



# A Direct & Safe Path To Premium Publishers



**1.3M+** unique domains & apps

**65%** of the biggest websites worldwide integrated

**3.6T+** monthly auctions

Le Monde

MediaNews Group

vocento

CONDÉ NAST

tumblr.

sublime

marie claire

Dotdash meredith

INSIDER

ebay

gray

GROUP alticemedia

SunMedia

Quizlet

SHOWHEROES

The Guardian

366

EL TIEMPO

madvertise. INNOVATING MOBILE ADVERTISING

VICE

Fandom



In addition to our **dedicated quality team**, inventory quality is ensured by **HUMAN**

### Any Pathway

Open Auction  
Private Deals  
Guaranteed Deals  
Auction Packages  
[\(Access our deal catalog\)](#)



### Any Device

Laptop  
Mobile  
Television  
Gaming Console  
Tablet

### Any Format

Display  
Video  
Native  
Audio





### Any Environment

Web  
Mobile Web  
In-App  
CTV  
In-game



# Advanced & Cookieless Targeting

Semantic Contextual Segments	3 <sup>rd</sup> Party Data Audience Segments	KPI Boosters	Alternative IDs
<p>Precise category segments based on the analysis of the meaning content pages.</p> <ul style="list-style-type: none"><li>✓ 300 Categories</li><li>✓ 60+ Languages</li><li>✓ Brand Safety</li></ul>	<p>Ready-to-use data segments from leading data providers.</p> <p>ORACLE  LOTAME</p> <p>/LiveRamp  PEER39</p>	<p>Leverage free tools to deliver impressions on Equativ inventory with minimum viewability and video completion rates.</p>	<p>Retarget users and activate data with privacy-first user recognition and measurement capabilities with any alternative ID solutions.</p>

## Equativ Buyer Connect, A Game-Changing Tool

A **seamless, direct path to publishers**. EBC is a fully transparent, self-service value path optimization tool to create expertly curated Auction Packages. Best of all: no paperwork is required & it's compatible with your DSP of choice. Request an EBC login to directly access Equativ's premium publisher inventory.

Pre-filter inventory for activation teams

Add value with additional targeting options

Get Auction Package insights & troubleshooting

## What's Next?

From important topics like sustainability to the Olympics, benefit from **ready-to-use auction packages** or **create your custom deals, at scale, everywhere in the world.**

Not sure where to start?  
**Contact our dedicated team** to help you create and optimize deal IDs for your campaigns.

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