A DSP built for the way you buy
Advanced DSP

Our full-funnel DSP combines unique data sets with a new machine-learning optimization platform and enhanced productivity features giving advertisers the flexibility and control to manage omnichannel programmatic strategy.

**Data**
Authenticated mobile-first data enables actionable audience targeting across device at the person level.

1B+ Global users

4T Monthly data points

**Performance**
Our machine-learning optimization and forecasting system drives unmatched performance.

48% Increase in conversion

38% Decrease in CPC

**Inventory**
Access over 40 global exchanges combined with exclusive inventory across AOL, Yahoo, MSN and Verizon.

Exclusive mobile invt.

Display & Video

Native

CTV & DOOH

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Unique data your brand can leverage

**Mobile App**
1M Apps, 2B+ Devices

**Purchases**
$220M per day

**Carrier Data**
70M US Subscribers

**Search**
9B per month

**Content**
1.2B MAUs

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1B+ users

**Data Science:**
analysis, pattern recognition, clustering, level of confidence

**Curation:**
assign users to demographic, interest, in-market categories

**Activation:**
Ad Platforms, Premium O&O

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Identity at scale

Gain exclusive access to a wealth of unique data and insights from 200B daily data events, enabling person-level targeting across device.

Curated Audiences
Over 500+ highly scaled and accurate targeting segments

Build your own Audience
Audience Builder allows you to easily create custom audiences for your goals using the signals you want.

Cross-device identity graph
With 700M+ people mapped to more than one device, Verizon Media's robust cross-device targeting and reporting features enable you to seamlessly reach people across all devices.

Verizon Media 1P data
1B global users
650M mobile users

SDK data
1M apps on over 3B devices

Mobile carrier data (US only)
70M verified mobile subscribers, unlocking custom audiences

Source: Internal metrics, Q1-2019
Driving performance

AdLearn

Our machine-learning optimization and forecasting system combines demand and supply data with predictive performance algorithms to connect the best ad with the right user and placement, at scale.

AdLearn, phase 1 performance in the DSP*:  

- **48%** Lift in conversion  
- **38%** Decrease in CPC

Predictive Audiences

Leveraging machine-learning, Predictive Audiences analyze over 1M dimensions to predict the purchase probability for each user. 8 unique tiers for each predictive audience allows for precision or scaled messaging.

Compared to Lookalike audiences on the DSP*:  

- **4-8x** Lower eCPA across verticals

Source: AdLearn – Phase 1 results compared to pre-AdLearn performance in DSP – Predictive Audience - Internal beta test campaign Q1 2018

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Exclusive inventory

DSP integrations with the top ad exchanges with exclusive access to unique and brand-safe inventory across AOL, Yahoo, MSN and Verizon

Premium content brands
- YAHOO!
- YAHOO! SPORTS
- YAHOO! NEWS
- movie blog
- MAKERS
- msn
- auto blog
- tumblr
- YAHOO! SPORTS
- YAHOO! SEARCH

Access to 40+ of the top ad exchanges
Delivering the highest level of brand safety

**Fraud protection & brand safety**

**Supply verification**
Human review safeguards through a rigorous auditing process

**Proprietary technology**
Exclusive traffic protection solution blocks fraud both pre-bid & post-serve

**3rd party partnerships**
Integrate your preferred anti-fraud vendor to choose the solution that meets your needs

**Anti-fraud guarantee**
No charge for identified fraudulent impressions and refunds/credits offered for MRC measured discrepancies > 5%

**Quality inventory & viewability**

**Set pre-bid parameters**
Extensive inventory quality features allow advertisers to set pre-bid viewability targets, create site lists, and easily exclude content rated as moderate or high risk.

**Real-time optimization**
Advanced viewability algorithms auto-optimize bid management and allow buyers to layer in multi-level goals, threshold percentages and in-view definitions.
Always innovating
Connect with your audience wherever they are
Appendix
Oath Audiences

Leveraging diverse and accurate data on over 1B consumers across 1M characteristics, we make it easy for you to reach the right audience at scale.

Oath Audiences build on the success of our previous Interest categories performance

51% Lower CPC on mobile over 3rd party
71% Lift in CVR over 3rd party

Audiences available:

**Interests & behavior**
Audiences based on insights from signals such as search, purchase behavior, site visits and device usage.

**Household & life stage**
Audiences based on signals that define life moments from registered users, carrier subscribers and demographic attributes from Experian.

**In-market audiences**
Seed data from purchases data via email or 3rd parties are scaled to vertical based audiences optimized to drive conversion.

Use cases
- Conquesting
- Performance
- Brand Awareness
- Retention & Cross-selling

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Identity Graph

Comprised of deterministic data assets from Yahoo, Flurry, combined with advanced probabilistic modeling to deliver insights and accuracy at scale.

How to use it

- Our DSP identifies the user on 87% of all ad calls allowing you to seamlessly target users across all devices.
- Specify between deterministic & probabilistic modeling
- Derive key insights from cross device reporting and attribution

Use cases

- Conquering
- Performance
- Brand Awareness
- Retention & Cross-selling
The complete picture

With 200B cross-screen data points each day, Verizon Media synthesizes more diverse and deeper datasets than anyone else to give you the complete picture of your most relevant audience.
Audience insights

Explore Verizon Media’s vast data assets to better understand your customers and prospects

**Key Benefits**
- **Inform** strategic planning
- **Refine** audience targeting and messaging
- **Optimize** ad campaigns
- **Build** audiences easily at no added cost
Audience builder

Easily create custom audiences by leveraging CRM data, 3rd Party DMP data and Verizon Media’s proprietary data from 1B+ users.

Signals to include (but not limited to): :

- **Purchases**
  - $80B per year

- **Mail**
  - 250M MAUs

- **Search**
  - 300M unique users

- **Age/Gender**
  - 400M+ registered users

- **Mobile**
  - 3B devices

- **Location**
  - 270M MAUs within 100 meters

And more…
Performance
AdLearn
Advanced machine learning system consisting of 4 components

Control System
Maximizes ROI by computing campaign-level bid adjustment.

Bidding
Combines performance predictions and bid adjustments in the optimal way.

Performance Prediction
Estimates the CTR, CVR, IVR, etc. per impression.

Forecasting
Estimates properties of a campaign’s price-volume curve.

Lift in conversion
48%

Decrease in CPC
38%

Increase in clicks
2x

Decrease in vCPM
25%
Predictive Audiences

**Accurate**
Leveraging user-level insights from 1B+ Verizon Media users & 1M+ million dimensions for each audience daily.

**Tiered for scale**
8 unique tiers allows for calibrated precision and scale.

**Conversion-based**
Audience segments are built with users most likely to convert in the near future.

**Cross-device performance**
Key product for performance (CPA/CPI) campaigns across devices.

Drive conversion
Compared to lookalike audiences on the DSP, Predictive Audience drove:

- Auto: 8x Lower eCPA for and upper funnel goal
- Telco: 8x Lower post-click eCPA
- Retail: 6x Lower eCPA
- Entertainment: 4x Lower eCPA on mobile

*source: Internal campaign metrics, Predictive segment beta campaigns 2018*
The power of Omniscope

How should I reach my audience?
Layer numerous targeting restrictions to find the most efficient path to your consumer.

Which audience is best?
Compare Audience Segments, discover reach by channel, exchange and ad format.

What's the right budget allocation?
Quickly break down avails by channel and get a jump start on appropriate line budgets.

Should I buy a specific site?
Evaluate domains or sitelists for supply path optimization efforts.
# The Omniscope advantage

<table>
<thead>
<tr>
<th>Supply path transparency</th>
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<tbody>
<tr>
<td>o Transparency into the supply path: auction type, ads.txt, exchange overlap</td>
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<tr>
<td>o Platform wide avg CPM prices for your desired targeting</td>
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<tr>
<td>o Use the supply path data to efficiently find your audience</td>
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<tr>
<td>o Find the optimal mix of channel, format and exchange</td>
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<td>o Eliminate experimentation budget - divide budget based on scale</td>
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<td>o Identify the most efficient way to purchase specific publishers</td>
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<th>Powerful insights</th>
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<td>o Compare two audiences simultaneously</td>
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<td>o Compare two existing lines side by side</td>
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<tr>
<td>o Evaluate individual publishers or deals</td>
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<tr>
<td>o Layer numerous targeting restrictions to identify ideal buying strategy</td>
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<tr>
<td>o Platform wide 1st and 2nd price auction metrics</td>
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Enhanced bidding logic

Bid shading

Algorithmic bid shading to mitigate against overbidding in first-price & non-transparent second-price auctions

- **37%** lower average first-price auction CPM
- **29%** Lower eCPA for a recent financial advertiser
Bid shading on first-price drives performance

How it works

01 Bid-shading on first-price inventory automatically adjusts bids based on historic clearing costs.

02 Bid-multipiers offer more control over prioritization and bidding manipulation of first- and second-price inventory.

03 We offer bid-shading at no cost to the advertiser. Transparent reporting shows the initial bidder CPM and shaded CPM.

Performance benefits

42% bid-shading of initial first-price CPM

29% decrease in overall campaign CPA

2% decrease in overall campaign eCPM
Report builder

Create custom reports to evaluate performance and trends across your video, display, and native advertising.

Need a quick analysis? Tap into the full suite of reporting tools at your disposal in the DSP, such as sub-domain delivery, viewer frequency, and cross-device conversions.
Inventory
Programmatic guaranteed

Access premium, guaranteed Verizon Media O&O inventory and streamline campaign management of reservation and programmatic buys.

- **Secured access to premium inventory**: Take advantage of guaranteed access to premium Verizon Media inventory.
- **Streamlined workflow**: Increase operational efficiency with the ability to manage deals directly within the DSP.
- **Holistic campaign management**: Gain insights from unified reporting, and simplify the billing process with a single invoice.
Native marketplace DSP access

Access to premium native inventory

Create Verizon Media native campaigns through a separate line in the DSP, while abiding by existing Native and Search Marketplace rules.

All standard native display/video formats and specific bidding strategies are available.

Holistic campaign management

Coordinate broader campaign strategy through campaign-level frequency, budget management and unified reporting.

Post campaign reporting at a domain-level will be offered for all impressions.

Currently in open beta
Emerging channels
Bring greater insight into omnichannel ad buys

**Programmatic audio**
Now - Open beta for all seats
Next – AdsWizz and Triton integration & CPA/CPCL support

**Connected TV**
Now - GA for GAN & MSA
Next - Enhanced CTV Deal discovery

**Digital out of home**
Now - Open beta for GAN & MSA
Next - Advanced location data usage
**Connected TV**

Activate omnichannel strategy and reach highly engaged TV viewers at scale with premium CTV supply through Verizon Media’s DSP.

### Robust Targeting

**Now** - Audience (1st & 3rd), device, make/model, geo, time of day, day of week, and retargeting  
**Next** - Contextual targeting, household demo

### Deals & Supply

**Now** - Access to top CTV supply makes it easy to select or curate the perfect deal  
**Next** - Enhanced CTV Deal discovery

### Frequency capping

**Now** - FCAP by device  
**Next** - FCAP by household

### Measurement

**Now** - Cross-device & Nielsen demo  
**Next** - Brand lift studies

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**3B**  
Daily avails

**147M**  
Household IPs (US)

**10+**  
Leading SSPs

**100+**  
Channels

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CTV Supply

With connections to leading SSPs our DSP offers access to CTV inventory across major networks and platforms. Select and/or curate the perfect deal to align with your intended audience while providing scale and reach.

**Networks**
Access inventory from over 100 networks, apps, and channels.
Examples include:
- A+E Networks
- NBC
- FOX
- ESPN
- LIFETIME
- Scripps Networks
- Bravo
- Discovery Communications
- Turner

**Platforms & distributors**
Access a variety of platforms and distributors.
Examples include:
- Roku
- Amazon Fire TV
- Apple TV
- Sling Television
- fuboTV
- hulu
- Chromecast
- VUDU
- Xbox

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The programmatic audio opportunity

200M
US consumers listen to digital audio, 61% of the US population.

1 hr 41 min
Average time a US adult listens to streaming audio each day
Programmatic audio

Reach engaged listeners wherever they go across top audio publishers with efficient targeting, measurable delivery and dynamic creative.

Robust Targeting
Granular targeting options allow you to reach the people that matter most.

Omnichannel
Centrally manage campaigns that reach across channel, platform, and device.

Deals
Access or curate deals based on inventory type, genre or playlist.

Personalized Audio
Leverage the power of personalized, dynamic audio via A Million Ads.

Reach listeners across top publishers

SSPs
rubicon
TRITON
dax
adswizz

Coming soon

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The Digital Out of Home opportunity

$30B

OOH global ad spend by 2020, with 30% coming from digital signage.

4x

Online activity per ad dollar spent than other traditional channels.
Digital out of home

Take control of your Out of Home (OOH) impressions with an end-to-end programmatic solution, fueled by location data.

**Plan**
- Leverage quality mobile location data to reach your audience

**Buy**
- Buy targeted DOOH that matches your campaign goals

**Measure**
- Track exposure and impact on store visits
Why Verizon Media?

An complete programmatic solution to help you captivate consumers across digital screens in public spaces through the DSP.

Access leading suppliers
Reach consumers through high impact inventory from leading suppliers such as Clear Channel, Zoom Media, Captivate & more.

White glove service
Streamline creative setup, targeting, management, and post-campaign reporting with our white-glove service.

Unmatched insights
Leverage Verizon Media’s robust mobile signals to analyze demographic composition and consumer journey pre and post DOOH campaign exposure.
DOOH elements

Ad formats

Static and silent video
Common sizes: 1400x400, 1080x1920

Targeting

- Location-based
- Demographic-based
- Location interest-based
- Weather Targeting
- Day Parting

Metrics & reporting

As DOOH is a one-to-many format, we evaluate opportunities using audience impressions.

Cost per audience impressions is calculated using the impression multiplier measured by Geopath, Nielsen, or Cubiq and are available in a DOOH report.

Impression Multiplier is the audience impression count. It is passed in the bid request and signifies the # of users likely to view the ad.
The wait is over

Carrier Data, Handset Real-Estate & Formats

Now available

Predictive Audiences

Now available

AdLearn Optimization

Now available

Omni-channel DSP, global & scaled infrastructure

Now available

Cross-device deterministic & addressable scale

Now available

Mail, search, purchase & interest data

Now available