

# Outbrain Programmatic Solutions.

Overview of Outbrain's SSP and unique advertiser solutions.



A woman with blonde hair tied back, wearing a white button-down shirt, is smiling and looking at a smartphone. The background is a blurred office setting with a whiteboard.

# Connecting advertisers to over 1 billion people every month on the open web.

Delivering tangible brand outcomes across **awareness**, **engagement**, and **performance** objectives, empowering buyers to **do more** with their programmatic dollars.

# Unparalleled scale on the world's best publishers.

**315 Billion**

Monthly Global Impressions

**92% Reach**

Across Open Web Consumers\*

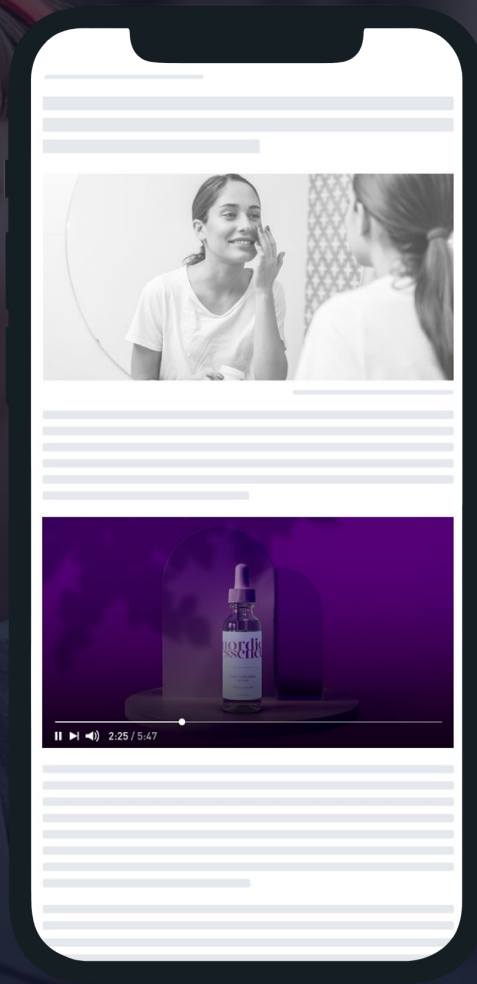
**1 Billion**

Monthly Unique Users\*

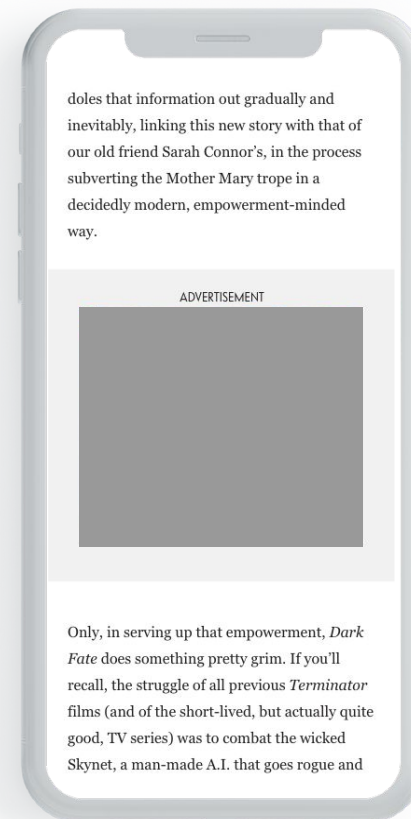


# Exclusive real estate.

Our **direct** publisher relationships and owned and operated placements give us the ability to derive valuable insight from context, interest, and engagement habits.



VS.



In comparison to others, with non-exclusive access to commoditized, standard, and often intrusive placements.

Solely standard inventory similar to display ad formats.

Only, in serving up that empowerment, *Dark Fate* does something pretty grim. If you'll recall, the struggle of all previous *Terminator* films (and of the short-lived, but actually quite good, TV series) was to combat the wicked Skynet, a man-made A.I. that goes rogue and



UTILIZING DEEP ENGAGEMENT INSIGHTS TO CREATE

# An unrivaled prediction engine.

## USER

- Inferred Age
- Engagements
- Pageviews
- Interests
- Location
- Referral Page

## DEVICE

- Model
- OS Version
- Screen Size
- Window Size
- Browser Type
- Browser Activity

## SESSION

- Depth of scroll
- Time of day
- Time of week
- Frequency

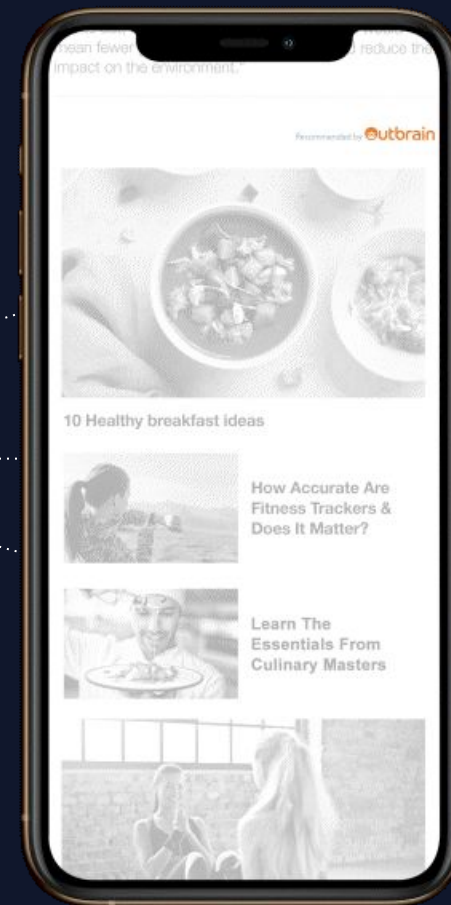
## CREATIVE

- Vertical
- Language
- IAB Category
- Image Attributes
- Text Attributes

## PAGE

- Publisher Section
- IAB Category
- Placement Type
- URL Parameters
- Language
- Viewport

**1 billion**  
signals processed  
each minute

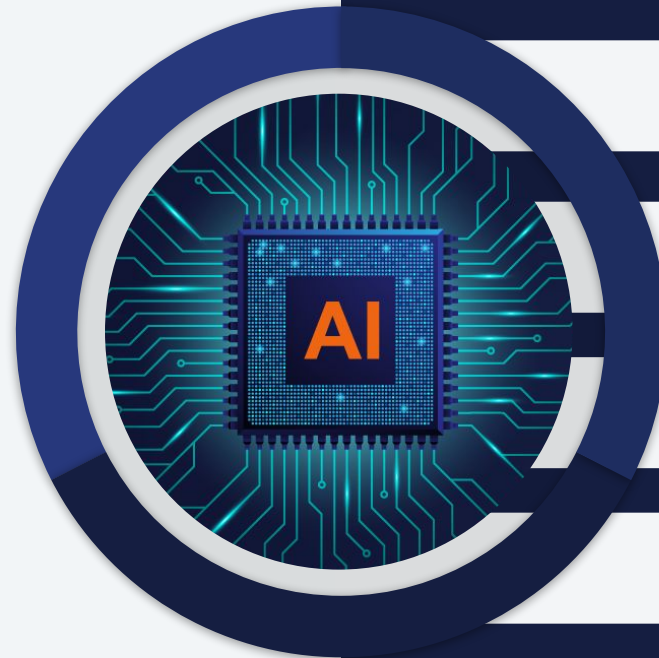


GIVING YOU ACCESS TO

# Exclusive deals powered by unique prediction technology.

Advanced AI-powered prediction technology that power **cookieless, precision-performance** for DSP buyers.

- Maximum reach via **cookieless predictors**
- Predict and optimize toward brand KPIs, like **viewability, engagement, audience interest** and more
- Maximize ROI with intelligent deals that bid only on impressions **predicted** to perform
- **Seamlessly activated** in your DSP



Outbrain  
AI-Powered Prediction Deals.

Target CTR

Target Viewability

Target Interest

Target VCR

*Coming soon!*

# Curated packages to meet your needs.

## BUYER BENEFITS

- Access to exclusive prediction-powered deals
- Maximize performance with pre-bid optimization
- Dedicated support from programmatic experts
- Seamless activation in your DSP



### Target Outcomes

- Target Viewability
- Target CTR
- Target CPC (beta)
- Target VCR (*coming soon!*)
- High Conversion



### Addressability

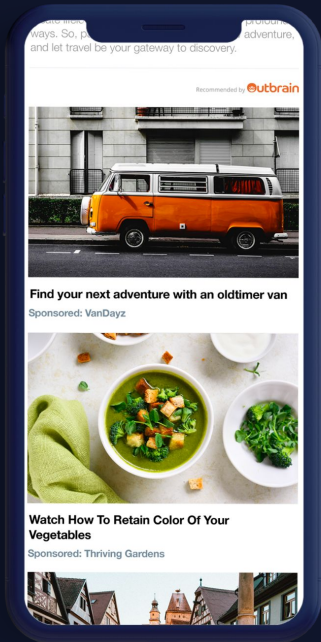
- Target Interest
- Tier 1 Publishers



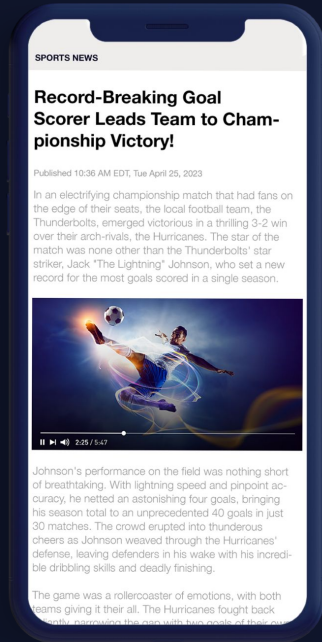
### Seasonality

- Holiday Shopping
  - Travel
  - Sports Packages (World Cup, SuperBowl)
- ... and more!*

# A suite of ad formats to power objectives across the funnel.

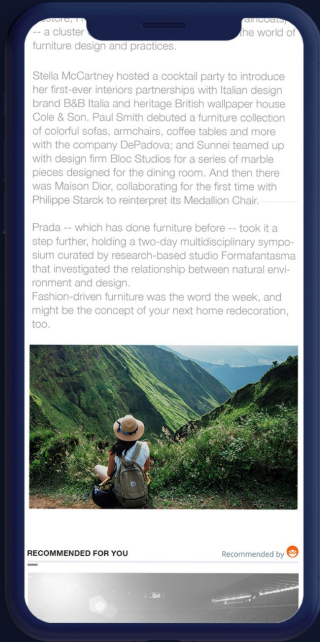


**Native**  
Best for: Engagement + Traffic

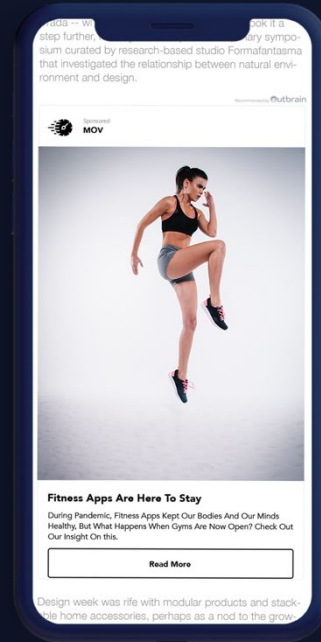


**Pre-Roll Video**  
Best for: Viewability + Completion

Limited availability  
Ask your representative for details



**Outstream Video**  
Best for: Reach + Scale



**High Impact Display**  
Best for: Awareness + Attention



**Standard Display**  
Best for: Reach + Traffic





We're bringing our backbone of predictive technology to a new, dedicated environment that's designed to meet brand needs, and maximize the impact of large-format video and display assets. **We call it Onyx.**

**Outbrain**  
Predicting action.

- CTR
- CVR
- CPA

**Onyx**  
Maximizing attention.

- ATTENTION
- VIEWABILITY
- DWELL

**1 billion signals processed each minute via AI & machine learning**

**1 billion users**

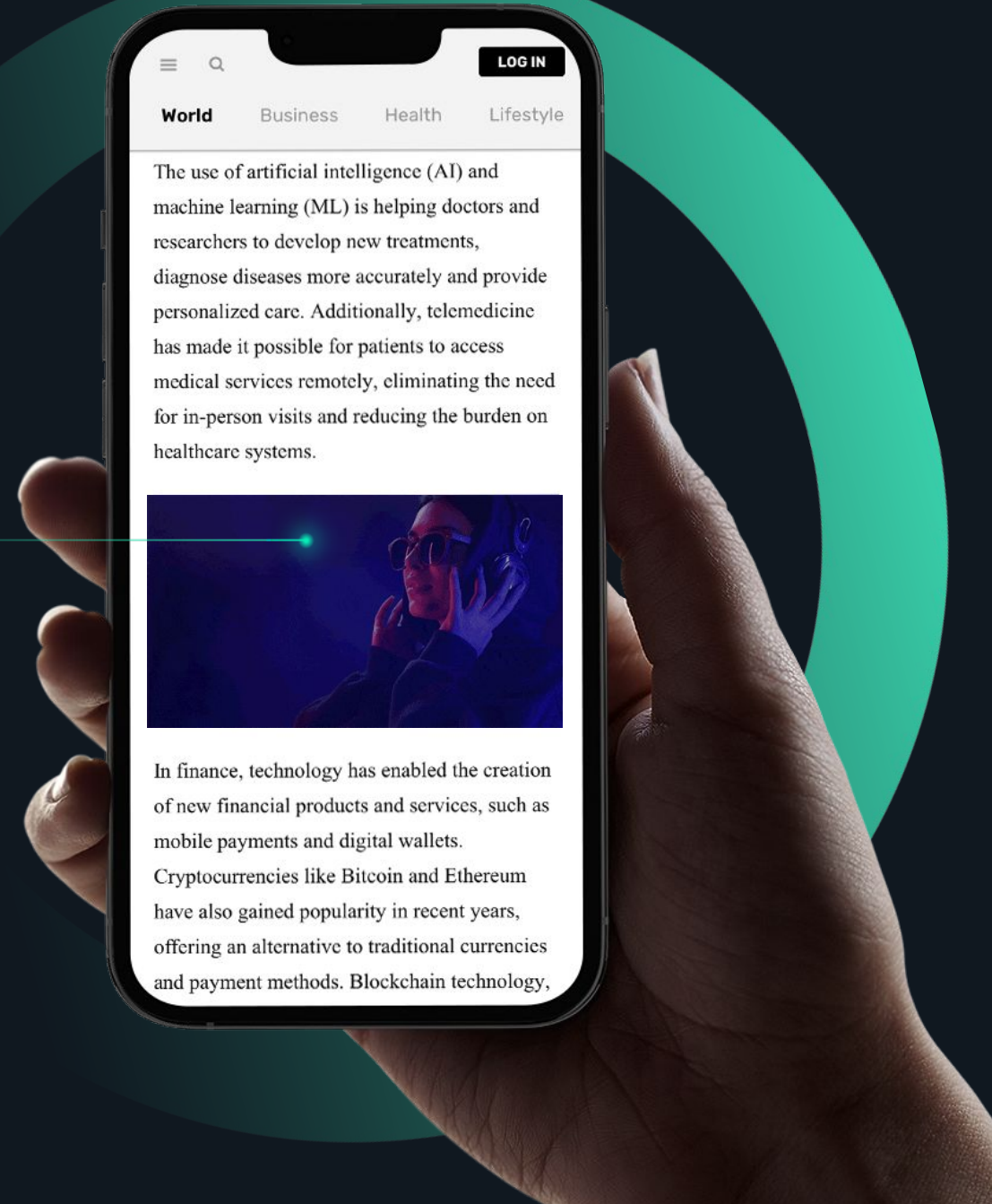
**7,000+ media owners**

**40 million daily engagements**

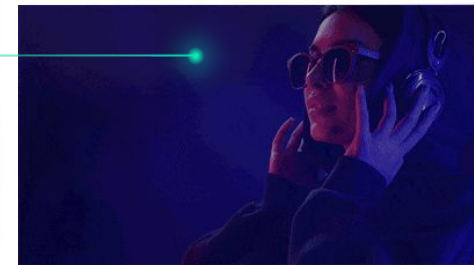


Onyx is our branding solution: It's a dedicated environment of viewable inventory designed to reach consumers at moments of attention.

Brands use Onyx High-Impact Display and Video activations to get more attention, and drive better brand outcomes as a result.



The use of artificial intelligence (AI) and machine learning (ML) is helping doctors and researchers to develop new treatments, diagnose diseases more accurately and provide personalized care. Additionally, telemedicine has made it possible for patients to access medical services remotely, eliminating the need for in-person visits and reducing the burden on healthcare systems.



In finance, technology has enabled the creation of new financial products and services, such as mobile payments and digital wallets. Cryptocurrencies like Bitcoin and Ethereum have also gained popularity in recent years, offering an alternative to traditional currencies and payment methods. Blockchain technology,



The Onyx product offering is comprised of three key elements.

+

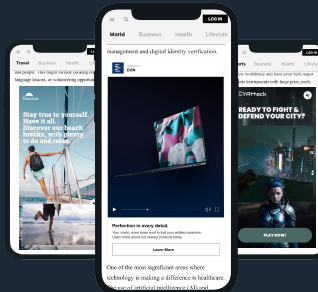


### Environments that get attention.

- ✓ Viewable and 100% share of voice
- ✓ Exclusive and incremental
- ✓ High-attention moments

Supported by DoubleVerify

+

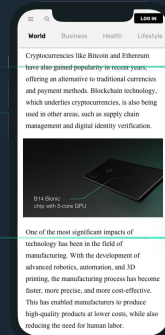


### Experiences designed for impact.

- ✓ Context powered pre-roll video
- ✓ Unique high-impact display
- ✓ Bespoke creative solutions

Supported by BRAND STUDIO

+



### Technology that predicts the moment.

- ✓ Proprietary prediction technology
- ✓ 15+ years of engagement data
- ✓ Verified by industry leaders

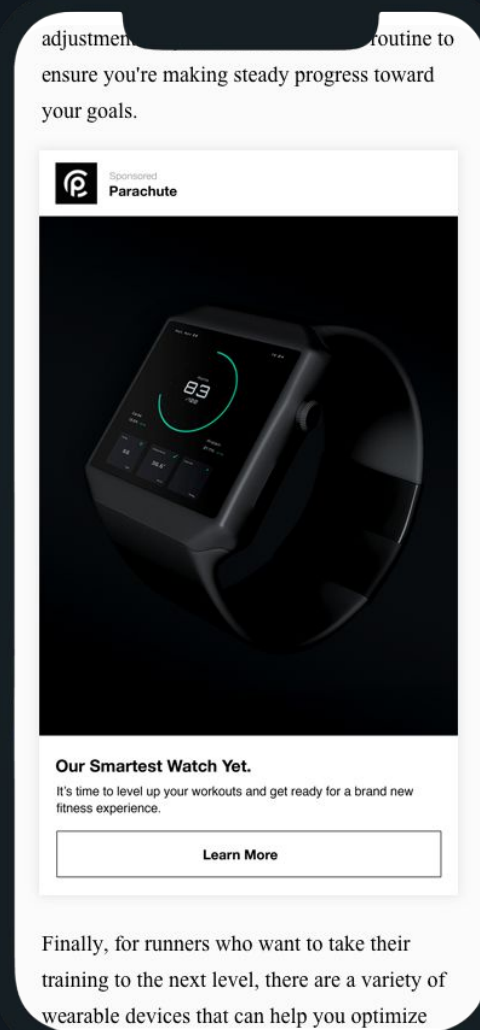
Supported by Adelaide



Environment

# Access exclusive real estate.

We're carving out new, high-attention environments across the open web and beyond.



- |   |                                   |
|---|-----------------------------------|
|   |                                   |
|   |                                   |
|   |                                   |
|   |                                   |
|   |                                   |
|   |                                   |
|   |                                   |
|   |                                   |
| <b>92% Reach</b><br>Open Web Consumers* | <b>1 Billion</b><br>Unique Users* |

## Technology

# Predict high-value moments.

Our technology scans 1 billion signals each minute to serve your brand experience at the moments we predict will drive greater attention.

### USER

- Engagements
- Pageviews
- Interests
- Location
- Referral Page

### DEVICE

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- Browser Activity

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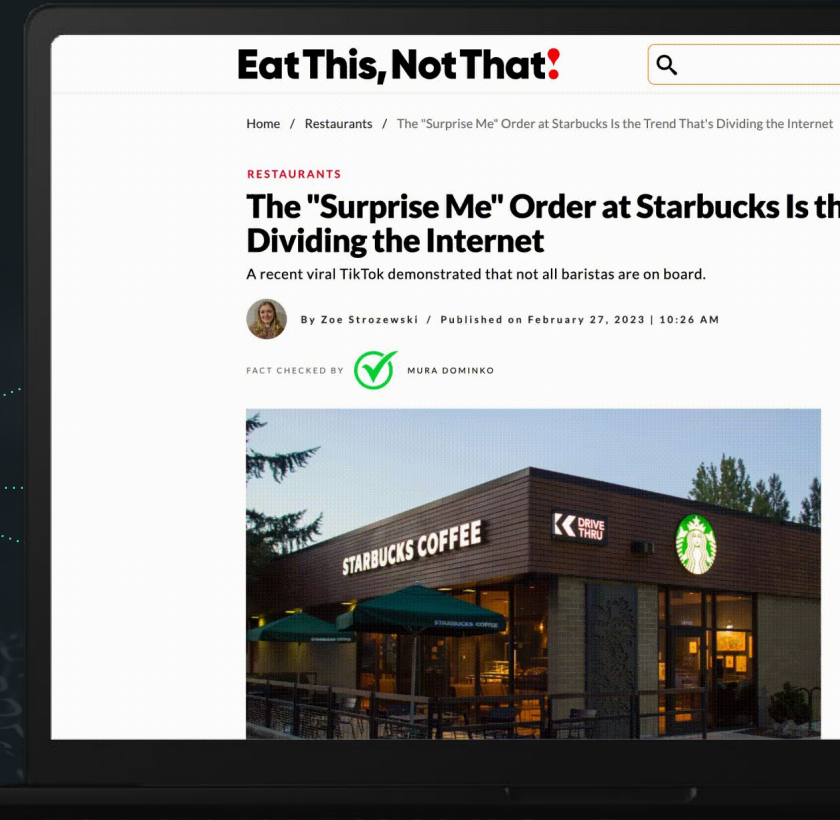
### CREATIVE

- Vertical
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### PAGE

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1 billion signals  
processed each  
minute



## Experiences

# Use experiences built for attention.

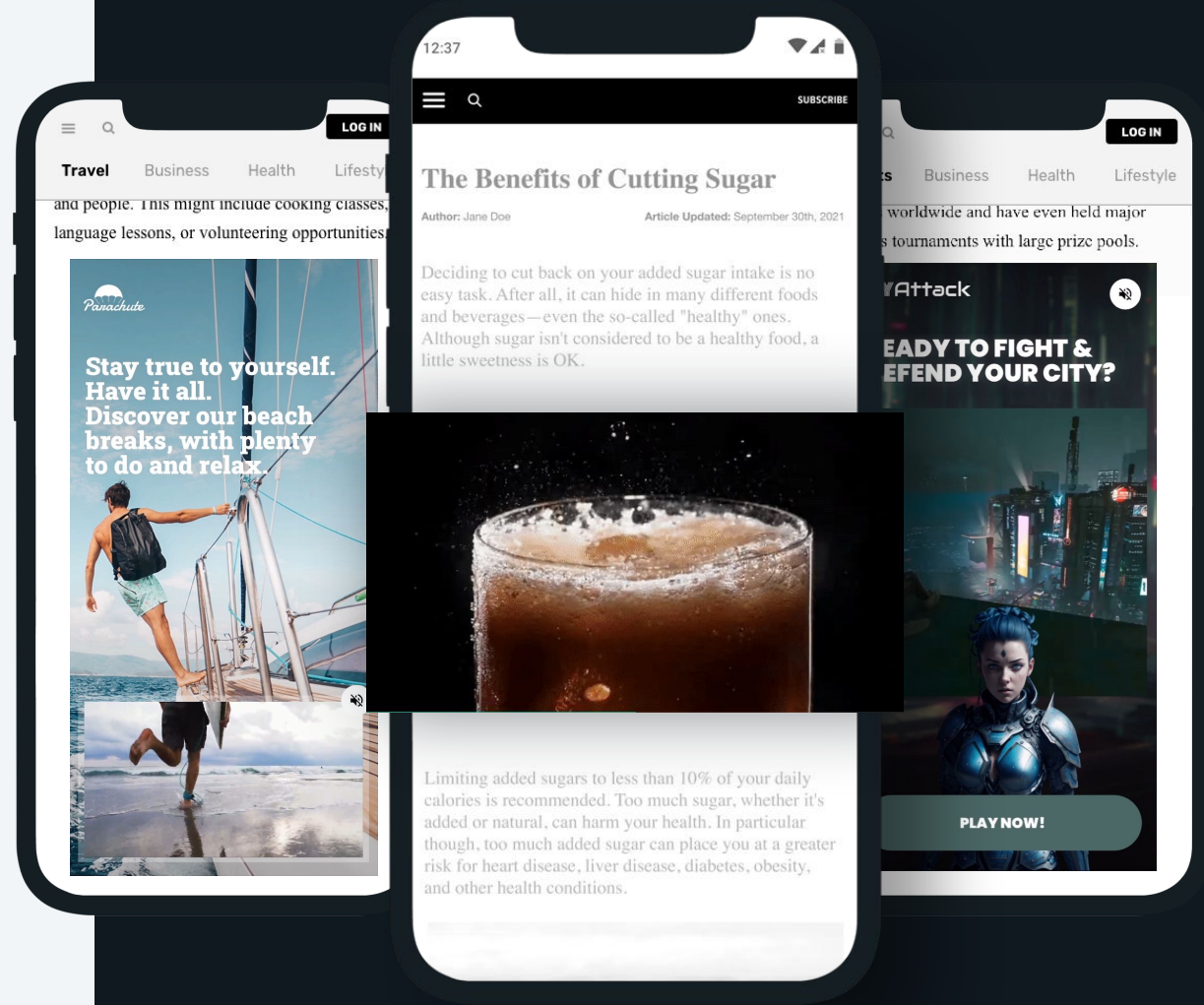
We're expert at designing experiences for engagement. Now, we're using that expertise to create brand experiences built for attention.

**53%+ HIGHER ATTENTION**

Than open web display benchmarks\*

**19%+ HIGHER ATTENTION**

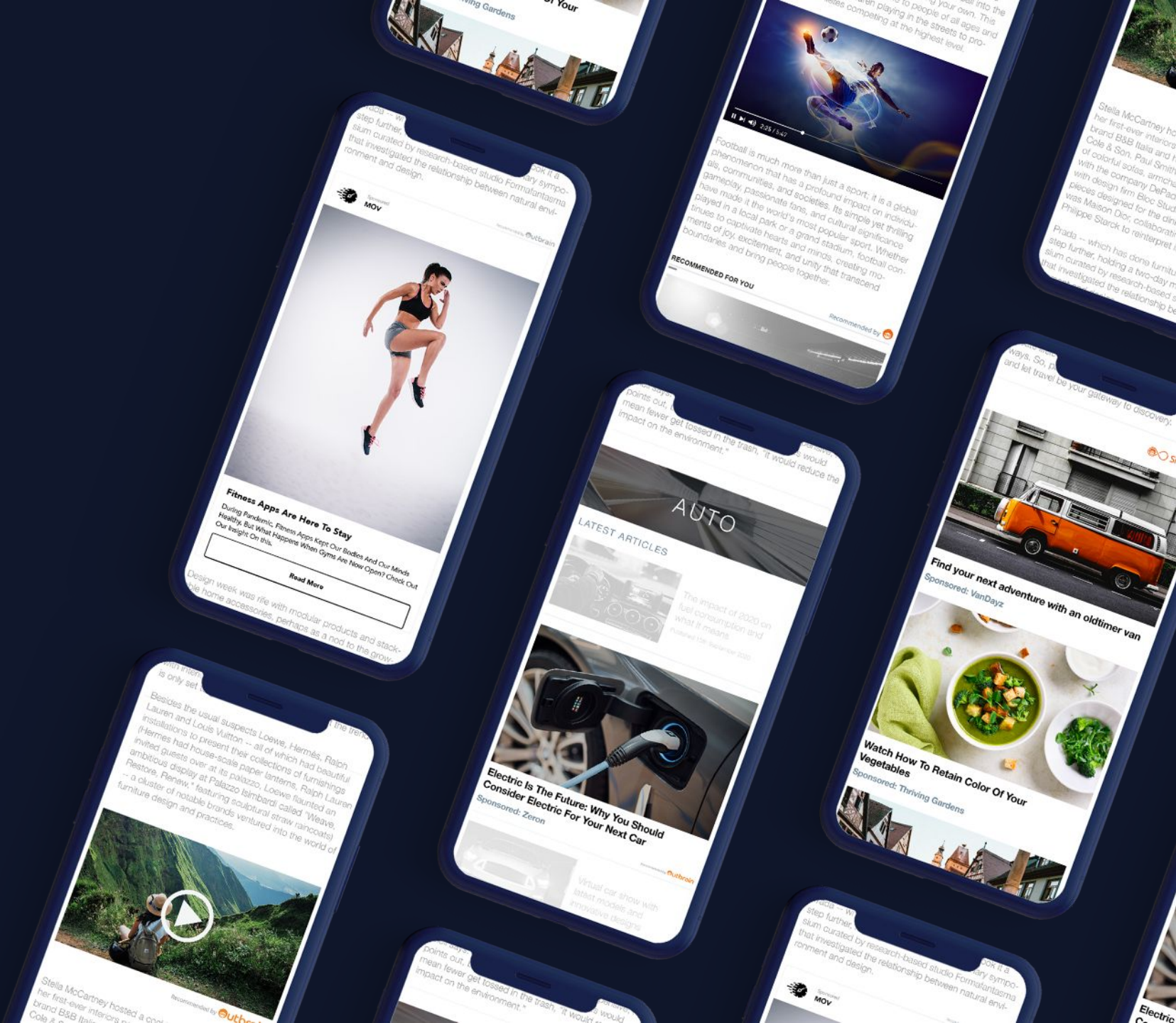
Than open web video benchmarks\*



\*As measured by Adelaide across Onyx MVP campaigns.



Thank you.





# Outbrain Deal Types.

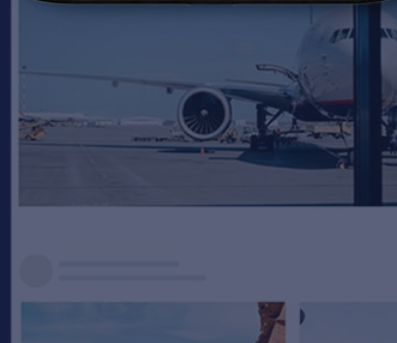
PREDICTION - POWERED

# Target Viewability.

The smarter solution to achieving viewability across the open web, with **proprietary prediction technology** that guarantees you only serve on impressions that meet your goals.

- ✓ Ensure your ads are seen by **predicting** before you bid, what the **viewability** rate of an impression will be.
- ✓ Meet your viewability benchmarks **immediately**, with no ramp up time, and **no manual optimizations**.
- ✓ Curate bid opportunities based on your pre-defined **minimum viewability** threshold.

In-View



CASE STUDY

**CheBanca!**  
Gruppo Mediobanca

**CheBanca! Exceeds viewability goal via  
Outbrain's exclusive prediction-powered deal:**

## **Target Viewability.**

CheBanca! partnered with Outbrain to achieve the following objectives:

- Maximize **viewability** on the open web
- Increase **awareness** of banking solutions

### **The Results?**

In just one month, Outbrain's Target Viewability deal helped CheBanca! improve its viewability by 17% while CTR observed a 40% increase.

**82%**

Viewability vs 70% using standard high viewability package

**+40%**

Click through rate vs open exchange

PREDICTION - POWERED

# Target CTR.

Our Target CTR Deal uses contextual insights to predict the highest engagement opportunities and automatically optimize on a pre-bid basis.

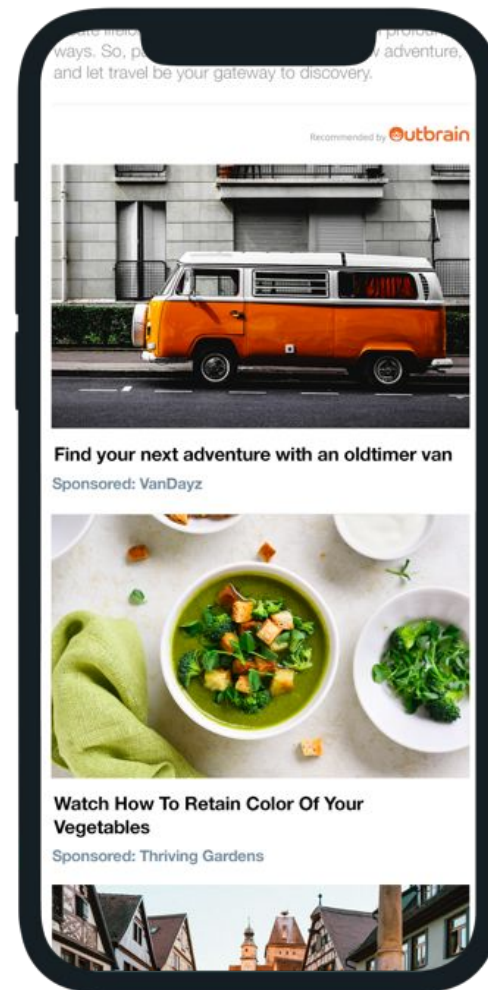
**5x higher CTR**

than Run-of-Network Deals

**3x lower CPC**

than Run-of-Network Deals

Up to **0.70%+ CTR**





EXCLUSIVE TO OUTBRAIN

## Target Interest.

Outbrain's proprietary Target Interest deals allow you to reach consumers based on their past and real-time organic reading habits.



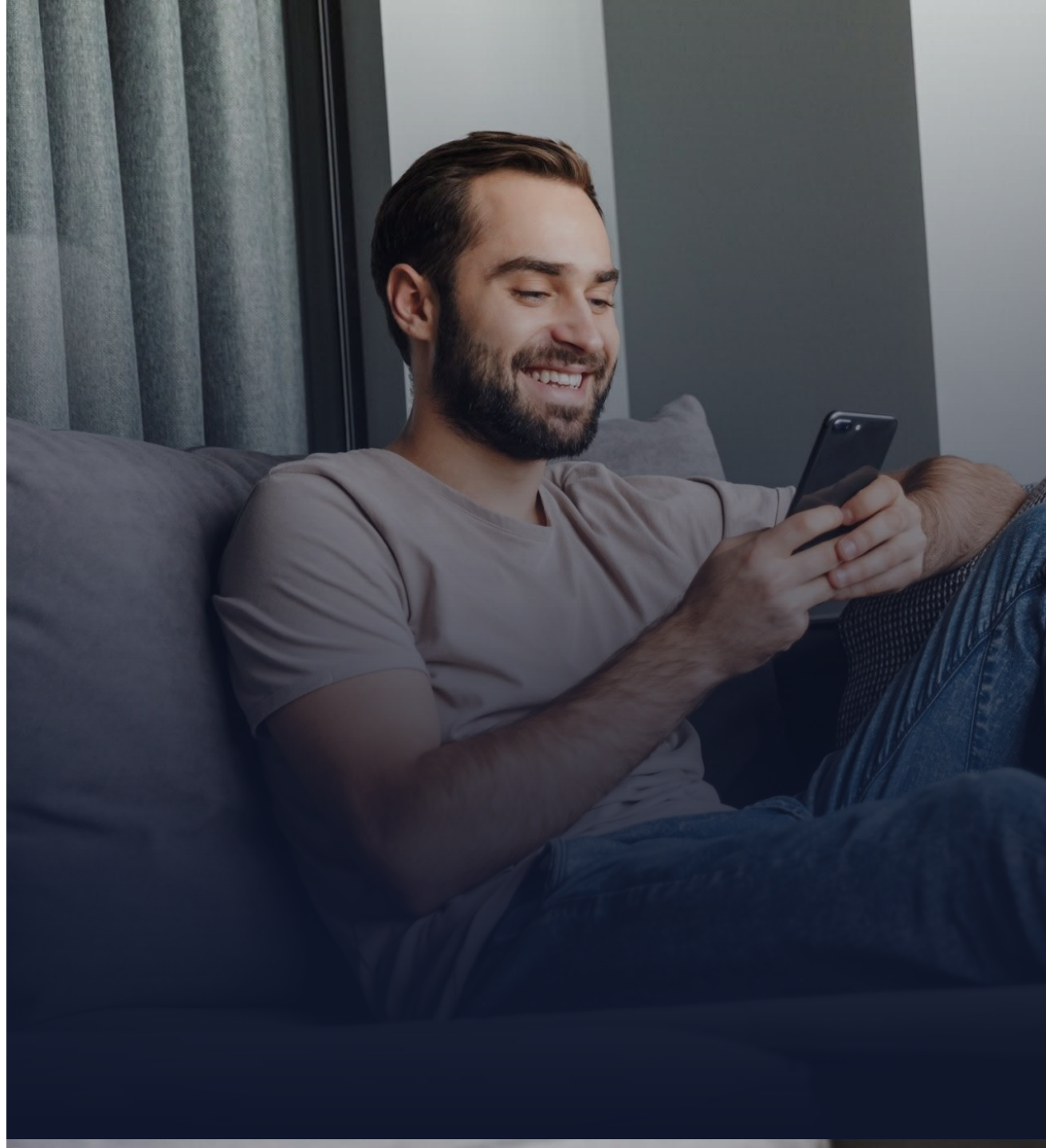
**Direct, code-on-page relationships** give insight into consumers' interests across thousands of publishers.



Interest Profiles are built using **click and conversion data** to gauge consumer interest in various topics.



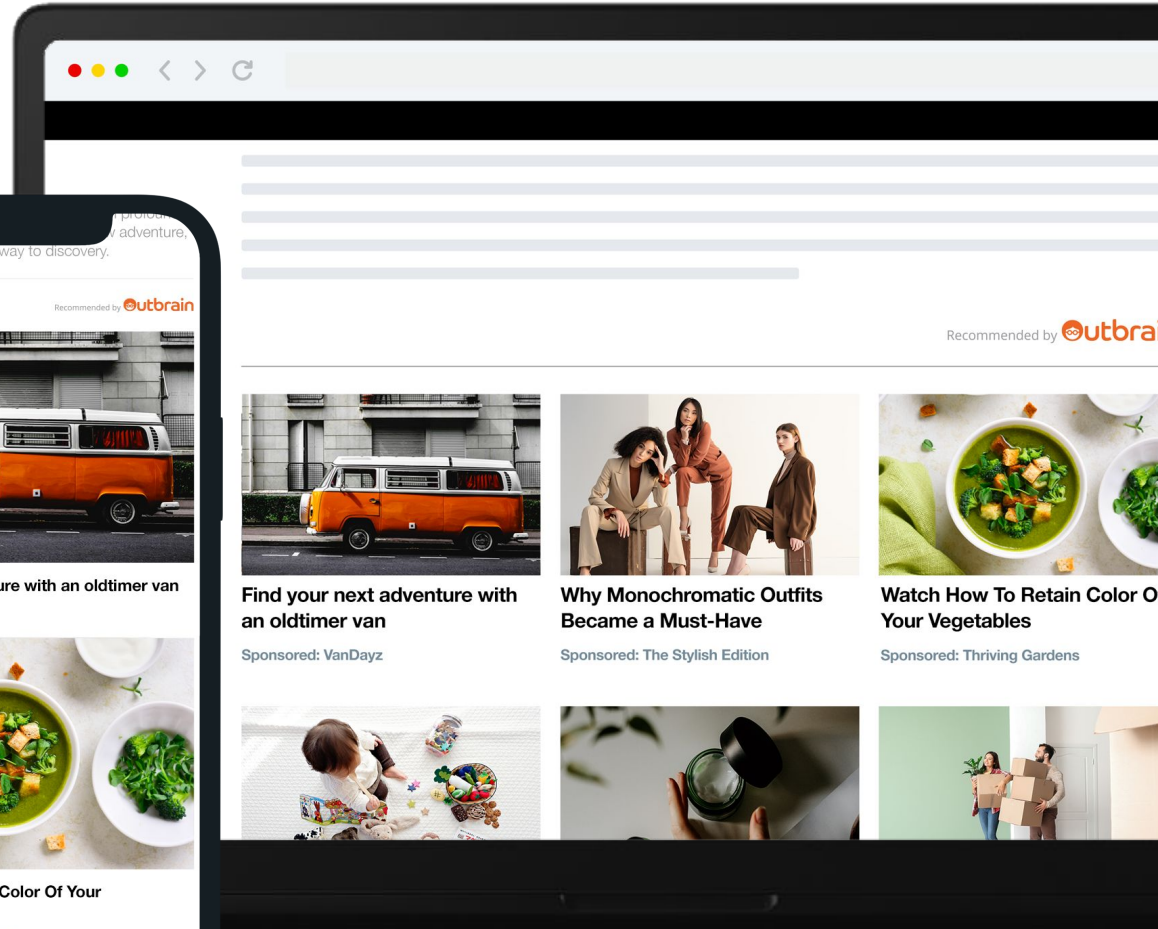
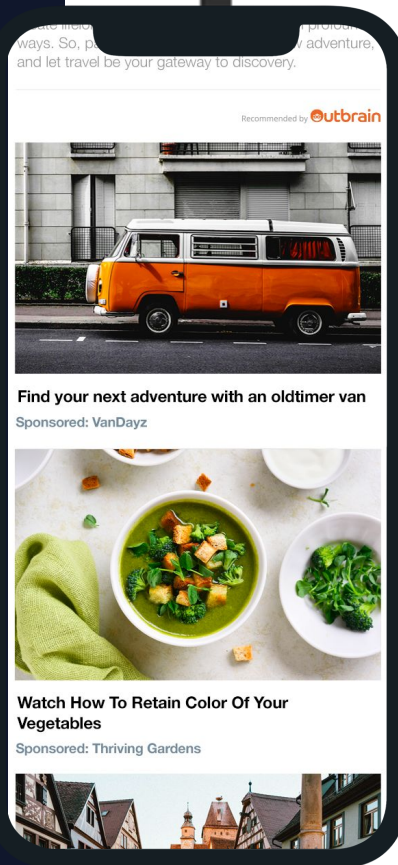
Interest Profiles are blended with **real-time contextual** targeting for precision, **in-moment relevance**.



# Creative Specs.

# Native.

Seamless advertising experience that blends in with premium publisher content. Drive **traffic** and **engagement** on the open web.



# Native.

## Specs

### Image:

- 1200px x 800px recommended (DV360 and TTD require 1200x627px)
- 600px x 400px required
- 1 MB maximum
- Choose a high-resolution image that will interest your target audience; **never** use images that contain text within them

### Title/Headline:

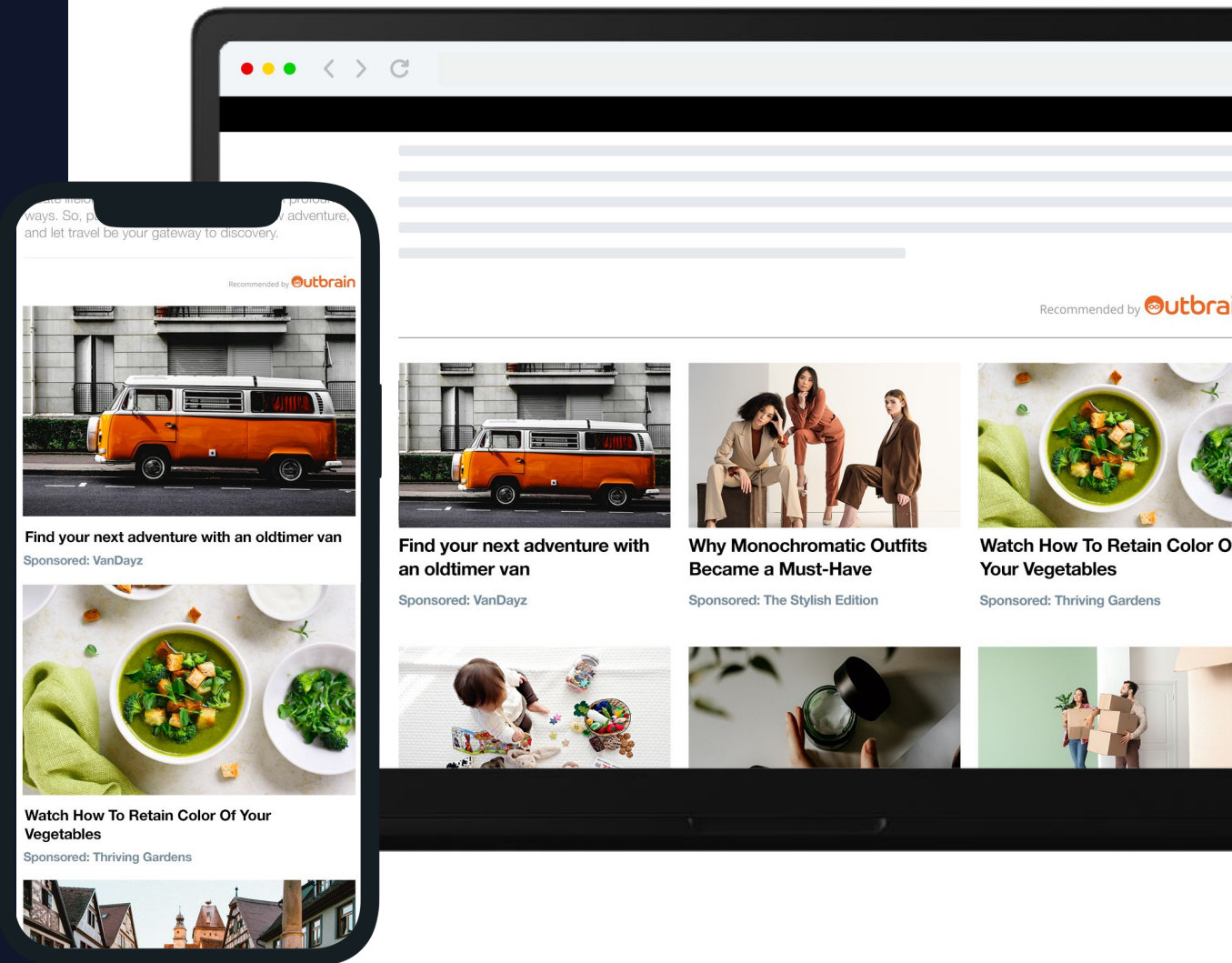
- 60 characters maximum
- Make sure your title is engaging and informative!
- In certain DSPs, there may be multiple headline options, such as “short headline” and “long” headline. Note that only one headline will render with each Outbrain ad

### Brand or Sponsor Name:

- 25 characters maximum
- This should be as short and concise as possible

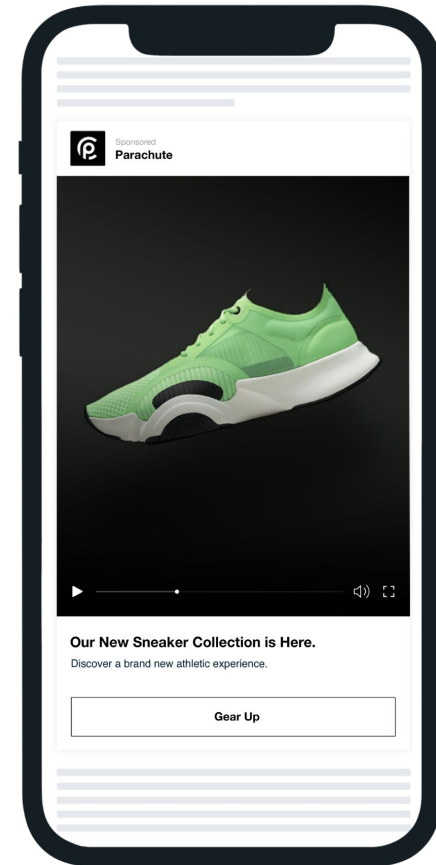
### Optional Description & CTA:

- Maximum 20 characters for CTA
- PLEASE NOTE: CTA is supported across the majority of Outbrain inventory, but is not guaranteed to serve across all placements
- Maximum 150 characters for Description
- PLEASE NOTE: Description is only enabled across placements in certain markets, and is not guaranteed to serve. Therefore your title should be able to stand alone



# High Impact Display.

A large-format display experience, customizable to your brand's goals. Drive **awareness** and **attention** across premium publisher environments.

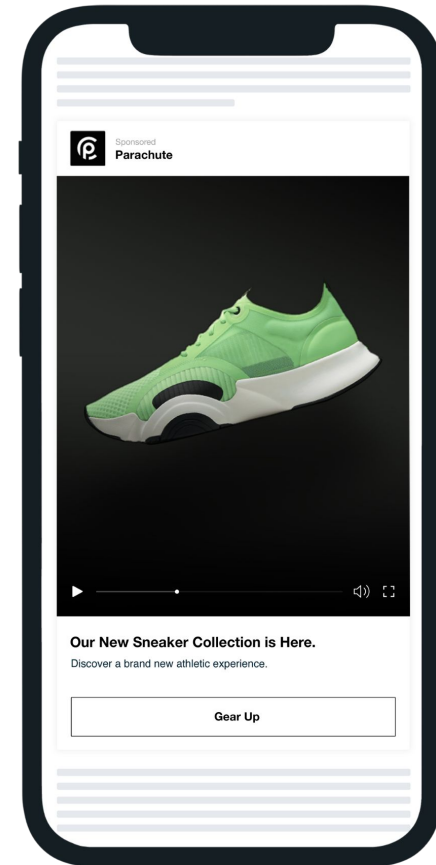




# High Impact Display.

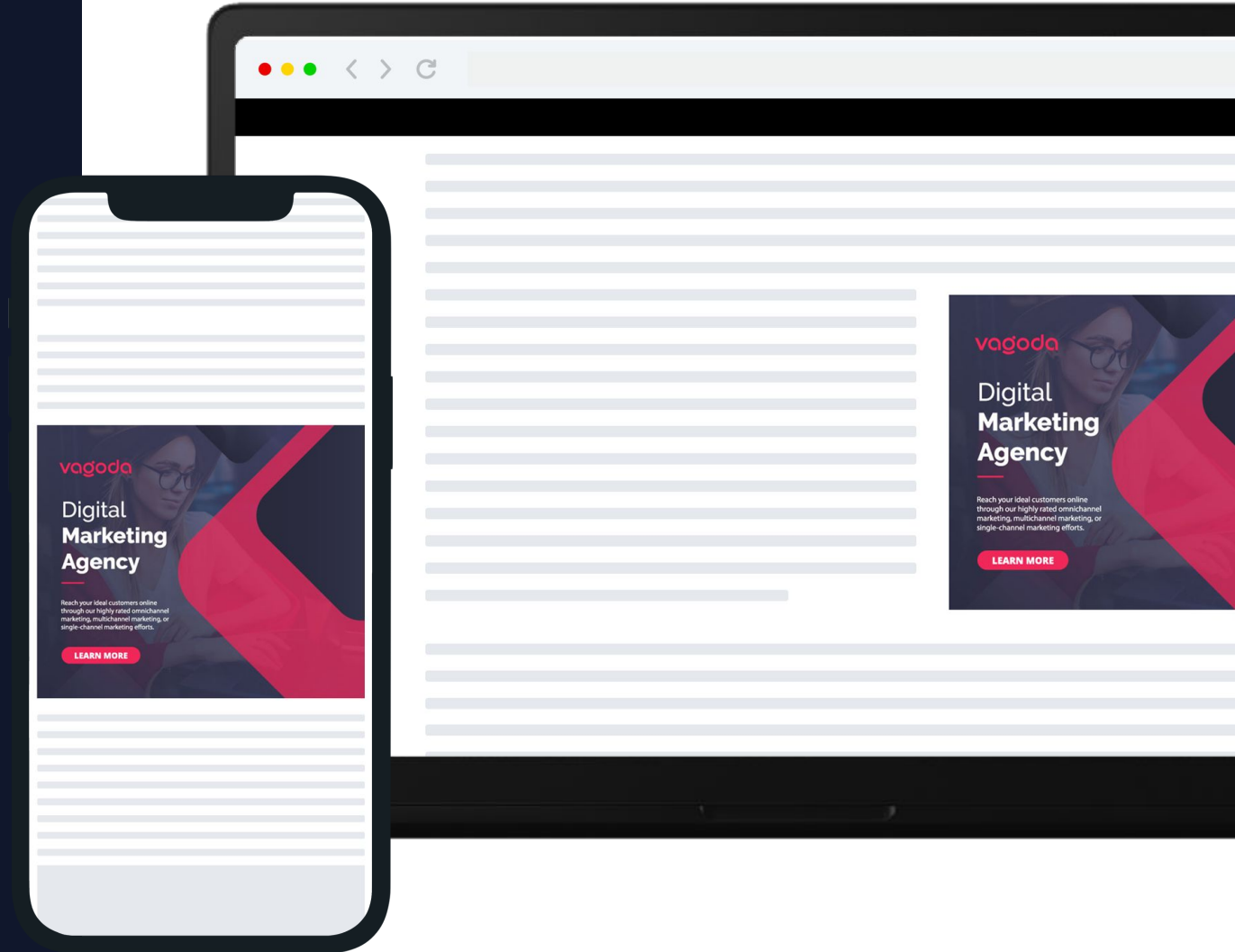
## Specs

- **Image Size:** Can support 300x600, 336x280, 300x250
- **Image Format:** JPG, PNG, MP4
- **Image Weight:** Max 2.5 MB
- **Supporting HTML5 display banners**



# Standard Display.

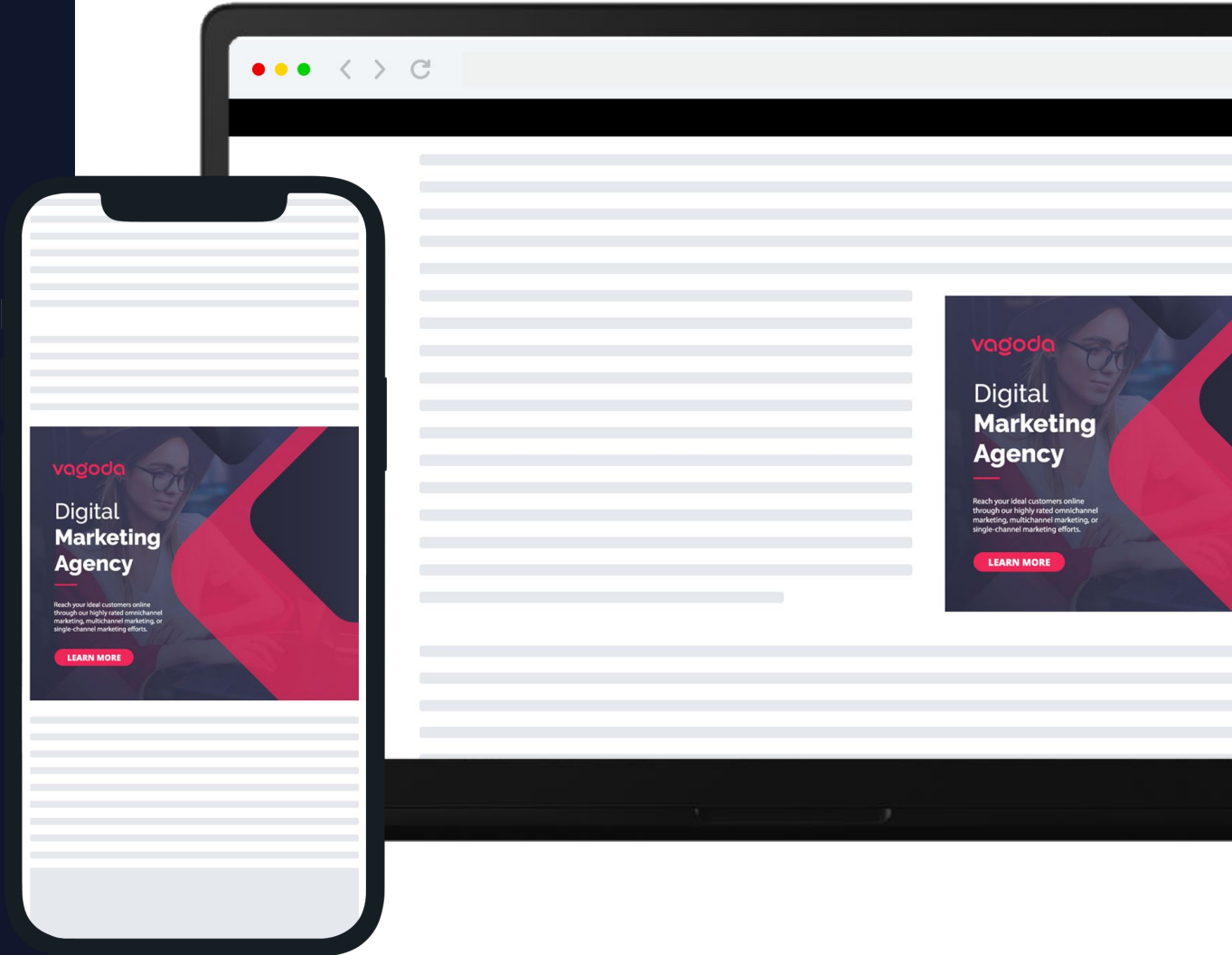
Drive efficient traffic and reach to increase visibility and brand awareness.



# Standard Display.

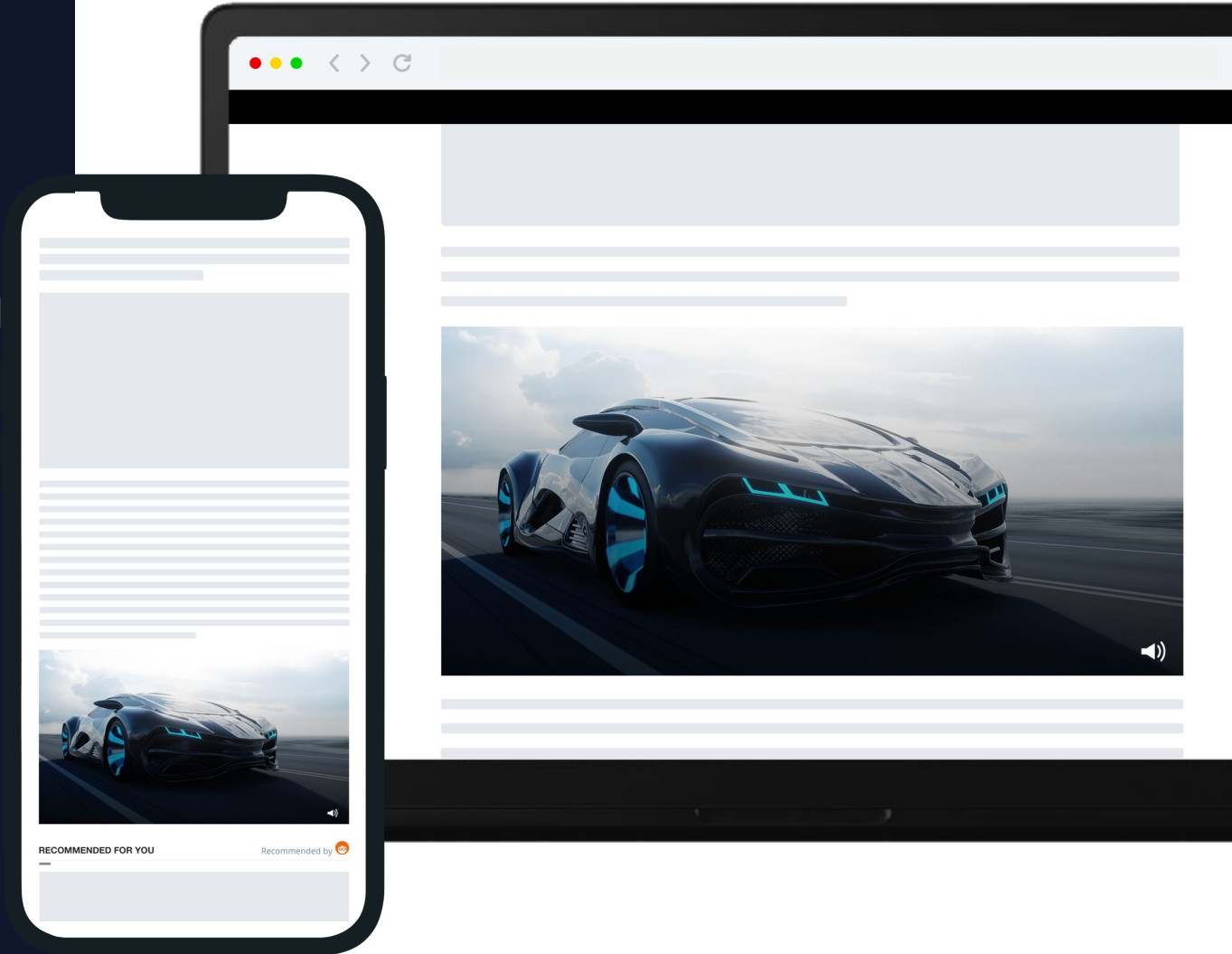
## Specs

- Standard Desktop and Mobile IAB banners sizes
- Supported format sizes: 300x250, 160x600, 728x90, 320x50, 300x50



# Outstream Video.

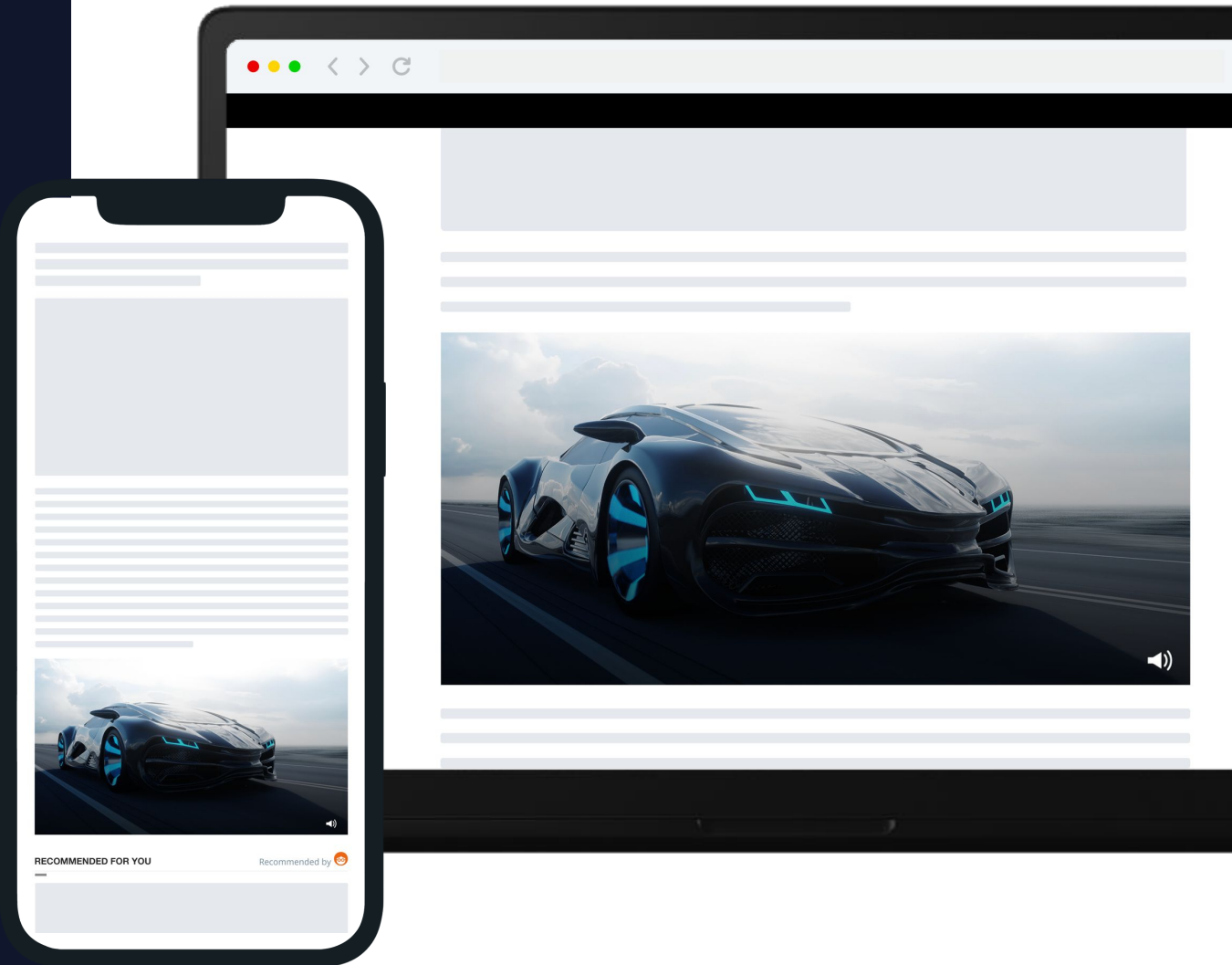
Maximize **awareness** across the largest incremental net-new video inventory on the Open Web.



# Outstream Video.

## Specs

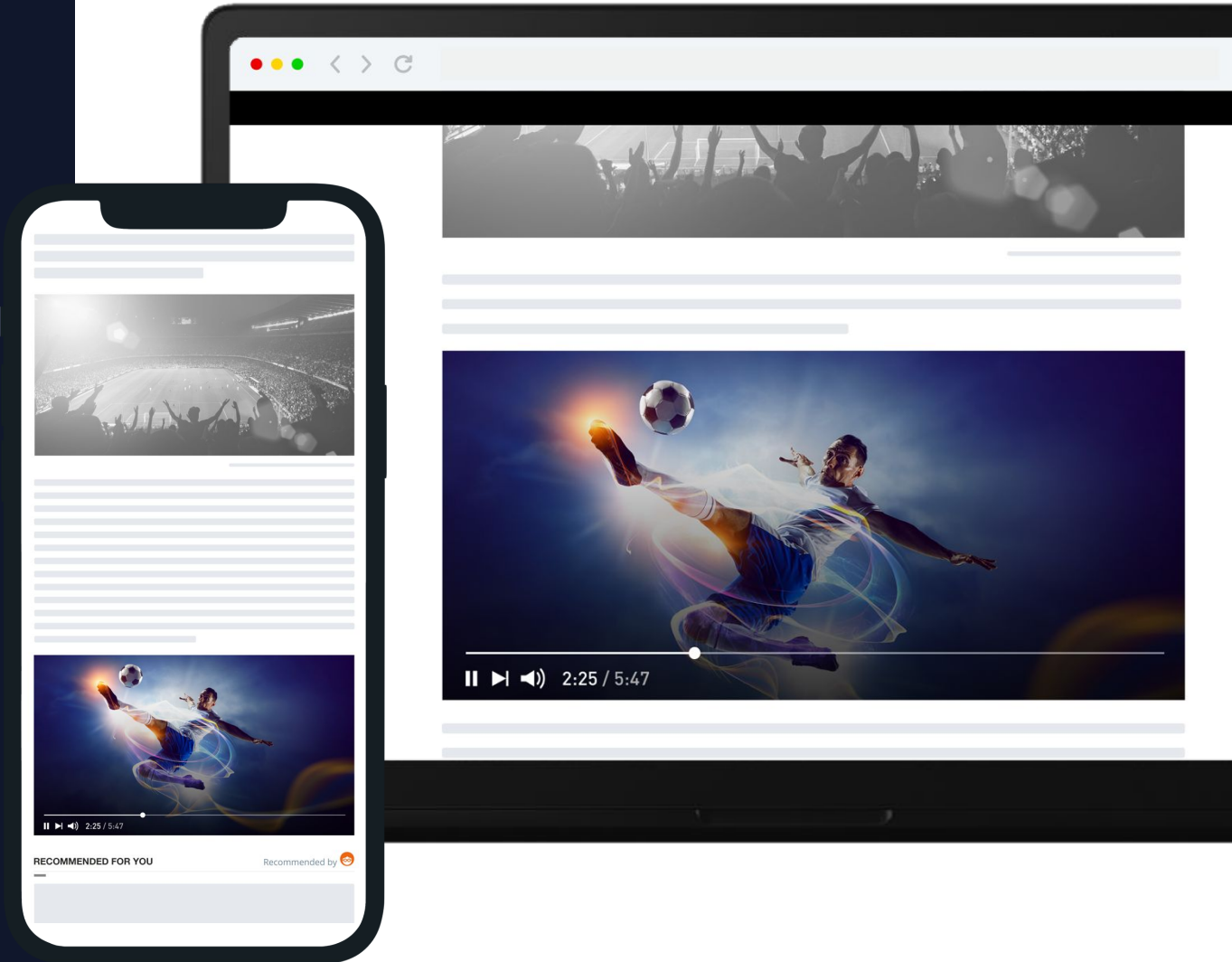
- VAST 2.0, 3.0, 4.0, / VPAID 2.0 (must be encapsulated into a VAST)
- File types: .mp4, .mpeg, .mpg, .mov, .3gp, .avi
- Recommended format: mp4 (H264 AAC)
- Video Size: min. 1MB max 250 MB
- Duration: Up to 60 seconds
- Aspect Ratio:
  - Landscape: 16:9, 1.91:1, or 4:3
  - Portrait/Vertical: 9:16, 1:1.91 or 4:3
  - Squared: 1:1
- Minimum width: 120 pixels
- Minimum height: 120 pixels
- Frame rate: up to 30 FPS
- Bitrate: min. 300 Kbps, max. 3500 Kbps
- Click Through URL: Optional (recommended)
- Impression Tracker: Optional
- Trackings must be HTTPS  
(able to serve via SSL)
- Native Video assets : brand logo & title [optional]





# Pre-Roll Video.

Introduce your brand at relevant moments with **context-powered** pre-roll video within premium editorial content.



# Pre-Roll Video.

## Specs

- VAST 2.0, 3.0, 4.x, VPAID 2.0
- File types: .avi, .mov, .mp4, .m4v, .mpeg, .mpg, webm, .wmv
- Video Size: Up to 100 MB
- Duration: Up to 60 seconds
- Aspect Ratio: Landscape/horizontal: 16:9 or 4:3
- Click Through URL: Mandatory
- Impression Tracker: Optional
- Trackings must be HTTPS (able to serve via SSL)
- Image files: jpg, png (for branded players)
- Font files if required

