



“Data and Inventory Quality Presentation”
Dstillery
7.8.15

Goals

- Find client before their intent to buy
- Find the next best customer

Competitor

- Place and remove people from segment
- Viewability is something they can tune into based on their preference
- #1 in inventory
- Buy data that no one else is buying
- Data is very raw and granular

Capabilities

- Run media based off projections
- Continuous scoring of real time data
- Can qualify people as in or out of market
- Out of home providers

Target

- Against confidence level
- Audience building through their current customers
- Large reach

Miscellaneous

- Maintain on Ad Tech’s largest platform
- Can see over 750,000 Physical POI
- Highest viewability with programmatic
- 97% humans verified
- Can discover fraudulent sites