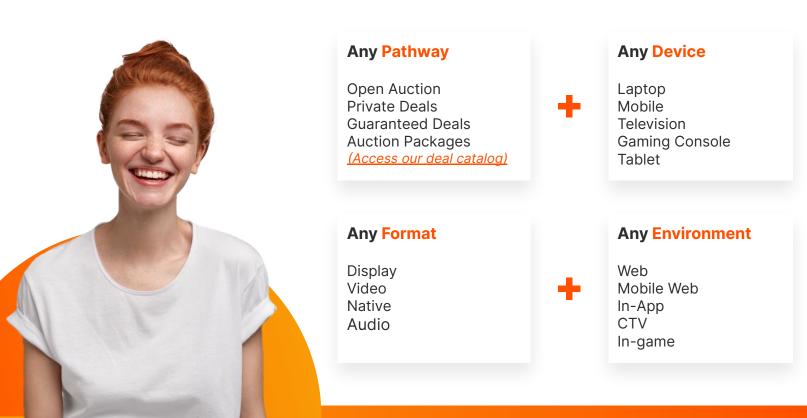
# EQUATIV

## A Direct & Safe Path To Premium Publishers



<b>1.3M+</b> unique domains & apps		65% of the biggest websites worldwide integrated		<b>3.6T+</b> monthly auctions		
Le Monde	i <b>≣≣</b> Media <b>News</b> Group	νοςεητο	CONDÉ NAST	tumblr.	sublime	marie claire
Dotdash meredith	INSIDER	ebay	gray.	alticemedia	SunMedia	Quizlet
SHOWHEROES	The Guardian	366	<b>EL TIEMPO</b>	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 <sup>rd</sup> Party Data Audience Segments	KPI Boosters	Alternative IDs
Precise category segments based on the analysis of the meaning content pages. <ul> <li>300 Categories</li> <li>60+ Languages</li> <li>Brand Safety</li> </ul>	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.

Matt O'Reilly Sr. Director Platform Partnerships + 1 (732) 567 3679 moreilly@equativ.com

