E-Planning

The way to **Exchange.**

Index

Context: Global Digital Advertising Spending Trend 2019-2024

$335.60 — 2019 — 51.0% — 18.6%
$378.16 — 2020 — 58.2% — 12.7%
$455.30 — 2021 — 60.9% — 20.4%
$524.31 — 2022 — 63.6% — 15.2%
$585.96 — 2023 — 65.9% — 11.8%
$645.80 — 2024 — 67.8% — 10.2%

■ Digital ad spending   ● % change   ● % of total media ad spending
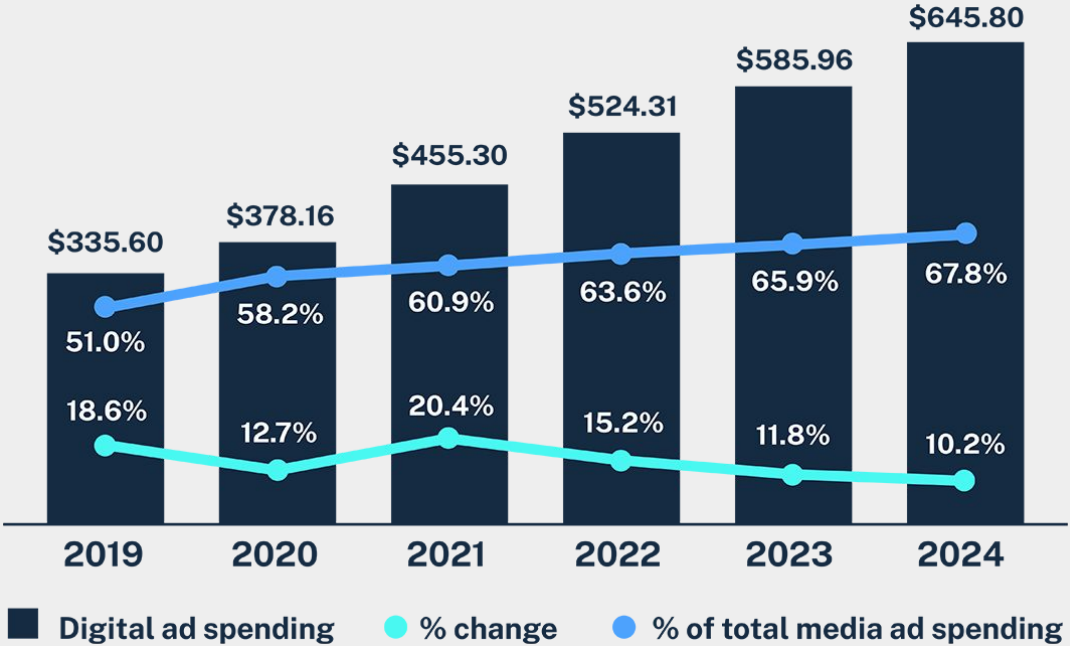
*Spend per Billion, % Change, and % of Total Advertising Spend.

Se excluyen SMS,MMS y P2P mensajes
Source: eMarketer/Insider Intelligence, Marzo 2021

Context: Global spending on digital advertising +$333 billion annually.

E-Planning

In the open Web there is still a gap of opportunity for independent entities, this is where we develop our business.

50%

Google control of global advertising spend.

28%

Facebook control of global digital ad spend.

22%

About us

- We are an SSP with more than **20 years in the market**. We deliver solutions to publishers and advertisers with a powerful Ad-Exchange, **connecting the best inventory with the best demand.**

- **+40** professionals worldwide

- Our year-on-year company growth is **130%.**

- Focused on **technology, data and customer service.**

Madrid

Miami

México City

Montevideo

Buenos Aires

Who we are: a little more in detail

Company

INDUSTRY

TECHNOLOGY

Since 1998 we have traveled a path to connect the best inventory with the best demand, for this we thought about what the industry needed and that is how we came to have the solutions that we offer today, we constantly innovate and grow thanks to our technology and in-house development .

With more than 20 years in the market, we have become a unique provider of programmatic solutions, allowing our clients optimal monetization options on a da to day basis.

Direct brand demand: top Fortune 900 advertisers
In-house developed algorithm and optimizations.
Publishers: +4000 direct integrations

Certifications
- **Integrated in Prebid**
- **Tag Certification**
- **inventory audit**
- **Moat to filter malware.**

Development with proprietary technology associated with a network of data centers that reduce latency and give us a global presence.

- SSP and DSP
- Managed monetization platform
- Location contextual audiences
- In-app bidding solution
- In-app, mobile web, and desktop support
- Video solutions
- CTV support

What we offer

Direct and Exclusive Supply:

Exclusive connections with publishers of excellent inventory quality.
We make it easy for you to reach your target audience through the open web.

Strategically located Data Center:

On the West Coast and East Coast of the United States, Amsterdam, Singapore.

First Look Access:

We provide access to the best spaces and we are your first purchase option. Having exclusive demand allows our buyers to be the first to see the impression with respect to the rest.

Standard Supports and Integrations:

Easy, fast and without extra Hassle.
Ad Server, E-Planning OneTag (first look inventory), Prebid (client side, server side), oRTB.

Datacenter

▶ We own our infrastructure and networks located in different data centers. Our data centers are **strategically located** in the United States, Europe and Asia.

▶ To manage capacity, we keep CPU usage to a maximum of **35%** during peak hours. Once that threshold is reached, we deploy new infrastructure to increase capacity.

▶ It is for this reason that we obtain the fastest response times in the market.

-200 ms Time Out

How our Inventory is structured

Sitios
4500+

25% Desktop
#Video/#Display/#RM

75% Mobile Web
#Video/#Display/#RM

Mobile In App
3200+

#Video/#Display/#RM

Principales GEO

Granular Segmentation Capability

Art's & Entertainment,Attitudes, Automotive, Browser language, Business, Credit Card, Education, Family & Parenting, Food & Drinks, Health & Fitness, Hobbies & Interests, Home & Garden , Home Value, Investor, Household Income, Law, Gov't & Politics, Mosaic Persona, Nationality & GEO, News, Occupation , Person Type, Personal finances, Real Estates Religion & Spirituality, shoppings, Type of device used.

Why choose our EXCHANGE

Direct and close demand

Partnering with us gives you access to exclusive offers. We prioritize establishing direct connections with advertisers and agencies.

High level service

If something characterizes us, it is the rapid response to what our partners need, we are agile, we provide a boutique-level service.
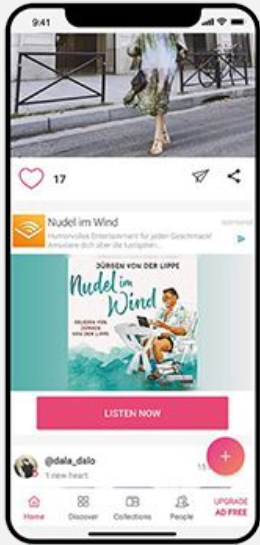
Easy integration and all Supports and Formats

Our focus lies on generating intuitive and quick implementation solutions

Exclusive inventory

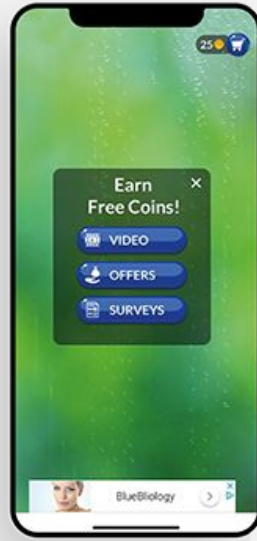We prioritize inventory quality, which is audited to validate that it meets industry standards.

Formats we work with

Native

Interstitial

Banner

Video

Rich Media

Our Exchange

E-Planning

We combine innovation with industry data and insights to maximize the performance of each campaign through high-impact formats.

Leading industry advertisers and exclusive agencies choose us.
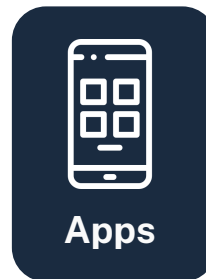
Why us?

Connections

OpenRTB   Prebid.js   Prebid   E-Planning OneTag
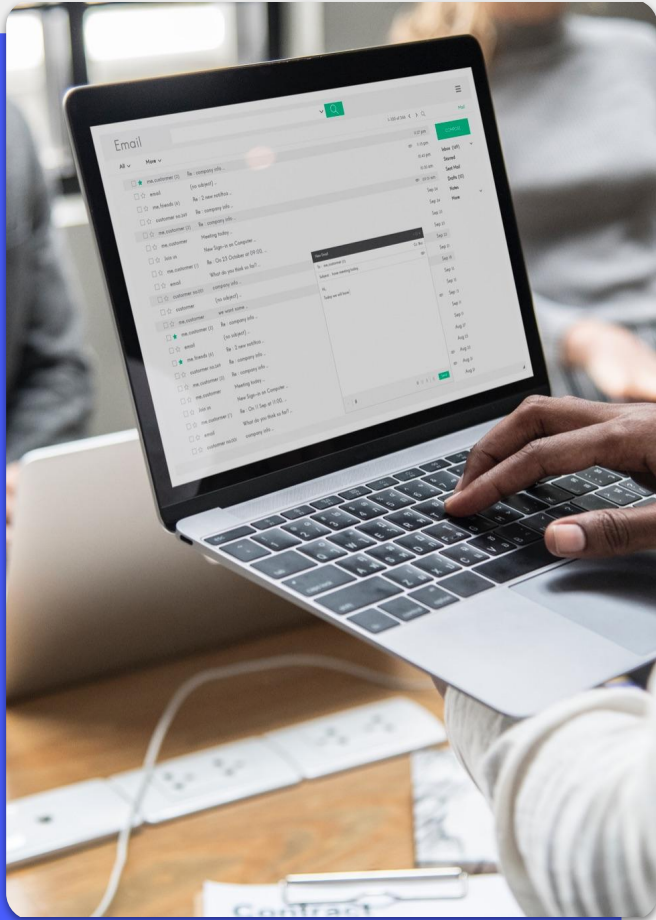
We monetize

Web   **Apps**   **CTV**

Team

We have a support of specialized engineers with a focus on the prompt resolution of queries and personalized attention.
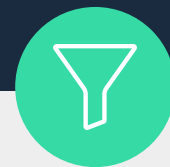
Our methodology

Third party cookies and use of IDFA

Cookie matching developed in-house by E-planning

Locate based on IDFA to identify users within the use of Apps.

External user IDs (ID5, SharedID, Unified ID and so).

Contextual segmentation and cohorts

By having contextual information available, it allows us to generate classification by categories within the websites, thus allowing us to know what type of content or themes are the focus of the site. For example: segment to be displayed on fashion sites.

Fraud prevention

We are members of the IAB Tech Lab.

Established in 2014, the Interactive Advertising Bureau (IAB) empowers the media and marketing industries to thrive in the digital economy.

Being a member includes a series of benefits that are not limited to:

- Obtain industry insights: Verify compliance with regulations by our trading partners through supply chain data.

- Build trust: It allows us to adopt standards and compliance programs that facilitate trust and transparency

- Maximize efficiency and ROI: Allows us to gain early insight into evolving industry standards and technologies that support interoperability and innovation.

Data Privacy Compliant:

Our services comply with the CCPA and GDPR guidelines so that our partners can continue to use our services.

Aligned with IAB standards, we are a TCF 2.0 Registered Provider (Vendor ID 090), passing TCF 2.0 consent strings and US privacy parameters in the offer flow.

Tag

Certified by TAG as part of the fight against invalid traffic in the supply chain in the advertising industry.

We are also part of the TAG Registry: a list made up of those trusted members for all companies within the advertising ecosystem
This voluntary registry audits and registers trusted participants as another quality layer of fraud protection.

Brandsafety

ORACLE MOAT

pixalate

comscore   Boltive

MOAT   DV

MOAT

The powerful tool we use is MOAT, a cloud-based intelligence and analytical processing platform created and endorsed by ORACLE.

- It allows to optimize the visibility within the layout of web spaces.

- Verifies that the ads are shown as planned and also that ads are shown as intended in appearance, to a real person, on the agreed website and through the type of device chosen.

- Measure attention, as well as how many people see an ad, how much of the ad is displayed, for how long and in what ways one can interact with said ad.
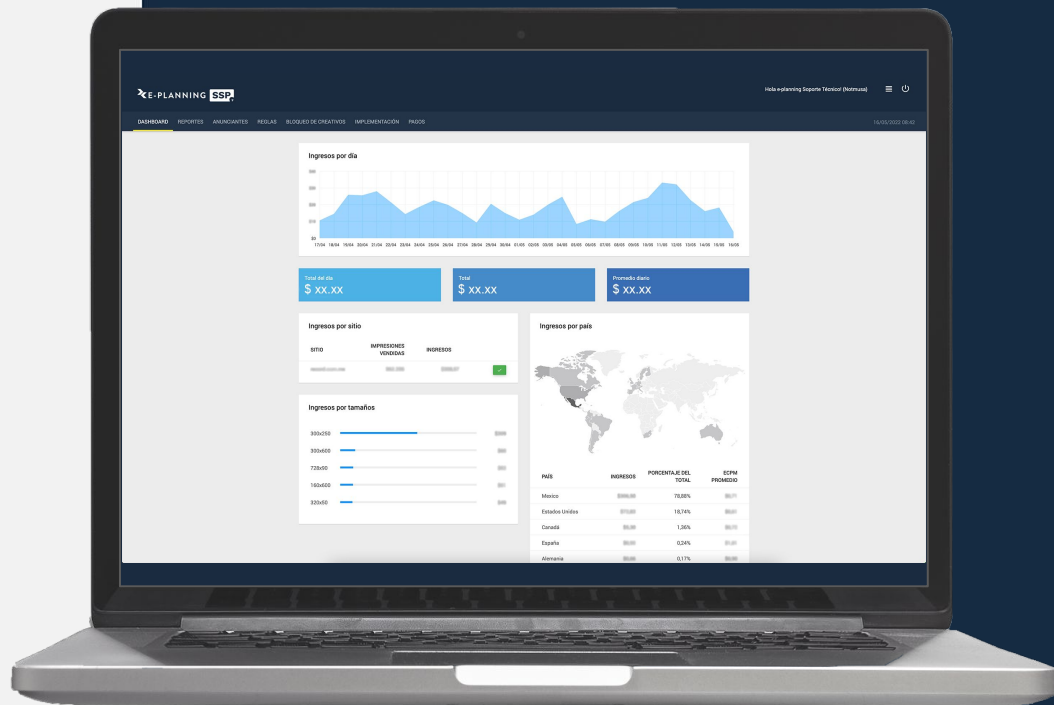
Pixalate:

We use Pixelate as an anti-fraud solution to detect invalid traffic offers across display, in-app, video, and OTT channels.

We implement controls by means of a Pixelate pre-filter by Ip and by device ID, this gives us the possibility of generating a blacklist so as not to auction traffic generated by bots.

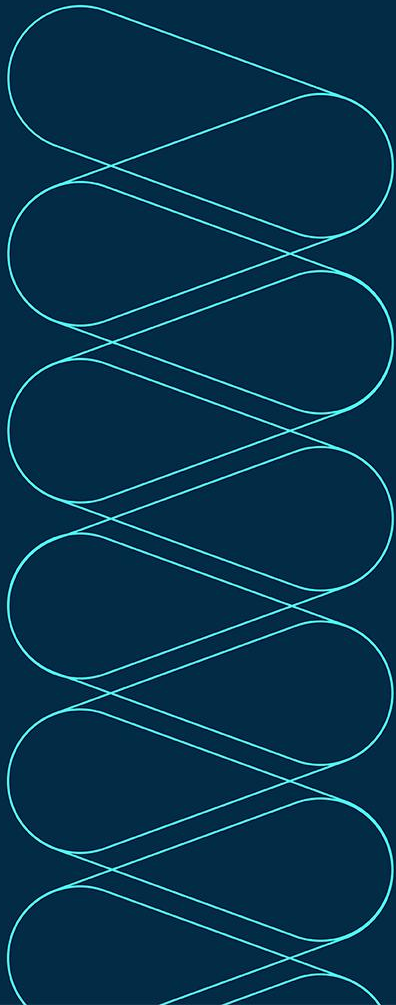# Work Methodology: Dashboards

Our Exchange

Our internally designed dashboards allow **real-time monitoring of relevant metrics,** access from APIs, and automated emailing of reports and notifications, providing crucial information for digital campaigns.

Certifications

E-Planning

11th
Ranking Top
Global SSP´s

pixalate

tag
REGISTERED