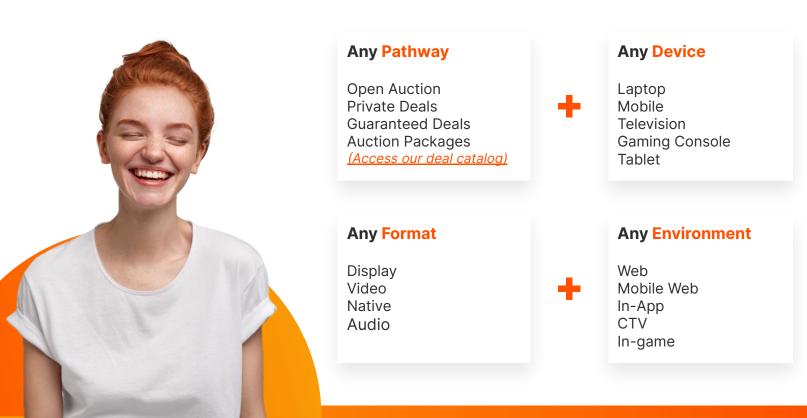
EQUATIV

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	i ≣≣ Media News Group	νοςεητο	CONDÉ NAST	tumblr.	sublime	marie claire
Dotdash meredith	INSIDER	ebay	gray.	alticemedia	SunMedia	Quizlet
SHOWHEROES	The Guardian	366	EL TIEMPO	Minimovating mobile advertises.	TEI	Fandòm

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



Advanced & Cookieless Targeting

Semantic Contextual Segments	3 rd Party Data Audience Segments	KPI Boosters	Alternative IDs
Precise category segments based on the analysis of the meaning content pages. 300 Categories 60+ Languages Brand Safety 	Ready-to-use data segments from leading data providers. ORACLE OLOTAME /LiveRamp PEERED	Leverage free tools to deliver impressions on Equativ inventory with minimum viewability and video completion rates.	Retarget users and activate data with privacy-first user recognition and measurement capabilities with any alternative ID solutions.

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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