

Expert consulting for unparalleled reach across the diverse marketplace



Colossus SSP is more than a supply side platform. Our expert consulting arm acts as an efficiency partner, helping clients optimize ad spend in both the general and multi-cultural markets.



A Direct Digital Holdings Company

colossusmediassp.com

Having trouble scaling your multi-cultural ad spend?

Multi-cultural consumers are projected to be 44% of the US population by 2030. Despite representing **\$3.9 trillion in purchasing power**, these audiences are still not being effectively advertised to by marketers. All too often, Black, Hispanic, AAPI, and LGBTQ+ audiences are being targeted using “copy and paste” ad solutions.

With a deep understanding of the marketplace, and first-hand experience as a multi-cultural team, Colossus SSP guides clients with solves like:



Copy audits

Ads that resonate culturally with an audience will increase brand perception, ad effectiveness, and purchase intent by 3x.¹ We work with you to ensure your campaign copy engages the intended audience.



Finding the right publishers

We leverage vital partnerships with multi-cultural publishers—big and small—to give you substantial reach across the advertising landscape.



Re-evaluating keywords

Many times, vernaculars and colloquialisms don't get considered in the targeting and blocking stage, leading to subpar results in the long-term.



Third-party verification

We work with partners who scan traffic on your behalf, ensuring fraud reduction.

Multi-cultural is in our DNA.

We understand marketing to multi-cultural audiences is not a one-size-fits-all endeavor. It requires knowledge, data-driven insights, and years of experience—all of which Colossus SSP provides.



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How Colossus SSP drives success

| | What's missing? | How we can help |
|--------------------|--|---|
| Retailers | If your current multi-cultural marketing strategy is simply assigning a budget and checking a box, you won't see the true advantages or the ROI. | <p>We refine your media campaigns and get them in front of diverse audiences, leading to increased awareness, brand recognition, and more purchases.</p> <p>Our consulting arm ensures your messaging will resonate with the chosen audiences while our publisher relationships allow you to tap the trillion-dollar underrepresented market.</p> |
| Publishers | Even if they are going after the multi-cultural marketplace, many retailers are still not achieving the results they need. Because of this, you're losing buyer business and consumer trust. | <p>Acting as a trusted partner, Colossus SSP ensure media campaigns are authentic and engaging to your audiences, leading to more consumer loyalty.</p> <p>Better engagement means more ads and more ad dollars spent. See your revenue continue to grow.</p> |
| DEI Leaders | Multi-cultural consumers are projected to make up 44% of the US population by 2030, yet investment into their ad spend only accounts for 5.2% of total spend. ² | <p>As a minority-owned platform, we have a vested interest in targeting underrepresented audiences in ways that make them feel heard and seen.</p> <p>Colossus SSP is normalizing diversity in digital advertising—and leading the charge in connecting multi-cultural consumers to retailers.</p> |
| Agencies | There's often a piece missing in the agency/retailer relationship. This piece is multicultural expertise. | <p>As experts in diverse audience marketing, Colossus SSP advises on media campaigns and facilitates important publisher relationships.</p> <p>We integrate seamlessly into your client relationships.</p> |

2. MediaCom. (2021, April 19). Marketing in a multicultural america: The importance of culturally... MediaCom. Retrieved October 2, 2022, from <https://www.mediacom.com/us/articles/news/marketing-in-a-multicultural-america-the-importance-of-culturally-relevant-advertising>