

# TAKE CONTROL OF YOUR SUPPLY PATH WITH GLOBAL DEALS POWERED BY JETSTREAM

The growth of the internet and acceleration of content is both a challenge and an opportunity for buyers; a global marketplace where supply is everywhere but unrefined. Global Deals powered by JetStream allows the buyer to **take control of their inventory sourcing by creating the best curated and most direct supply.**

Our features allow buyers to manage diverse campaigns across multiple channels and get access to a curated set of best-in-class supply with the push of a button. It's a sophisticated and powerful tool to successfully implement the advertisers' buying strategies.

Global Deals allow you to take control of your inventory sourcing by:

- **FREQUENCY CAPPING**  
Limit the number of times your campaigns reach each targeted consumer **across all channels.**
- **SEGMENT INCLUSION**  
Prioritize your audience targeting with the ability to **include and exclude your own segments.**
- **AND/OR ON SEGMENTS**  
Go further than ever before by **blending your segments** and including only those consumers who fall under your desired audience.
- **GEO TARGETING**  
**Assign parameters to target specific geographic location groups** by selecting countries and specific areas within countries for a more tiered demographic selection.
- **DEVICE & BROWSER TARGETING**  
Deliver your campaigns to **specific devices and browsers** for a more effective targeting strategy.
- **VIEWABILITY**  
Increase your exposure by bidding only on **high-value inventory** with the highest viewability percentage.
- **VCR (VIDEO COMPLETION RATE)**  
Maximize your video campaign effectiveness by accessing a video marketplace with **top-performing completion rates.**
- **DURATION & SKIPPABLE/NON-SKIPPABLE**  
Optimize and improve your video campaigns by choosing to receive inventory that allows you to **select your ad duration plus skippable versus non-skippable supply.**



## Why wait?

**Get started today**  
with a unique supply chain advantage  
and a sophisticated curation  
platform customizable to your core  
assets and preferred partnerships.

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