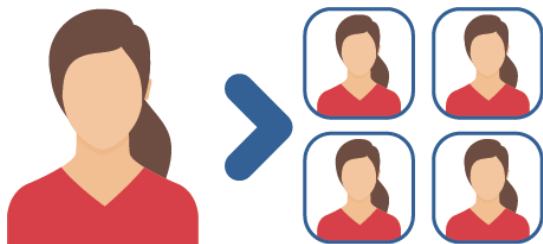


Refer to our [Creative Asset Specs](#) sheet for more details.

Predictive Audience

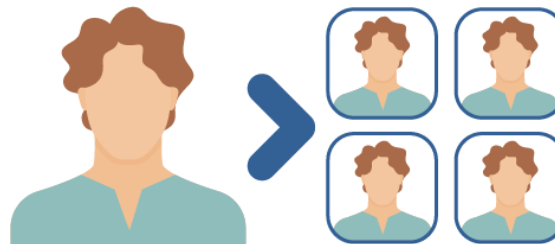
Ability to target an automated lookalike model against your advertiser's pixels. Algorithms select data segments with a high likelihood of driving campaign performance & automatically adjust audiences as the campaign progresses.

FIRST-PARTY DATA ELEMENTS



First-party users are usually a campaign's highest-value and highest-performing audience.

THIRD-PARTY DATA ELEMENTS



With Audience Predictor, a look-a-like audience model based on characteristics of your valuable 1st party data is developed. It automatically identifies the highest-value segments to target, while excluding the lowest-performing segments.

Geofencing

Target display ads to people that go to specific locations of interest

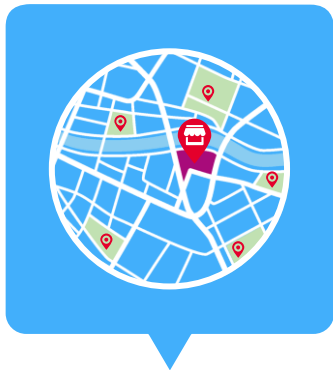


HOW IT WORKS

- A virtual geo-fence is traced around an area where the advertiser wants to target customers
- When the customer enters the geo-fenced location, they will then be targeted with ads on their mobile device

Geofencing

It's like giving your business card to everyone who visits a competitor



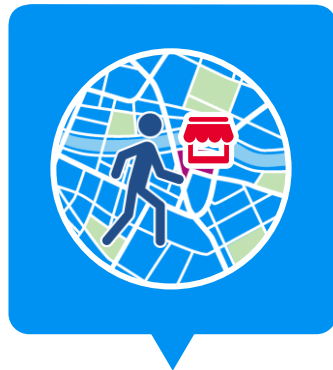
Build a Geo-Fence
around locations of interest
(e.g. competitors)



Create an Audience
of people who visit locations
of interest



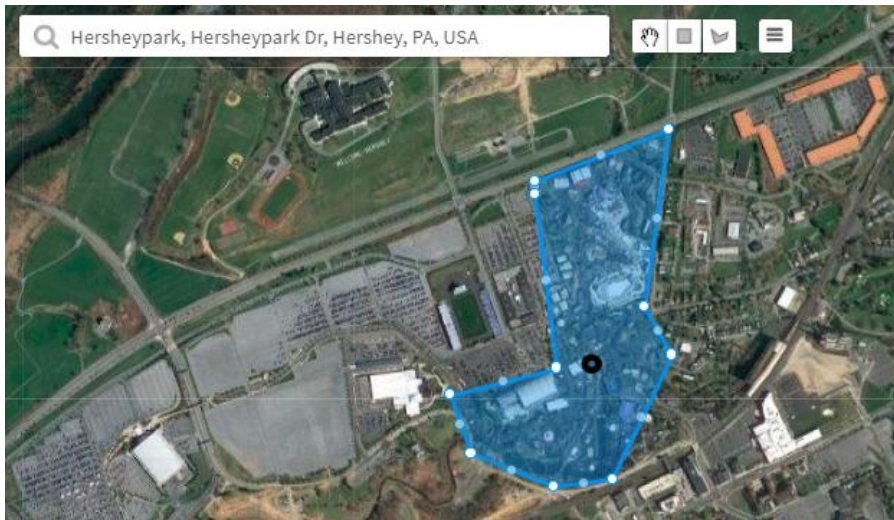
Deliver Display Ads
to their mobile phones



Track Conversions
when a targeted consumer
walks into the Conversion Zone

Past Location

Ability to target users who last visited a specific location within the last 30 days.



EX: Physiotherapists

TARGETING INDIVIDUALS WHO HAVE VISITED A PHYSIOTHERAPIST

HOW IT WORKS

- A virtual geo-fence is traced around the location where the client would like to reach its visitors.
- When the visitors leave the geo-fenced location, they will then be targeted with the advertiser's ads on any device wherever they go. (i.e. at home, work)



Day-Parting

Strategically bid more aggressively on these users after work hours, commute times or on weekends.

Event Targeting

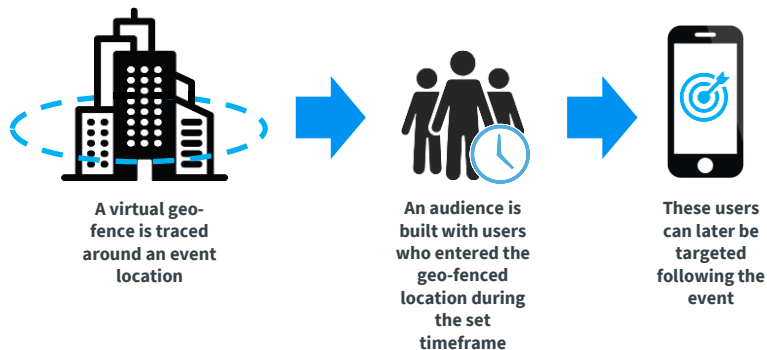
Target users who attend a specific event during a predetermined time window

WHAT IS EVENT TARGETING?

Event Targeting is a precise geo-targeting technology allowing advertisers to capture an audience based on the specific location of an event & serve ads to that audience for up to thirty days after

BENEFITS

- ✓ Self-contained, one-stop shop for a turnkey Event Targeting solution
- ✓ Build audiences based on physical locations during specific date & time
- ✓ Capture multiple audiences at various Events
- ✓ Granularity down to the hour level
- ✓ Incomparable scalability



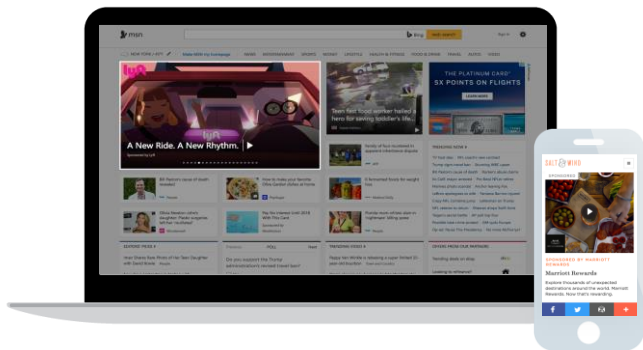
Ideal Prospects for Event Targeting

- Conferences, Conventions, Tradeshows
- Sporting Events
- Concerts & Tours
- Radio Remotes
- Performing Arts
- Festivals
- Fairs
- Community & Cultural Events
- Fundraisers & Benefits
- Parades
- Venues

Video Targeting

Run video ads with a 3rd party demographic layered in. Video ads can be delivered before, during or after in-streaming content, as well as among out-streaming content. Quality Alliance ensures that we only bid on medium to large player sizes.

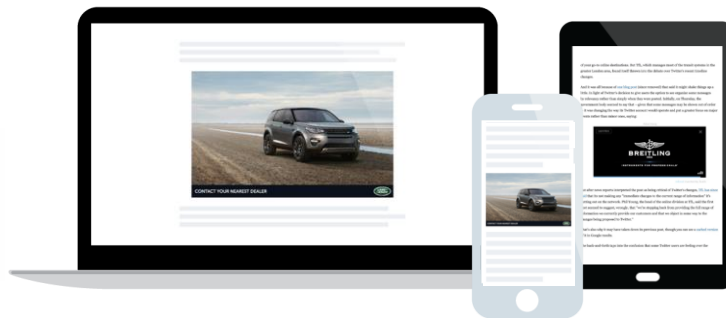
IN-STREAM VIDEO



Targeting Capabilities with Video:

- ✓ In-stream / Out-stream Pre-roll, Mid-roll, Post-Roll Targeting
- ✓ Audience Targeting/Retargeting
- ✓ Device Targeting

OUT-STREAM VIDEO



- ✓ Video-Event Retargeting (50%,75%,100%)
- ✓ Time & Day

CTV Targeting

Video ads are delivered alongside premium content on an internet-connected television, providing viewers with an experience similar to traditional TV commercials.

ACCESSING CONNECTED TV

- **Devices**

Apple TV, Chromecast, Roku TV,
Amazon Fire, Gaming Consoles

- **Apps**

Streaming Content through apps that
are built within devices

Targeting Capabilities with CTV:

- ✓ Audience Targeting/Retargeting
- ✓ Device Targeting
- ✓ Device Make/Model
- ✓ Geography
- ✓ Time & Day



Smart TV



OTT Device



Gaming Console



Stick

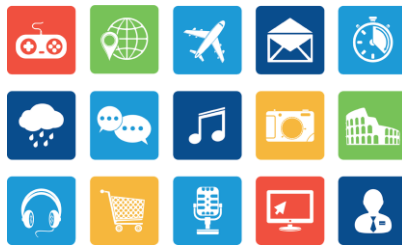
CTV Inventory



Premium Distributors

Choose from a variety of distributors that aggregate TV content from multiple networks.

- Roku
- Vudu
- DirecTV
- Sling TV
- Samba
- PlutoTV



TV Content Owners

Target inventory from specific CTV apps or networks to align your brand with the right content.

- | | |
|--------------------|----------------|
| • A&E | • Popcorn Flix |
| • Scripps Networks | • Twitch |
| • CBS Interactive | • Vidillion |
| • Bloomberg | • AOL On |
| • Newsy | • Drama Fever |
| • Crunchyroll | • Snag Films |



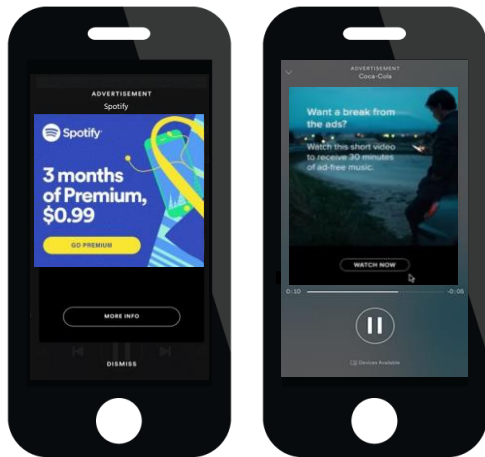
CTV SSPs

Many video-focused supply-side platforms are expanding to offer CTV inventory.

- Tremor
- BrightRoll
- Beachfront
- AdX

Audio Targeting

Ability to target audio ads to relevant geographies and audiences across premium streaming services and radio publishers



15 or 30 Second Audio Ad

+

Companion Banner

300x250 or 640x640

Tap into Triton, Adswizz and Rubicon inventory across both private and open markets.

adswizz



RADIO

Billboard



COX MEDIA GROUP



rubicon PROJECT

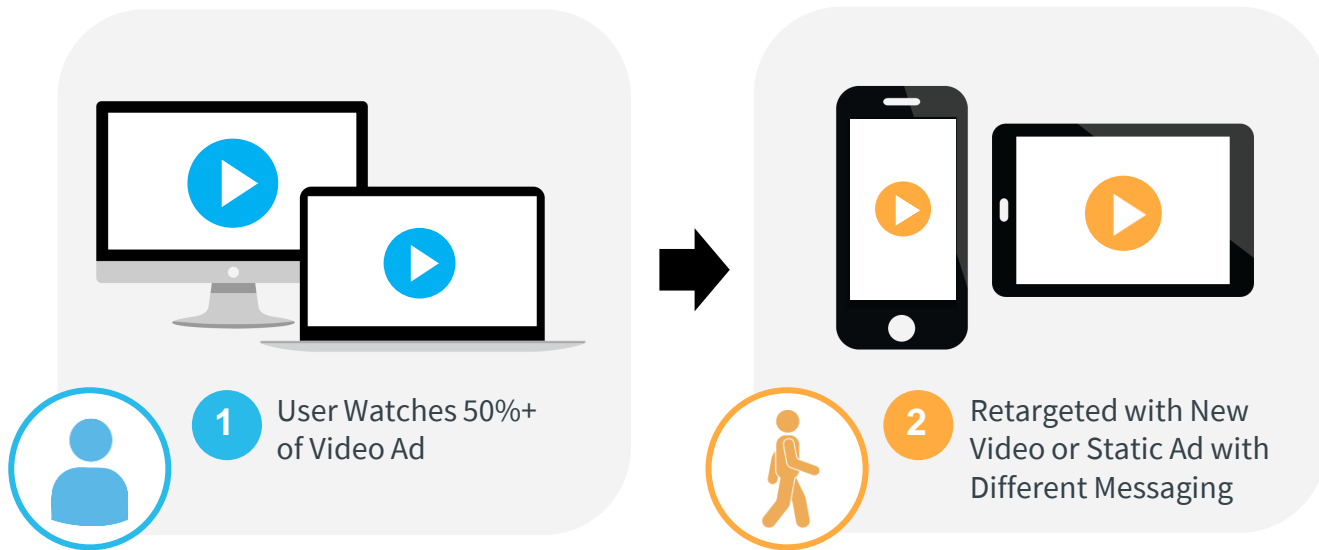


CPM's can range from \$10-\$30 dependent on inventory and custom targeting options.

A CPM cap can be placed to limit bids to a specified base amount.

Video & Audio Event Retargeting

Ability to retarget users who have viewed video ads from 50% to 100% completion.



Refer to our [Creative Asset Specs](#) sheet for more details.

Temperature Based Targeting

Ads are triggered when the user is prone to be interested in the product/ service based on temperature

Target different temperature ranges within platform

- Real-time weather data is collected from around the world by OpenWeatherMap

Adjust bids based on current temperature

- Geolocation technology enables targeting the user wherever they are located down to the ZIP code.

Based on measured weather data

- Avoids uncertainty associated among forecasts



Temperature Bands
Below -10°C / 14°F (Below Freezing)
-10°C to 0°C / 14°F to 32°F (Freezing)
0°C to 10°C / 32°F to 50°F (Cold)
10°C to 18°C / 50°F to 64°F (Cool)
18°C to 24°C / 64°F to 75°F (Comfortable)
24°C to 30°C / 75°F to 86°F (Warm)
30°C to 38°C / 86°F to 100°F (Hot)
Above 38°C / 100°F (Sweltering)
Temperature Unknown

SCENARIO 1: The sun is out!

Outdoor-related advertisers can increase their bids.

Ex: A user is online shopping for new sunglasses.

SCENARIO 2: It's raining all day!

Indoor-related advertisers can increase their bids.

Ex: A user is browsing to register for a new educational program.

Weather Alpha Event Targeting

Impact consumers in real-time by delivering relevant messages based on real-time weather conditions that are of interest to the advertiser.

COMMON TRIGGERS INCLUDE:



High pollen count



Forecast of snow & rain



Cold/Flu outbreaks



High UV Index



Above & below normal temperature



Extreme weather events



“A storm bringing high winds and heavy snow is possible in the next 48 hours. “

Blizzard Watch

Updated every 3 hours

Each setup is tailored to your brand's needs by combining conditions and setting custom targeting parameters.

Digital Out-Of-Home

ATD can serve digital ads on roadside billboards and on small size screens in airports, office building lobbies, elevators, shopping centers, health clubs gyms and gas/petrol stations.

- ✓ Over **1,250 billboards / 25 DMAs** available for outdoor billboards
- ✓ 12 airports, 3 of the top 5 busiest with **18 million monthly uniques**
- ✓ **KPI's:** Brand Awareness, Delivery, eCPM, Daily Budget Cap, Foot Traffic Lift
- ✓ **Locations:** Various locations in the US, including DMAs and airports.

**List provided upon request.*

HOW DOES IT WORK?

- Inventory is bought through a Deal ID, which will contain the billboards in the specific locations the client requests.
- ATD is in the process of building out reporting in our UI. Reporting will be issued by our OOH partners showing the CPM, as well as total impressions – how many “eyes” saw the billboard. ATD does not report on audience.
- Client can choose to utilize provider’s Radar Segments on a separate foot traffic study at an additional cost. Costs range from \$10,000 - \$30,000 and may need a min. amount of impressions (15-20 million).



Creative Specs:

Billboards

Static (no video)
1400x400 pixels

Small Screen

Static or Video (10s, no audio)
1920x1080 pixels



Billboards

Targeting Capabilities:

- Lat-Long
- Time of day

CAPTIVATE

Small Screen

Targeting Capabilities:

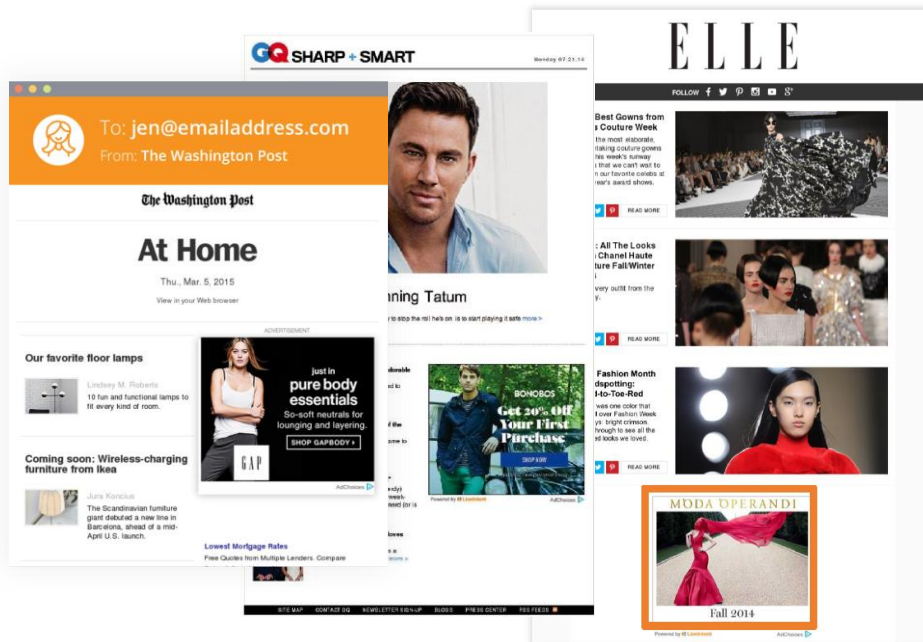
- Geo (National, DMA, City, Zip Code)
- Time of day
- Demo
- Industry

Newsletter Targeting

Ability to display ads in various opt-in newsletters

ENGAGEMENT & CROSS-DEVICE

Run ads in a clean environment where there's a greater chance of prospects seeing and engaging with ads

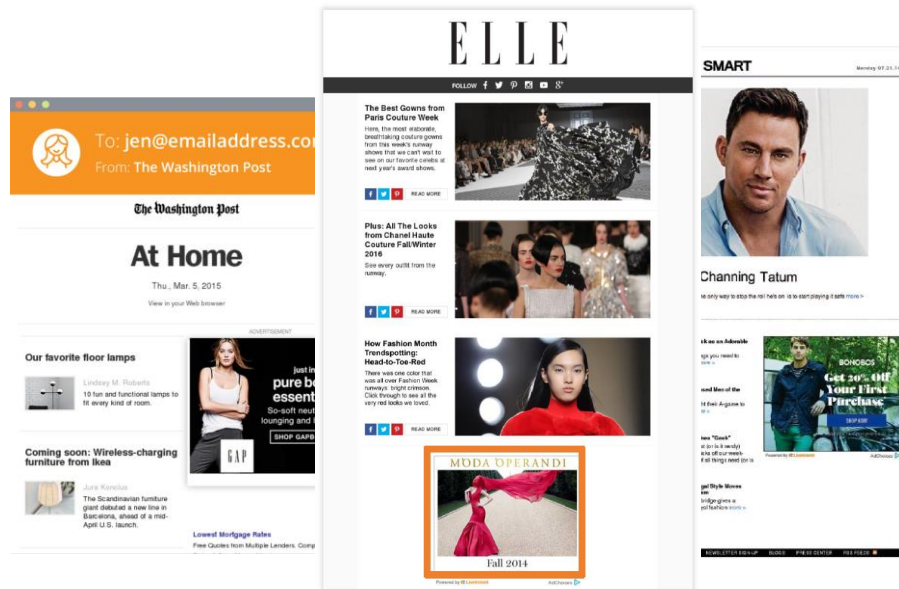


Live Intent Targeting

Ability to run ads with premium newsletter publishers, occurring within a real-time auction when a newsletter subscriber opens their email, inserting highly targeted offers optimized to drive engagement

Five key benefits:

1. **Engaged Audiences** – Users checking their emails are alert and want to be made aware
2. **Large Reach** – Millions of users subscribe to newsletter everyday
3. **Cross-Device** – Knowing that a person is logged in their emails, we will then have the ability to retarget this user on all their devices
4. **Valuable Users** – As email is a logged-in service, it can be ensured that the ad environment is brand-safe and fraud-free.
5. **Well-Integrated** – The ad loads at the same time as does the newsletter, causing a non-disturbed newsletter, while still making the user aware of your ad.



CRM Targeting

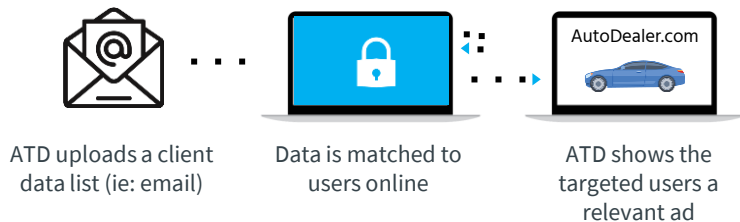
Bring your offline data online with CRM targeting

WHAT IS CRM TARGETING?

Matching CRM data to cookies/Device IDs, in order to show ads to your offline audience while they are online.

HOW IT WORKS

Target users from an offline list across the internet



BENEFITS

- **Direct Advertising**
Users are matched one-to-one to build a relevant, targeted audience
- **Boost Brand Exposure**
Showing ads to your offline audience while they are online, creates a second customer touch point
- **Data Privacy**
CRM data onboarded into our platform is anonymized & scrubbed of any personally identifiable information, so there's no risk of a breach in privacy
- **Lower Minimums**

Prospecting DCO for Auto

Engage with your audience during upper-funnel purchase behaviors

WHAT IS PROSPECTING DYNAMIC CREATIVE FOR AUTO?

Personalized ads that are served in real-time to specific users based on the keywords they search and the contextual content they read

BENEFITS

- Turnkey solution for Auto Industry
- Only Dynamic creative solution for upper-funnel purchasing activity
- **No site visit is required to serve dynamic ads**
- **No integration with inventory software is typically required**

Examples of Dynamic Creatives Based on Keywords

Keywords
Searched

Blue Sedan


HONDA ACCORD
\$32,997



EMINENT HONDA VIEW DETAILS

Brown Truck


DODGE RAM
\$35,499



EMINENT HONDA VIEW DETAILS

Certified Jeep

JEEP WRANGLER
\$30,332



EMINENT HONDA VIEW DETAILS

Fixed Feed Dynamic Creative

Serve geo-specific ads to relevant users in relevant markets

WHAT IS FIXED FEED DYNAMIC CREATIVE?

Geo-specific ads that displays contact information for nearest local agent, representative, or franchise for services users are searching for online.

The content of the ad is adjusted to the individual users based on multiple data points, such as:

- Geo-Fence
- Lead-Gen
- DMAs
- Product-Viewed
- Keyword-Searched
- Countries



FINANCIAL SERVICES

Financial planning companies with regional agents can utilize geo-fence data from their locations to serve ads to users who are searching for their particular service



REAL ESTATE

Real Estate agencies or individual agents can utilize geo-fence data or DMA data to serve ads to users that are searching for homes near their agency location



QSR

Quick serve restaurants and franchises

Site Wide Retargeting

Retargeting all users by delivering tailored ads to them whenever they appear – PC, Mobile, Tablet and In-App



HOUSEHOLD EXTENSION

Across all household devices, leveraging IP Targeting to extend reach



PRIVATE MARKETPLACE (PMP)

Appear on Premium Inventory relevant to client's demographic specifically



CROSS DEVICE

Connects with 1st and 3rd party cookies vial all devices (desktop, mobile, tablet)



FORM / SHOP CART ABANDONERS

Delivering ads to users who have abandoned the form completion / shop cart page



LIVERAMP CRM

Connecting client's CRM data to Liveramp's massive database matching addresses to 1st party data



IN-APP

Delivering ads to user's mobile in-apps



FIRST BUCKET

Any consumer who has visited client's page within the last 12 hours



OUTLOOK / YAHOO MAIL

Appear on user's Outlook or Yahoo Webmail



INTERSTITIAL IN-APP

Delivering high exposure full coverage mobile ads in-app

Household Extension

Targeting 1st Party Audiences across all household devices by leveraging IP Targeting.

Reach the same user across all devices in conjunction with targeting all members of the household across all devices.

RETARGETING EXPANSION

Reach users and their immediate circle with 2-3x more reach than your standard retargeting group.

MULTI-DEVICE RETARGETING

Reach a single user on one or several devices at home or in a small office setting.

PERFORMANCE PROSPECTING

Target new users within your retargeting pool's circle of influence



Retargeting with DCO (Responsive Creatives)

Retargeting all users by delivering tailored ads to them whenever they appear – PC, Mobile, Tablet and In-App



User Visits
Home Page

User retargeted with a single ad impression displaying best sellers



User Visits
Category Page

User retargeted with a single ad impression displaying category page products



User Visits
Product Page

User retargeted with a single ad impression displaying recently view products



GEO Indexing

ATD ran a forecast across our Registered Nurse data segments to compile a list of states, relevant to the data segment.

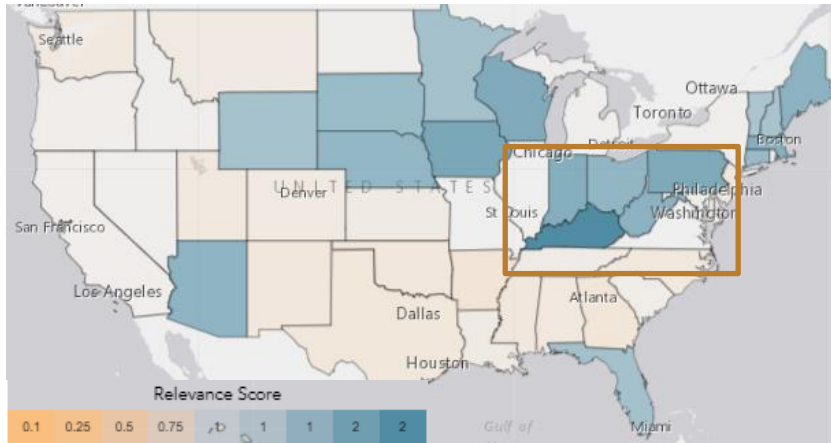
WHAT IS THE RELEVANCE SCORE?

This number shows how likely is it to find your target audience in a specific geolocation. It is how many times more likely a user will fall within a specific state, compared to the general US population. Data was collected from our third-party vendors and has been compared to the US population of each state.

REGION	RELEVANCE SCORE
1. Kentucky	1.53
2. Pennsylvania	1.27
3. Indiana	1.24
4. West Virginia	1.19
5. Ohio	1.16

Recommended
U.S. states that
are likely to
contain your
targeted user in
their
population.

HEAT MAP DISPLAYING MOST RELEVANT STATES



WHAT SETS US APART

How We Differ From Our Competitors

Reporting

INSIGHTS REPORT – Healthcare Success Back Pain & Sciatica Center of Texas

Client: Healthcare Success

Campaign: Back Pain & Sciatica Center of Texas

Reporting Date:

February 5 – March 9

Total spend: \$8,476

Overview

Impressions: 419,372	Clicks: 480	eCPM: \$19.79	eCPC: \$17.29	CTR: 0.11%
----------------------	-------------	---------------	---------------	------------

Performance by Strategy

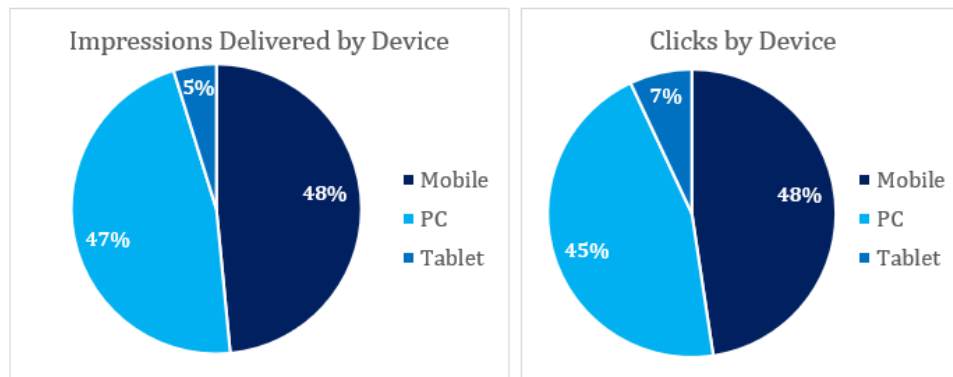
Strategies	Impressions	Advertiser Cost (Adv Currency)	Advertiser CPM (Adv Currency)	Clicks	CTR	Advertiser CPC (Adv Currency)	Player Completion Rate
Audience Targeting - Back Pain Sufferers	125,212	\$5,857.44	\$46.78	180	0.14%	\$32.54	79.54%
Audience Targeting - Broad Demo	33,795	\$1,604.18	\$47.47	51	0.15%	\$31.45	82.52%
CTV Event Retargeting - Display Portion	256,495	\$677.14	\$2.64	226	0.08%	\$3.00	N/A
Sitewide + CTV Event Retargeting	3,870	\$159.04	\$41.10	23	0.59%	\$6.91	77.47%
Grand Total	419,372	\$8,297.79	\$19.79	480	0.11%	17.29	80.119%

The Best performing ad group in terms of completion rate is the *Audience Targeting – Broad Demo* at 82%

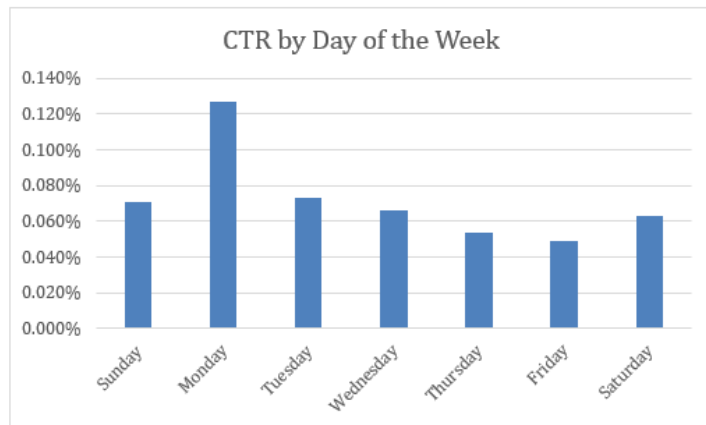
The Best performing ad group in terms of click-through rate is *Sitewide Retargeting + CTV Event Retargeting* with a CTR of 0.59% however this ad group also delivered the least amount of impressions. The overall cumulative CTR is 0.11% representing a total of 480 clicks to your landing page, while the Display Retargeting portion yielded at 0.08% CTR which is right in line with the average for display.

Reporting

Impressions and Clicks per Device



CTR by Day of the Week

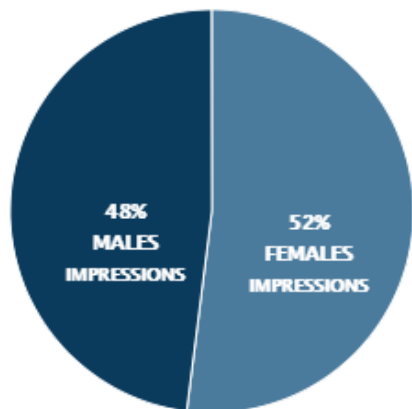


Reporting

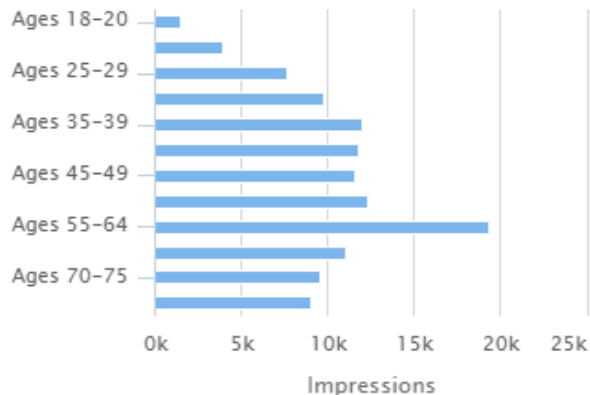
Audience Composition

The Audience composition report looks at Impression and Conversion activity and overlaps those found in Data Elements.

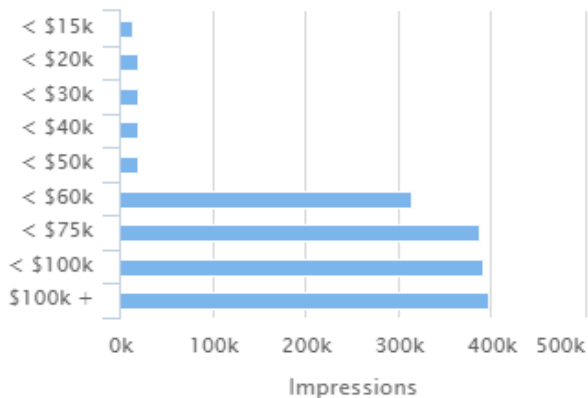
Gender



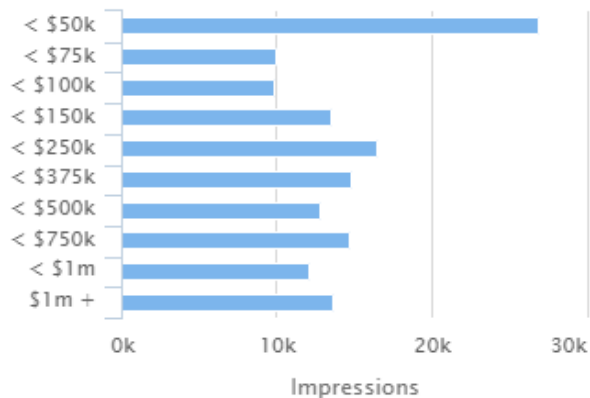
Age



Income



Net Worth



Our Unique Advantages

REGENCY SCHEDULING

Recency is data we uniquely have reflected in our reporting. We can bid on cookies that are more valuable as they convert and lower bid multipliers on those reflecting poor performance. This decreases CPA and increases performance as we fully maximize budget.



We are proud to announce a first in the industry to have partnered with the cybersecurity firm White Ops, a leader in fighting automated non-human traffic, to block fraudulent impressions before they're purchased.



ATD uniquely offers these cookies on a Rev Share Price Model. This saves massively on cost which positively impacts performance. Others offer the same inventory for a much larger fixed CPM rate.

LOW COMMITMENT

No long term contracts or high
minimums.
Monthly Insertion Orders.

THE PERKS

48 HOUR OUT-CLAUSE

Pause the campaign at any
given time, no questions
asked.

TRANSPARENCY

We are not a black box outfit, we
offer data of actionable insights.

GRANULAR REPORTING

Most comprehensive reporting in
the industry, including Recency.

ACQUISIO PLATFORM

Free access to dashboard to
view basic metrics.

ACQUISIO 