

# Teads

## Make your programmatic media work smarter



### Quality Omnichannel Media

#1 Direct supply path compared to 20+ omnichannel and video exchanges



### Data-driven Mass Reach

Reach 100% of Teads universe in a cookieless world



### Evidence-based Creative

Optimized creative drives 40% better ad recall and 49% more attention



### Measure & Optimize What Matters

Attention 3x better at predicting outcomes vs. viewability

## Reach 92% of the US population across

2,800+ premium publishers

BUSINESS INSIDER

Forbes

The Atlantic

IHUFFPOSTI allure

The Washington Post

ESPN

The Guardian

UNIVISION

AMC

USA TODAY

bon appétit

CNN

VOGUE

Outside+

## Delight consumers across the funnel with actionable cross-screen ad experiences that deliver outcomes

Teads STUDIO

BRAND LIFT

CONSIDERATION

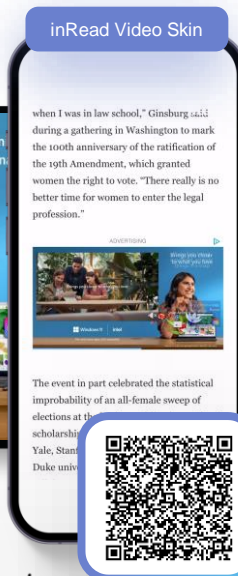
QUALITY TRAFFIC

ENGAGEMENT

PURCHASE INTENT



CT V



+30%

ROI vs. Digital-Only

+14%

Attention Uplift

try it live

Sources: Jounce Media; Internal Data from Teads A/B Tests & Kantar division profiles; Dentsu UK; Comscore MMX measurement 2023; Teads proprietary study; APM: Attention per thousand impressions, Analytic Partners - Multichannel marketing: When 1+1=3

# Measurement and seamless optimizations to deliver business outcomes

## Introducing *Teads* Smart Marketplaces (Opt-in Curated Omnichannel Marketplaces)



### COOKIELESS

Futureproof your addressability strategy within a premium & scalable cookieless-ready ecosystem



### HIGH ATTENTION

Reach valuable users across verified high attention and business outcome-driving media

Adelaide



### GREEN MEDIA

Drive outcomes across verified non-climate risk media to minimize your campaign carbon footprint

SCOPE3

## Smart Marketplaces drive outcomes

**+2x**

Consumer Reach

**+31%**

Attention Uplift

**-73%**

Ad Selection Carbon Emissions (gCO2pm)

## Buy The Way You Want

New!

### Programmatic Guaranteed Deal ID

Guaranteed delivery with Teads targeting & optimization for maximum brand impact and buying simplicity

### Smart Deal ID

Non-guaranteed Deal ID with Teads targeting & optimization for greater scale, efficiency & performance

**+3x** ↑

More Scale  
[Impressions]

**+21%** ↑

More Efficiency  
[\$0.026 vs. \$0.033 eCPCV]

**+8PT** ↑

More Performance  
[78% vs. 70% Viewability KPI target]

Activate across leading 3P DSPs including



Display & Video 360

theTradeDesk

Source: Teads Internal Campaign Data 2023 // Teads x Adelaide High Attention PMP Alpha 2023 (42.29AU vs. 32.18AU benchmark // Scope3 gCO2pm reporting for Teads non-climate risk vs. climate-risk delivery, April-May 2023 (154.62 gCO2pm vs. 570.66 gCO2pm) // Teads Smart vs. Classic Deal ID Head-To-Head Test