nōbl

Hello. We're the first ad-tech company founded on ethics. Nice to meet you.

Brands can finally align their values with their programmatic media buy, target the highest quality content, avoid funding hate & disinformation and get better results.

BRAND PURPOSE FINALLY MEETS MEDIA PLACEMENT.

Consumers don't just care about what you say, but the content you're supporting. The price of careless media placements has never been higher. By targeting credible, trustworthy content, advertisers get significantly better engagement and credit from their customers for their responsibility.

CONSUMERS CARE ABOUT PRIVACY. RESPECT IT.

The move towards privacy is here. NOBL AI analyzes the linguistic properties of a page, not the personal data of users. We target quality content that real people read without using intrusive consumer data.

DON'T PAY FOR WHAT YOU DON'T WANT.

NOBL decides at bid time whether a page deserves your ad or not, so you only pay for the credible media placements that you want.

NEW TO ADTECH: RADICAL TRANSPARENCY.

Unlike brand safety tools, our AI doesn't use inefficient and unreliable blacklists, whitelists or keyword blocks that have defunded quality content such as fact-based journalism,. We're proud of our results, so we'll show you everywhere your ads land.

> "We are excited at the prospect of using technology like NOBL at the pre-bid level to help us better identify journalistic standards and quality content. This area is only going to become more important as we work even closer with our clients on their content suitability strategies and drive performance at scale."
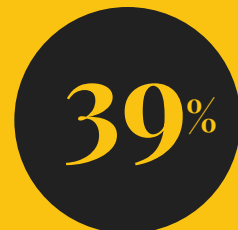>
> *- Brian Cuddy; VP, Digital Activation, Cossette Media*

NOBL-TARGETED CONTENT JUST PERFORMS BETTER.

In a recent customer study of over 2 billion impressions,* NOBL qualified content far outperformed an open exchange media buy in every metric.

110% Higher click-through rate

39% Lower Cost per Click

29% Lower Cost per Acquisition

Contact us at hello@wearenobl.com for more information.

* Data from Cossette Media A/B experiment, Your results may vary .