

PARTNER BROCHURE



VIAANT.

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An aerial, high-angle photograph of a city plaza. The plaza is paved with light-colored tiles in a grid pattern. Several people are walking across the plaza, some in small groups and others alone. The people are wearing various casual clothing. The overall scene is bright and open.

COMING SOON.

Merkle

MRI

NCR Behavioral

Nielsen

Simmons



KEY NOTES

- Acxiom's data insights help brands understand more about people, complete contact touchpoint data, build precise digital and offline audiences and distribute them to leading platforms and publishers.
- Available for targeting

OVERVIEW

Acxiom is an enterprise data, analytics and software as a service company that was founded in 1969 giving them over 50 years of consumer data. Acxiom onboards first-party data adhering to a firm process in the way they ingest, clean, match and enhance diverse data sets at scale in a privacy-compliant way, their Safe Haven environment. Acxiom hosts some of the largest marketing databases in the world.

METHODOLOGY

Acxiom collects three types of data – data that helps companies market more effectively, data that helps reduce fraud and identity theft and data that helps people find businesses or other people through their directory services. This data is collected from over a thousand sources and over 100 contributors.

DATA SEGMENTS

- Auto
- B2B
- CPG
- Finance
- Politics
- Social
- TV



KEY NOTES

- Adara has over a decade's worth of experience working with data owners to extract value from their data through a privacy-first approach.
- Available for targeting

OVERVIEW

Leverage real-time audience data with over 300 trusted travel brands and discretionary spend and intent signals for travel, home/finance, experiences/dining and retail/luxury.

Adara provides a unified view of over 850 million profiles anchored by 1 billion high-fidelity identities. With Adara's people-based identity graph, proprietary machine learning and AI, and industry-leading rights management, Adara pinpoints patterns of behavior that go beyond simple triggers and propensities and realizes profitability and customer growth.

Adara looks at searching, purchase and intent behaviors across travel, finance, experience and retail to provide unique data points to better predict and influence consumer behavior in real-time. Distinctive profile insights such as loyalty program level, entertainment interests and home ownership, provide strategic understanding about the consumer.

METHODOLOGY

Real-time global data is matched to the Adara ID Graph. Adara customer data insights are collected across industries and use cases such as verified identity, location change, value, upcoming trip, device type, current location, IP velocity and typical behaviors.

The Adara Cortex platform provides top curated and custom audiences that are refreshed daily. Cortex impact plus connects billions of data points across the global travel ecosystem such as search, booking and profile data to provide comprehensive KPIs.

DATA SEGMENTS

- | | |
|------------------------------|-------------------------------|
| ▪ Destination Market Intent | ▪ Types of Traveler |
| ▪ Historical Purchase Intent | ▪ Family Traveler |
| ▪ Dates of Travel | ▪ International Traveler |
| | ▪ Luxury Traveler |
| | ▪ In-Market Seasonal Traveler |

Adelaide

KEY NOTES

- The Attention Unit scores media propensity to generate user attention, measured at the ad placement level.
- Available for targeting

OVERVIEW

Adelaide quantifies the true quality of media through the lens of attention, so marketers can invest more confidently and create incentives in the market for high-quality media. This omnichannel attention metric moves beyond viewability to increase the transparency of media quality.

Adelaide measures media based on Attention Unit (AU). To provide a holistic picture of media quality, AU:

- Evaluates dozens of environmental and contextual indicators of quality
- Works across all channels, formats and devices
- Predict likelihood of attention to creative

METHODOLOGY

Adelaide uses a Javascript tag to follow ads, sends bots to a webpage or takes log files from ad servers to measure sites they are running on. AU score is developed using proprietary machine-learning to process hundreds of signals from these media placements, exposures and outcomes to deliver a media quality score. Signals include:

- In-view Duration
- Clutter
- Placement and Position Relative to Screen
- Eye-tracking
- Outcomes Data

Historical averages are batch uploaded in table form and for every domain, size, device, etc., an expected AU is given. Data from outcomes then further refines the model. Adelaide metrics scores across display, mobile, linear and non-linear video and audio.

For pre-bid segments in Adelphic, media quality scores are organized into weighted AU groupings which represent different sets of media inventory with likelihoods of attention and impact.

DATA SEGMENTS

- Higher Probability of Attention
- Average Probability of Attention
- Lower Probability of Attention



Adobe
Audience
Manager

KEY NOTES

- Adobe audience manager is data agnostic
- Adobe provides access to third party data and their private data co-op
- Available for targeting

OVERVIEW

Adobe Audience Manager helps bring your audience data assets together, making it easy to collect commercially relevant information about your site visitors, create marketable segments, and serve targeted advertising and content to the right audience.

METHODOLOGY

Adobe Audience Manager has server-to-server integrations with third-party data providers and data activation partners, incorporating online and offline data from brand interactions and exposures across CRM, customer IDs, call centers, point of sale, IOT devices, set-top boxes and more.

Data sources are represented in a client-specific trait taxonomy. Publishers can customize and modify based on data source and business use case.



KEY NOTES

- Adsquare's self-service Audience Management Platform enables marketers control and transparency in selecting data, modeling segments and activating via the Adelphic
- Available for targeting

OVERVIEW

Adsquare is a neutral and transparent data exchange that provides advertisers and agencies the ability to create audience segments with data providers. With their mobile-first approach, Adsquare builds audience segments on various mobile supply sources by partnering with over 100 data providers.

METHODOLOGY

Adsquare aggregates audience data based on Mobile Ad IDs from over 50 data partners in 12 countries. Data then runs through a validation process to ensure it is normalized and transformed into an actionable taxonomy.

KEY NOTES

- Viant has a direct integration with Adstra for use with our Adelphic software
- Their audiences serve both B2B and B2C markets with insights into multiple verticals
- Aggregation of offline and online deterministic data sources
- Available for targeting

OVERVIEW

Adstra is the leading direct and digital data solutions provider, supporting thousands of successful businesses through the proven power of their data for over 40 years. Adstra digital audiences are truly unique. They are based on real world deterministic data – location fact-based data, linked to hundreds of individual attributes, never modeled or inferred. They provide superior accuracy for precise targeting. Their audiences serve both B2B and B2C verticals including Finance, Insurance, Pharma, Tech, Auto, Luxury, Retail, Travel and many others.

METHODOLOGY

Adstra Premium Audiences are based on real world deterministic data that is linked to hundreds of individual attributes, and is location/fact-based, not modeled or inferred, allowing for accurate and precise targeting.

DATA SEGMENTS

- | | | | |
|------------|--------------------|-------------------------|-------------------------|
| ▪ Auto | ▪ Health | ▪ Health Care Providers | ▪ Politics |
| ▪ Make | ▪ Alainment | ▪ Government | ▪ Political Affiliation |
| ▪ Model | Propensity by Type | Agencies | by Party |
| ▪ Class | ▪ Brand Usage | ▪ Medical Journals | ▪ Voters by |
| ▪ B2B | ▪ Preventative | Physicians by | Demographic |
| ▪ Title | Indicatoy | Specialty | Attributes |
| ▪ Industry | | | ▪ Issues & Causes |
| | | | by Type |



KEY NOTES

- Alliant DataHub is a data co-op that is updated monthly with consumer transactions
- Alliant's data reaches 115 million U.S. households and covers an array of verticals
- Available for targeting

OVERVIEW

Alliant provides marketers with access to a unique source of predictive data, powerful data science and strategic insight into consumer behaviors. By utilizing actual multichannel transactional data, Alliant's digital audiences connect brands with responsive consumers across devices and platforms, driving results for both branding and direct response campaigns.

METHODOLOGY

Alliant aggregates data directly from over 500 direct-to-consumer brands, 250+ million consumers and 10 billion multichannel transactions, which is then transformed to create a unified view of consumer purchasing behavior. The purchase data is predominately sourced from subscription services/products, clubs, memberships and promotional offers. Alliant also has strategic partnerships in place to enhance the purchase data with additional demographic, lifestyle, social and automotive data.

DATA SEGMENTS

- | | |
|---------------------------|--------------------------|
| ▪ Persona Audiences | ▪ Propensity Audiences |
| ▪ Active & Tech-Savy | ▪ Apparel |
| ▪ Big Chain Shoppers | ▪ Big Box Retail |
| ▪ Connected Techies | ▪ Ecommerce |
| ▪ Digital Checkout Buyers | ▪ Electronics |
| ▪ Fashionistas | ▪ Financial |
| ▪ Suburban Home | ▪ Food & Drug |
| ▪ Urban Commuter | ▪ Health & Beauty |
| | ▪ Home & Household Goods |
| | ▪ Media & Entertainment |

AmeriLINK® CHOREOGRAPH

KEY NOTES

- Choreograph, formerly Wunderman Thompson, brings together the specialist data units of GroupM and Wunderman Thompson into a single company with global reach, accessible to all, including WPP clients and companies
- Available for targeting

OVERVIEW

AmeriLINK data is a product of Choreograph, an original source compiler, aggregating and packaging their own data for over 40 years. AmeriLINK's database is comprised of demographics, CPG, financial indicators and generations. Customer-level purchase data and transactional data is used to understand shopper behavior and offers insights on growing customer CPG brand share and loyalty. Income data allows AmeriLINK to indicate consumer's likelihood to respond and understand the buying power of a household. Their data includes recency and transactional data along with individual, household area level data

METHODOLOGY

Audience segments are derived from elements such as purchase transactions, lifestyle interests, ailments, geographic level information, ethnicity, occupation, families with children, online and offline buyers and responders, homeowners, vehicle owners, donors and veterans. AmeriLINK collects data from more than 3,500 data sources (public source data, retail, e-commerce/catalog/subscription services, telco data, survey response data, tax assessor/deed data, vehicle data and families with children data) from offline behaviors, transactions and demographics.

All AmeriLINK records are updated continually and processed through a proprietary UPSP certified routine and are DPV® verified. Deceased, do not call and opt-outs are also removed.

DATA SEGMENTS

- AmeriLINK CPG Categories and Brands
 - Baby Products
 - General Merchandise
 - Health and Wellness
- AmeriLINK Consumer Financial Indicators
 - Estimated Household Income
 - Net Worth
 - Estimated Household Debt Level
- AmeriLINK Consumer Demographics
 - Age & Gender
 - Family Position
 - Homeowners
- AmeriLINK Consumer Generations
 - Age Groups
 - Millenials
 - Gen Xer's
 - Leading Boomers

KEY NOTES

- AnalyticsIQ is an offline consumer marketing data & analytics company focused on providing innovative B2C and B2B data and analytics solutions.
- Available for targeting

OVERVIEW

AnalyticsIQ's data products include demographics, affluence categories, health and wellness, psychological decision drivers, and can even predict future buying choices. AnalyticsIQ is the first data company to consistently blend cognitive psychology with sophisticated data science to help you understand the who, what and why behind consumers and the decisions they make every day.

METHODOLOGY

AnalyticsIQ's team of data scientists and cognitive psychologists administer customized, high-quality surveys with over 100 years of collective experience. They take special care to remove sample bias and double validate all results. From there, they develop a custom, scalable, statistically valid model that accurately and precisely identifies the "twins" of survey respondents.

DATA SEGMENTS

- | | | |
|--|---|---|
| <ul style="list-style-type: none">▪ Auto<ul style="list-style-type: none">▪ Brand Ownership▪ B2B<ul style="list-style-type: none">▪ Business Owners▪ Decision Makers▪ Gender Influencers▪ CBD<ul style="list-style-type: none">▪ Like to use CBD products▪ Likely to use CBD products in particular ways (smoking or edibles)▪ Likely to use CBS products to manage stress or physical pain▪ Likely to care about cannabis related policies | <ul style="list-style-type: none">▪ Finance<ul style="list-style-type: none">▪ Credit Card Owners by Brand▪ Household Income▪ Net Worth▪ Retail<ul style="list-style-type: none">▪ In-Market▪ Past Purchase▪ Seasonal▪ Social Distancing<ul style="list-style-type: none">▪ Health▪ Homeschool▪ Working from home | <ul style="list-style-type: none">▪ Travel<ul style="list-style-type: none">▪ Cruise▪ Domestic▪ International▪ TV Viewership<ul style="list-style-type: none">▪ Cable▪ Streaming▪ Viewing Device |
|--|---|---|

KEY NOTES

- Brands require prior approvals by retailers to use their data
- Ansa/RSi target media by geo based on historical store sales
- Ansa's data is best used for CPG verticals including Beauty, Food & Beverage and Pharma
- POS data collected at the SKU level, but requires aggregating for privacy
- Available for targeting and measurement

OVERVIEW

Ansa (powered by RSi) transforms data into value — in the store, on the shelf and with shoppers worldwide. As the leader in data management and innovation with the most retailer collaboration programs, their goal is to bring operational clarity to customers, so they can operate their business more successfully. From solving out-of-stocks to driving inventory down, from optimizing sales strategies to determining marketing ROI, Ansa (powered by RSi) helps cut costs and improve sales.

METHODOLOGY

Adelphic accesses Ansa/RSi's POS data for targeting and measurement at the geo level. Ansa/RSi collects data from over 115 CPG brands across leading retailers. Ansa/RSi has a 'Service Coverage' list that features the various brands approved at specific retailers.

DATA SEGMENTS

- Retailer Geo-Based Insights
 - Costco
 - Kroger
 - Sam's Club
 - Target
 - Walmart
 - Many More



KEY NOTES

- Arrivalist sources information from mobile devices, creating a geographically representative panel of the U.S. population
- Arrivalist covers over 150 cities, 40 states and 10 major attractions
- Available for measurement

OVERVIEW

Arrivalist provides timely, granular views into markets and actionable insights on visitor intelligence, competitive share, media effectiveness and market trends. Their travel-specific location data algorithms focus on a consumer's entire journey including to, within and back from a destination.

Adelphic is a premium partner of Arrivalist and this channel partnership allows Adelphic to pass log level exposure data with identity resolution to facilitate measurement across all Adelphic media channels including cookieless environments such as CTV, DOOH, mobile and audio.

METHODOLOGY

Arrivalist sources information from mobile devices, creating a geographically representative panel of the United States population with a location accuracy of 30 ft. on average. Arrivalist enables incremental measures of marketing performance via dynamically created user control groups for media campaigns.



bombora

KEY NOTES

- Bombora provides access to data for both enterprise and small businesses
- Data co-op with access to buyer intent data from participating members
- Available for targeting

OVERVIEW

Bombora is the leading provider of B2B demographic, firmographic and intent data. Spanning over 7,000 intent topics. They monitor buyer activities and interactions with online content to gauge surging intent to purchase within a company. These signals increase the effectiveness of lead scoring, online advertising and sales outreach.

METHODOLOGY

Bombora's data is sourced from the first co-operative of premium B2B media companies. Members contribute content consumption and behavioral data about their audiences. In turn, they can better understand their audiences, serve advertisers and monetize their inventory.

DATA SEGMENTS

- | | | |
|-------------------|-----------------------|---------------------|
| ▪ Decision Makers | ▪ Other B2B Segments | ▪ Seniority |
| ▪ Finance | ▪ Company Revenue | ▪ Board & Ownership |
| ▪ Healthcare | ▪ Company Size | ▪ C-Suite |
| ▪ Human Resources | ▪ Functional Area | ▪ Management |
| ▪ IT | ▪ Industry | ▪ Non-managements |
| ▪ Marketing | ▪ Professional Groups | |



KEY NOTES

- CannaVu is the largest curated collection of compliant inventory for Cannabis & CBD marketers
- Available for targeting

OVERVIEW

CannaVu builds target profiles of your valued customers across specific verticals. CannaVu has CBD targeting for Health, Wellness, Sports & Lifestyle to improve brand awareness, store openings, driving foot or site traffic, remarketing customers, target specific audience, etc.

METHODOLOGY

CannaVu's SDK collects first-party data from selected publisher partners. Their CRM ensures that consent is given at the point of data collection and is CCPA compliant.

CannaVu's segments are characterized by visits to dispensaries, based on metadata and visit tracking. Precise location is combined with device speed, direction and altitude. Data segments can be accessed via one-off requests and CannaVu would send Mobile ID's (MAID's) to Adelphic.

DATA SEGMENTS

- Single Visits
- 2-3 Visits
- 4+ Visits
- Medicinal Only
- Recreational Only
- All Combined



KEY NOTES

- Catalina uses real-time intelligence and rapid responsiveness to deliver personalized CPG marketing to decode shopper behavior and maximize consumer relationships
- Available for targeting

OVERVIEW

Catalina uses its 38-year history of deterministic in-store targeting as the starting point for building your custom audience. They implement proprietary modeling approaches – predictive, shopper affinity, and reach expansion – to deliver precise and reliable audiences verified by purchasing propensities, such as:

- Brand Buyers, Competitive Buyers, Lapsed Buyers
- Likely Triers, Potential Defectors, Affinity Groups
- Loyalty Levels, Quantities Purchased, Look-Back Window

METHODOLOGY

Catalina gives access to 1:1 deterministic Point Of Sale (POS) shopper data directly from major grocery and drugstore chain retail partners at the UPC level mapped at the individual and household level in a privacy-compliant way. Proprietary audience-creation algorithms enable scalable personalization by scoring hundred of cross-category choice drivers including:

- Ingredients and Nutrition, Lifestyles, Causes and Values, Price and Channel Preference, Demographics

DATA SEGMENTS

- | | | |
|-------------------------|----------------|----------------------|
| ▪ Brand or product line | ▪ Lapsed Buyer | ▪ Product Category |
| ▪ Competitive | ▪ Loyalist | ▪ Purchase Frequency |



KEY NOTES

- Claritas combines sought after data resources with direct, original consumer research and is proven to help you find your best customers faster
- Available for targeting

OVERVIEW

Claritas' consumer lifestyle segmentation provides rich consumer behavioral information for shopping, financial and technology preferences, media habits (online and offline), multicultural affinity, enabling marketers to find their best customers so they can scale simply and quickly.

METHODOLOGY

Claritas data methodology includes combining over 70 unique data partnerships with direct, original consumer research to build their data segments that span across multiple verticals. The Claritas Identity Graph ties over 5 billion data points monthly to digital behaviors and devices. Claritas has three audience models available for targeting on top of their vertical segments found below:

- PRIZM® segments allow brands to better understand where their consumers live, work, play and shop for more effective and efficient marketing across all channels
- P\$YCLE® are unique consumer financial and investment behaviors and insights about individual wealth
- ConneXions® uses unique data to predict adoption rates for technology based on video, voice, and data service purchasing preferences
- CultureCode has insights of over 130 million multicultural consumers by acculturation, country of origin, preferred language, lifestyle preferences and more

DATA SEGMENTS

- | | | |
|--|---|---|
| ▪ Auto <ul style="list-style-type: none">▪ Prospective Buyers by:▪ Brand▪ Category▪ Model | ▪ Entertainment <ul style="list-style-type: none">▪ Sports Enthusiasts▪ Attend Events:▪ Concerts▪ Professional Sports▪ Theme Park | ▪ Pharma <ul style="list-style-type: none">▪ Pharmacy Shopping Behaviors by Retailers▪ Prospective Health Insurance Buyer by Brand |
| ▪ Dining <ul style="list-style-type: none">▪ Eats Out by:▪ Fast Casual▪ QSR▪ Traditional | ▪ Finance <ul style="list-style-type: none">▪ Income Producing Assets▪ Network▪ Upscale Earners | ▪ Technology <ul style="list-style-type: none">▪ In-Market Category▪ Shop by Brands▪ Technology Adopters/Laggards |

KEY NOTES

- Commerce Signals gives marketers access to the largest source of consumer payments behavior data to improve marketing outcomes
- Available for targeting and measurement

OVERVIEW

Commerce Signals maintains the most comprehensive and granular direct observation database for credit card, debit card and deposit transactions in the industry. Some of the key services that they provide financial institutions that manage credit cards, debit cards and deposit transactions include protection services such as fraud prevention, share of wallet analysis and risk analysis, among other things.

METHODOLOGY

Commerce Signals collects retail shopper data on a nightly basis (or within two business days if over the weekend) from 60% of all credit and debit transactions of 162 million individuals, built from Visa and Mastercard. This transaction data is collected from over 75,000 merchants, both offline and e-commerce and represents 4.7 billion sales transactions per month. Data is refreshed monthly from last month's spending.

DATA SEGMENTS

- Spending
 - Light
 - Medium
 - Heavy



KEY NOTES

- Viant has a direct integration with Comscore for use with our Adelphic software
- Comscore's set-top box network provides a scalable, deterministic TV targeting solution with access to 65 million television screens
- Provides the capability to target time-shifted content
- Comscore's commercial crawler and intelligent categorization technology provides inventory filters for brand-safe, relevant campaign delivery
- Available for targeting

OVERVIEW

Comscore is a provider of worldwide consumer viewership information, precisely measuring the actual viewing behavior of movies and TV everywhere. Using their proprietary technology combined with advanced demographics, Comscore is the census currency for video-on-demand and movies. Comscore provides audience measurement services that movie, television and advertising professionals use to better deliver their business goals and more precisely target advertising across numerous platforms including box office, multiscreen television and home video.

METHODOLOGY

Comscore TV captures second-by-second TV viewing data through approximately 65 million set-top boxes from Charter, AT&T, Midcontinent Communications, Cox and FourthWall (giving access to Comcast, Time Warner Cable and others). Comscore also accesses DISH Network, DirecTV satellite and Kantar's TV data.

DATA SEGMENTS

- Demographics
- Over-the-top & Gaming
- Personas
- TV Segments

Contextual Segments

- Context
 - Comscore Predictive Audiences
 - Comscore Syndicated Rankings
- Demographics
 - Comscore Demographics Categories
 - Comscore Language Categories
- Quality
 - Brand Safety Categories
 - Comscore Brand Suitability Categories



KEY NOTES

- Viant has a direct integration with CoreLogic for use with our Adelphic software
- CoreLogic has data on 4.5 billion property and financial records spanning more than 50 years
- Their deterministic dataset includes property records, tax assessments, parcel maps and much more covering 99% of U.S. properties
- Available for targeting

OVERVIEW

CoreLogic is a global property information, analytics and data-enabled solutions provider. The company's combined data from public, contributory and proprietary sources includes over 4.5 billion records spanning more than 50 years, providing detailed coverage of property, mortgages and other encumbrances, consumer credit, tenancy, location, hazard risk and related performance information.

METHODOLOGY

CoreLogic's real estate dataset is sourced from property records, tax assessments, and parcel maps from county recorders' offices combined with flood, demo, crime and neighborhood data.

DATA SEGMENTS

- In-Market
 - Equity Loan
 - Equity Refinancing
 - Home Improvement
 - Loan Activity
- Propensity Details
 - Bank Owned
 - Bathrooms
 - Bedrooms
 - Garages
 - Length of Residence
 - Lot Size
 - Property Type
 - Rent Amount
 - Value
 - Yard Type
 - Year Built

KEY NOTES

- Crossix services clients throughout healthcare including the top 20 pharma, leading brand/media agencies as well as large publishers and various media companies.
- Available for targeting

OVERVIEW

Crossix's main differentiator is how they create their profiles. They are able to build their models behind firewalls using the raw data. This leads to higher quality models. Viant's partnership with Crossix provides pharmaceutical industry analytics powered by patented methodologies and a technology platform that is specially designed for healthcare.

METHODOLOGY

Crossix licenses multiple data sources to build out their proprietary Consumer Health Portrait. Crossix's proprietary network covers Rx, medical and OTC data for 300 million U.S. adults via actual transaction data from pharmacy checkout systems, insurance companies, loyalty cards, retail chains, merchandisers and mail coverage.

Crossix complies with privacy laws and regulations, including HIPAA and protects data partner and client information.

DATA SEGMENTS

- | | |
|--------------------------|--------------------------|
| ▪ GA Brand | ▪ GA Category |
| ▪ Health Relevance Model | ▪ Health Relevance Model |
| ▪ Ambien | ▪ Allergies |
| ▪ Epipen | ▪ Chronic |
| | ▪ Vitamin |



KEY NOTES

- Cuebiq's data is based on their direct relationship with mobile application publishers, thus it is their own 1st party data set and they do not lease from a 3rd party
- App integrations with some of the top brands such as gas buddy, iheart media and two out of the five top weather applications provide access to 60 million monthly active users
- Available for targeting and measurement

OVERVIEW

Cuebiq maintains and provides analysis of the largest, most accurate database of real-time consumer behavior, allowing businesses to glean actionable insights about real-world consumer behaviors and trends.

METHODOLOGY

Cuebiq's solution is based on their direct relationships with mobile application publishers who install Cuebiq's mobile software development kit (SDK) on their application in exchange for location and behavioral data on the users who use the publisher application. Their SDK is installed in 200 of the top 500 persistent mobile applications, granting them access to location data on 60 million monthly active and opt-in users.

DATA SEGMENTS

- B2B/Professional Audiences
- Branded Audiences
- Geo-Behavioral
- Loyalty Audience
- Vertical Category



data axle

KEY NOTES

- Viant has a direct integration with Data Axle for use with our Adelphic software
- Large aggregator of both B2B and B2C data
- Their B2B data spans across both enterprise and small businesses
- Available for targeting

OVERVIEW

Data Axle sources, refines, matches, appends, filters and delivers data to marketers. They have a combination of over 1,500 unique B2B and B2C targetable audiences, providing access to over 16 billion data points across an audience segment of 235 million consumers. Their B2B reaches a total of almost 2.5 billion data points across an audience segment of almost 18 million businesses.

METHODOLOGY

Data Axle aggregates data through various sources and ensures accuracy by verifying their data through their call centers, who make almost 100,000 phone calls per day, to ensure absolute accuracy at every second.

DATA SEGMENTS

- | | | |
|----------------------------------|----------------------------|---------------------------------------|
| ▪ Automotive | ▪ Life Events & Lifestyles | ▪ Retail |
| ▪ Business | ▪ Children in Household | ▪ Computers and Technology Interest |
| ▪ Company | ▪ Demographics | ▪ Cooking, Food and Beverage Interest |
| ▪ Decision Makers/ Professionals | ▪ Educations | ▪ Retail Purchases |
| ▪ Industry | ▪ Politics | ▪ Sport and Outdoor Activities |
| ▪ Technographics | ▪ Donors | ▪ Travel |
| ▪ Finance | ▪ Issues | |
| | ▪ Industry | |



KEY NOTES

- DV provides media transparency and accountability to deliver the highest level of impression quality for maximum advertising performance.
- Available for targeting

OVERVIEW

DoubleVerify is the leading independent provider of marketing measurement software, data and analytics that authenticates the quality and effectiveness of digital media for the world's largest brands and media platforms.

DoubleVerify's Inventory Quality Management (IQM) serves as an additional layer of Adelphic's Inventory Quality Program, which provides premium, brand safety controls across all formats, including Connected TV (CTV).

METHODOLOGY

Brand Suitability Tiers are an evolution of the previous pre-bid Brand Safety products. These new tiers provide streamlined content classification and more nuanced brand suitability settings across DV's brand safety and suitability solutions.

DV's Fraud Identification leverages custom-built algorithms and detection methods that do not require the use of an SDK or custom integration. DV is Adelphic's only ad verification partner to offer both site-level and impression-level pre-bid fraud avoidance targeting. DV is the only company to provide app fraud detection and targeting, including protection from Background Ad Activity, Hidden Ads, App Misrepresentation/Spoofing and Measurement Manipulation.

DATA SEGMENTS

- | | | |
|------------------------------------|---|---------------------------------|
| ▪ Brand Suitability | ▪ Disasters | ▪ Display- IAB Viewability Rate |
| ▪ Aggregated: All Moderate Content | ▪ Drug Abuse | ▪ Video - Fully Viewed Rate |
| ▪ Aggregated: All Severe Content | ▪ Profanity | ▪ Video - Player Size |
| ▪ Adult & Sexual Content | ▪ Fraud | ▪ Video - IAB Viewability Rate |
| ▪ Alcohol | ▪ Fraud & Invalid Traffic (IVT) by Impression | |
| ▪ Crime & Violence | ▪ Fraud & IVT by Site | |
| ▪ Cyberbullying & Hate Speech | ▪ Viewability | |
| | ▪ Display - Brand Exposure Duration | |

KEY NOTES

- Dun & Bradstreet (D&B) is the world's leading source of commercial data, analytics and insight on businesses. Their global commercial database contains more than 400 million business records.
- Available for targeting and measurement

OVERVIEW

D&B transforms commercial data into valuable insight by leveraging their proprietary, lifetime issued D-U-N-S number, a unique identifier for a business that is considered the standard with major entities including the U.S. Government as well as large global corporations. These D&B data identifiers are the foundation of their global solutions that customers rely on to make critical business decisions. Leveraging approximately 700 attributes, they are able to maintain a deep understanding of every role and business behavior within a company. Rigorous collection and quality assurance processes result in a set of 100% deterministic business data, all owned by Dun & Bradstreet.

METHODOLOGY

Through their acquisition of NetProspex, a leader in B2B professional contact data and data management, which combined a comprehensive professional contact database with D&B's proprietary data and analytics. D&B's Identity Resolution Engine extracts meaningful indicators into a single, comprehensive set of business profiles and powers predictive indicators that are able to link corporate entity families and their known associates for quality reach extension, which other B2B data companies are not able to provide.

DATA SEGMENTS

- Account-Based Marketing
 - Company Name by Industry
 - Decision Makers
 - Seniority
- Firmographics
 - Company Growth
 - D-U-N-S #
 - Revenue
- Professional
 - Professionals:
 - IT
 - Marketings
 - Sales
 - Seniority:
 - C-Suite
 - Director



EPSILON[®]

KEY NOTES

- Viant has a direct integration with Epsilon for use with our Adelphic software
- Epsilon is a great provider when looking to combine segments across multiple vertical categories without losing scale
- Use their data for top-funnel objectives, when certainty on demography/interests is critical, or bottom-funnel campaigns, when knowing past purchases predicts future behavior
- Available for targeting

OVERVIEW

Epsilon is one of the most robust marketing data compilers in the world, compiling offline data for over 50 years and covering 125 out of 130 million U.S. households.

METHODOLOGY

Epsilon's insights cover over 7,000 anonymized dimensions (e.g. - locations, video views, etc.) for over 160 million consumers built from highly accurate data, including purchase transactions from over 4,000 retailers.

DATA SEGMENTS

- | | | |
|----------------------|---------------------|---------------------|
| ▪ Automotive | ▪ Grocery | ▪ Lifestyle |
| ▪ B2B | ▪ Health & Wellness | ▪ Purchase Behavior |
| ▪ Entertainment | ▪ Healthcare | ▪ Travel |
| ▪ Financial Services | ▪ Insurance | ▪ Technology |

KEY NOTES

- Nielsen's proprietary and highly curated mix of offline/online data segments, spans multiple behaviors and audiences.
- Available for targeting

OVERVIEW

Nielsen's data pool consists of over 200 anonymous data providers, which are reviewed and put through a QA process.

METHODOLOGY

Data is collected from consumers through online sources, such as web browsing, company databases and offline sources such as past purchase transactions. Point of Interest data is collected from location data providers.

DATA SEGMENTS

- B2B
 - Company Size
 - Industry
 - Job Type
- Demographic
 - Age
 - Education
 - Gender
- Intent
 - Interest
 - Catalog Subscriptions
 - Past Purchase Transactions
- Location-based Segments
 - Smart Segments
 - Children in Household
 - Shopping
 - Travel Bookers



KEY NOTES

- Viant has a direct integration with Experian for use with our Adelphic software
- Large aggregator of data with online and offline data, many syndicated segments can be found directly within Audience Builder
- Experian has information on more than 300 million consumers who are all credit-active and over 18 years old
- Available for targeting and measurement

OVERVIEW

Experian is a recognized leader in data-driven marketing, providing superior customer insight, analytics and marketing technology to more than 10,000 brands in over 30 countries. Fueled by the world's largest consumer database, they help organizations from around the world to deliver exceptional and authentic customer experiences that drive customer acquisition, increase brand loyalty and improve return on investment. Their extended legacy in data security, management and consumer privacy has earned the trust of organizations and consumers for more than three decades.

METHODOLOGY

Experian maintains a wealth of information about consumers and how they make buying decisions. Experian compiles data from more than 1,500 public and proprietary sources. These sources include self-reported information, aggregated panel data, websites that have permission to share information about visitors, public records and historical retail purchases that are collected offline and then brought online through proprietary online data partnerships.

DATA SEGMENTS

- | | | |
|-------------------|----------------------------|-----------------------|
| ▪ Auto | ▪ Mosaic | ▪ Past Purchase |
| ▪ B2B | ▪ Middle-class Melting Pot | ▪ Politics |
| ▪ Ethnic Insights | ▪ Power Elite | ▪ Purchase Predictors |
| ▪ Financial | | |



FOURSQUARE

KEY NOTES

- Foursquare provides first-party, always-on foot traffic data with a world class POI map globally to execute proximity targeting.
- Available for targeting

OVERVIEW

Foursquare offers access to various brand and store locations along with generic places by vertical. Foursquare allows to access insights such as:

- Customers' lifestyle preferences, brand affinities, behavioral propensities and other psychographic characteristics
- Consumer journeys illustrating all of the places people go and their path to purchase
- Visit patterns by day of the week and time of day, visit frequency, distance traveled, category penetration and more

METHODOLOGY

Foursquare utilizes an unbiased, non-incentivized panel from owned and operated apps as well as 150,000 partners who have registered to use their developer tools and includes multi-sensor, background aware technology with true stop detection.

DATA SEGMENTS

- | | | | |
|---------------------------|--------------------|-------------------------|----------------------|
| ▪ Arts & Entertainment | ▪ Food | ▪ Outdoors & Recreation | ▪ Travel & Transport |
| ▪ Art Galleries | ▪ American | ▪ Athletics & Sports | ▪ Airport Lounges |
| ▪ Casinos | ▪ Bakeries | ▪ Parks | ▪ Hotels |
| ▪ Movie Theaters | ▪ Vegetarian | ▪ Yoga | ▪ Train Stations |
| ▪ Brand Visitors | ▪ Lifestyle | ▪ Professional | |
| ▪ 7-Eleven | ▪ Auto Enthusiasts | ▪ Business Centers | |
| ▪ Kohls | ▪ Commuters | ▪ Event Spaces | |
| ▪ Target | ▪ DIY Shoppers | ▪ Warehouses | |
| ▪ Colleges & Universities | ▪ Nightlife Spots | ▪ Shops & Services | |
| ▪ Community Colleges | ▪ Bars | ▪ Banks | |
| ▪ Trade Schools | ▪ Lounges | ▪ Gas Stations | |
| ▪ University | ▪ Nightclubs | ▪ Hardware Stores | |

FOURSQUARE

KEY NOTES

- In 2020 Factual became a part of Foursquare, gathering raw data from millions of different sources
- Available for targeting and measurement

OVERVIEW

Foursquare (Factual) gathers raw data from millions of different sources, cleans and structures it, and then packages and distributes it in multiple ways to make data easier to use. They provide highly customizable location-based audiences and geofencing capabilities.

METHODOLOGY

Because physical locations change on an ongoing basis, they invest in keeping their Global Places™ data current. Global Places™ is built from over 2 billion inputs from millions of different sources. This data is updated on an ongoing basis as they see new information. The scale of these changes is vast (e.g. – in 2016, they added 35 million places and removed 13 million places, along with millions of updates to place names, addresses, phone numbers, geocodes, and other attributes).

Accurate latitude and longitude are the critical components to location data accuracy. The number of decimal places in a latitude or longitude represent the precision of understanding that user's location. As the lat/long number gets longer, the accuracy of the user's location gets more and more granular.

DATA SEGMENTS

- | | | |
|--|--|--|
| ▪ Behavioral <ul style="list-style-type: none">▪ Auto▪ Food and Beverage▪ Lifestyle and Lifestage | ▪ Demographic <ul style="list-style-type: none">▪ Age▪ Gender▪ Income | ▪ Political <ul style="list-style-type: none">▪ US Congressional Districts |
| ▪ Brand Shoppers <ul style="list-style-type: none">▪ Apple Store▪ Chase Bank▪ Lowes▪ Vons | ▪ Location Visitors <ul style="list-style-type: none">▪ Automotive▪ Business and Services▪ Social▪ Travel | |



KEY NOTES

- Fyllo's cannabis data is in demand with the normalization of cannabis and CBD and the changing stereotype of its consumers
- Available for targeting

OVERVIEW

The Fyllo Data Marketplace is the largest ecosystem of cannabis and CBD purchase data, creating access to previously inaccessible audiences with both the scale and mindset needed to drive growth.

Many of Fyllo's clients are mainstream brands targeting CPG, QSR, Retail, Pharma and Alc/Bev verticals. Fyllo audiences improve reach, acquire new customers, drive incrementality, etc. for clients without needing to offer CBD/cannabis products.

Fyllo is only sourcing data from adult legal retailers in the U.S. To enter and purchase from an adult legal retailer, a consumer must prove (through driver's license verification) they are 21+. Therefore, Fyllo data only includes information for adults 21+ making it LDA compliant and works well for targeting sensitive categories.

METHODOLOGY

Fyllo data is sourced through 100% offline, second-party purchase data from leading cannabis-endemic companies including point of sale systems, e-commerce platforms, loyalty/rewards programs, and delivery services. Data is only collected from sources that sell/have insight into both cannabis and CBD products.

Fyllo audiences are broken out into 2 categories:

- Fyllo Infused Audiences: Include base level, cannabis/CBD-endemic audiences.
- Fyllo Endemic Audiences: Reach known cannabis and CBD purchasers based on their buying habits, offline behaviors and more.

DATA SEGMENTS

- | | |
|---------------------------------|----------------------------------|
| ▪ Infused Audiences by Vertical | ▪ Infused Audiences by Lifestyle |
| ▪ Adult Beverage | ▪ Sustainability |
| ▪ Auto | ▪ Fyllo Endemic Audiences |
| ▪ CPG | ▪ Customer Type |
| ▪ Entertainment | ▪ Category |
| ▪ Pharma | |
| ▪ QSR | |
| ▪ Retail | |
| ▪ Travel | |



HEALTH RANKINGS

KEY NOTES

- HealthRankings by Symphony Health provides thorough Rx data and powerful analytics to better understand the full market lifecycle, from predictive market analysis to patient influence, physician prescribing, pharmacy fulfillment, payer reimbursement, and sales compensation.
- Their holistic perspective is obtained from a massive database of fully integrated information capturing physician, payer, and patient actions.
- Available for targeting and measurement

OVERVIEW

Formed in 2012, HealthRankings offers the best in innovative research services for the life sciences industry. A pioneer in the physician-level targeting environment that pharmaceutical companies use today, HealthRankings provides strategic market data that analyzes the industry from the perspectives of providers, payers, and patients to a variety of private and public organizations.

METHODOLOGY

HealthRankings provides comprehensive coverage across all key dimensions, which includes over 90% of dispensed Rx in the U.S., over 280 million patients with an average patient existence of 4+ years, more than 1.8 million prescribers and more than 10,000 plans. This coverage is made possible with the integration of over 900,000 data sources and 12+ years of history.

HealthRankings uses a combination of socio-economic and healthcare utilization data, and machine learning and statistical modeling techniques, to group individuals based on their propensity to have certain health characteristics. All scoring adheres to HIPAA compliance.

DATA SEGMENTS

- | | | |
|-------------------|-----------------|---------------|
| ▪ Acne | ▪ Flu | ▪ Parkinson |
| ▪ Allergy | ▪ Heart Failure | ▪ Stroke |
| ▪ Cough/Cold | ▪ Lupus | ▪ UTI |
| ▪ Diabetes | ▪ Migraine | ▪ Weight Loss |
| ▪ Eating Disorder | ▪ Osteoporosis | |

KEY NOTES

- HG Insights, formerly HG Data, uses advanced data science to provide B2B companies a way to analyze markets and target prospects.
- HG Insights is available for targeting

OVERVIEW

HG Insights specializes in comprehensive technographics in the industry, indexing billions of unstructured documents each day to produce a detailed census of the technologies companies use to run their business.

METHODOLOGY

HG Insights uses their machine learning technology to analyze information available offline and online to create technographic insights. The inputs used in their analysis include company whitepapers, press releases, news, blogs, job posting and government documentation.

DATA SEGMENTS

- | | |
|-----------------|-------------------|
| ▪ Technographic | ▪ Firmographic |
| ▪ Product by | ▪ Company Revenue |
| ▪ Name | ▪ Employees |
| ▪ Category | ▪ Industry |
| ▪ Vendor | |



KEY NOTES

- InMarket data is a great tool for location and proximity targeting given their ability to layer on demographic and in-market data
- Available for targeting

OVERVIEW

InMarket, the leading mobile audience intelligence platform, leverages its ROI-driven approach and unique advertiser platform, Location Graph™ to deliver true one-to-one mobile audience targeting at scale. Location Graph integrates proprietary mobile location big data to engage marketers' desired audience — delivering 4X higher performance over other mobile targeting approaches.

METHODOLOGY

Location data is at the heart of their mobile audience profiles but is not the only data set. Their platform enhances the location data with a combination of engagement, demographic, contextual, first and third-party data, spend data, time of day, day of week and other factors to deliver the audience that is most relevant for the client's brand. Just as cookies provide a way to combine different data online, location is the cookie for the mobile ecosystem.

- 45,000 Mobile Application Partners
- 135 million devices per month
- 5 million devices passing persistent data
- Over 1,000 audience segments

DATA SEGMENTS

- | | | |
|---|---|--|
| ▪ Demographic <ul style="list-style-type: none">▪ Age▪ Ethnicity▪ Gender▪ Household Incomes | ▪ In-Market Profiles <ul style="list-style-type: none">▪ Appliances▪ Auto▪ Home▪ Phone | ▪ Shopper <ul style="list-style-type: none">▪ Clothing▪ Electronics▪ Home Improvement▪ Pharmacy |
| ▪ Enthusiat Profiles <ul style="list-style-type: none">▪ DIY▪ Entertainment▪ Food & Beverage▪ Sports | ▪ Lifestyle <ul style="list-style-type: none">▪ Business▪ Student | |

KEY NOTES

- Integral Ad Science (IAS) is a global measurement and analytics company that builds verification, optimization and analytics solutions
- Available for targeting

OVERVIEW

IAS verifies that impressions have the opportunity to be effective, optimizes towards opportunities to consistently improve results and analyzes digital's impact on consumer actions.

METHODOLOGY

IAS uses TRue Advertising Quality (TRAQ), a web page score based on an aggregate of media quality metrics, including viewability, ad fraud, and brand safety. Each URL starts with a TRAQ score of 1000. TRAQ ranges from 250 to 1000, with 1000 being the highest risk.

DATA SEGMENTS

- | | | |
|-----------------|-----------------------------|----------------------|
| ▪ Brand Safety | ▪ Fraud | ▪ Viewability |
| ▪ Adult Content | ▪ High Risk Page Rating | ▪ Viewability Length |
| ▪ Drugs | ▪ Moderate Risk Page Rating | ▪ Viewability Rate |
| ▪ Hate Speech | ▪ TRAQ Score | |
| | ▪ Target TRAQ Score | |



KEY NOTES

- Viant has a direct integration with IQVIA for use with our Adelphic software
- IQVIA offers real-time, patient-level data from over 800M U.S. persons tracked for every condition as well as inputs from 5,000 Healthcare Professionals
- Available for targeting and measurement

OVERVIEW

IQVIA integrates advances in data science and technology with human science expertise to help people in healthcare make better decisions and advance human health.

METHODOLOGY

IQVIA's Patient-Level Data (PLD) is the broadest de-identified longitudinal patient database available today, which currently tracks over 800 million unique patients. Index numbers are generated by using IQVIA's Longitudinal PLD for each feed. The data index provided will be based on a current rolling 12-month market prevalence.

The ProVoice monthly survey is fielded among 5,000 HCPs (including physicians, NP/PAs, dentists, hygienists, optometrists and pharmacists). Integration with other data assets including Rx data, demographics, etc. enables results to be projected across entire HCP universe. Responses can be linked to a call panel/target list for further insight.

DATA SEGMENTS

- Diagnosis
- Laboratory Test
- Rx Brand



KEY NOTES

- Viant has a direct integration with IRI for use with our Adelphic software
- IRI's POS data covers 95% of retailers across grocery, drug, convenience and club
- IRI Verified Audiences has access to the purchase behavior of 500+ million loyalty cards from 117 million households
- Available for targeting and measurement

OVERVIEW

IRI is a leading provider of big data, predictive analytics and forward-looking insights that help CPG, OTC health care organizations, retailers, financial services and media companies grow their businesses. With the largest repository of purchase, media, social, causal and loyalty data, all integrated on an on-demand, cloud-based technology platform, IRI is empowering the personalization revolution.

METHODOLOGY

IRI Audiences uses a repository of multichannel retailer data assets at scale, including anonymized data from over 500 million national shopper loyalty cards from multiple leading retailers to help marketers to improve targeting and activation.

DATA SEGMENTS

- | | |
|----------------------------|----------------------|
| ▪ Beauty and Personal Care | ▪ Household Products |
| ▪ Grocery | ▪ Pets |
| ▪ Healthcare Products | ▪ Retail |



KEY NOTES

- Viant is the first DSP to incorporate the IRIS_ID data based on keyword tags and household data to be used for deep audience insights targeting.
- Available for targeting

OVERVIEW

IRIS.TV powers contextual video partners like Comscore and a content metadata platform for CTV players like Pluto or Fubo. They have been organizing video content across CTV for nearly 10 years. Their technology captures deep, targetable insights from show title and description to important audience keywords such as "netflix", "hulu", "kardashian", "baseball", "parenting" creating rich audience data.

METHODOLOGY

IRIS.TV technology ingests the video/show that was viewed, the description of the video/show and they have assigned valuable, targetable keywords to these videos/shows (at scale), which provides the ability for very granular understanding of household viewership behavior.

Viant receives video metadata from IRIS.TV. Publishers create a request for an ad, which includes an IRIS ID. When the ad call is received in Adelphic, the IRIS ID is captured. Keywords associated with the content and the linked HHID are referenced to form segments based targeting viewership over a period of time. Viant is the first DSP to incorporate the IRIS_ID data based on keyword tags and household data to be used for deep audience insights targeting. IRIS.TV video data informs Viant of households that actually view video content.

AFFINITY VIEWERSHIP

- Automotive Enthusiast
- Environmental and Wellness
- Fast Food
- Gaming Enthusiast
- Health and Fitness Enthusiast
- U.S. Politics

BRAND VIEWERSHIP

- Adidas
- Airbnb
- BMW
- Coca-Cola
- Coinbase
- Hulu
- Kraft
- Netflix
- Nike
- Youtube



KEY NOTES

- Ipsos Affluent Intelligence's data defines influential, powerful audiences and helps develop effective messaging and media strategies
- Available for targeting via LiveRamp

OVERVIEW

For over 40 years, Ipsos Affluent Intelligence's (IAI) is the most widely used, longest running study of consumers, giving insights into affluent attitudes, preferences, media habits and purchase behavior.

Through partnership with Acxiom/LiveRamp, IAI offers hard to find affluent segments including, C-suite, affluent influencers and consumers you plan category purchases in the next twelve months. Typical usage of segments include:

- Market sizing
- Segmentation & Profiles
- Attitudes & Usage
- Brand Position & Strategy
- And More...

METHODOLOGY

Through their extensive online survey combines psychographics with purchase, usage, and intent to bring communications planning to the highest level. Data is continuously fielded with an annual sample of over 24,000+ affluent consumers allows for customized profiles of segments.

Survey Content consists of:

- Demographics
- Psychographics
- Income and Net Worth
- And More...

DATA SEGMENTS

- C-Suite & B2B
 - Top Management
 - CEO
 - Working in Government
 - Working in Marketing
- IT & Financial B2B
 - IT Workers
 - Small Business Owners
 - Financial Planners
- Early Adopters/
In-Market/Lifestyle
 - Affluent Millennials
 - Tech Early Adopters
 - In-Market for Fine
Watches or Jewelry



KEY NOTES

- iSpot.tv helps advertisers measure the brand and business impact of TV and streaming advertising, from concept to airing to conversion.
- Available for targeting

OVERVIEW

iSpot.tv's measurement and attribution solutions enable advertisers to assess creative effectiveness, enhance media plans and attribute advertising results for cross-platform campaigns, all while benchmarking against competitors and historical norms. Unlike legacy and ad hoc solutions, iSpot is purpose-built to measure the performance of every ad on television with digital-like precision and granularity in real-time.

With 51 million devices -39 million smart TVs from Vizio, LG, Sharp, Hisense, Toshiba, Seiki and Skyworth and 12 million set-top boxes - iSpot has the largest and most secure measurement footprint of licensed data in the industry.

iSpot measures linear and OTT advertising in a unified manner. Brands use iSpot Unified Measurement to understand incremental reach over linear, and to measure OTT's impact on business outcomes compared to linear. With iSpot's Unified Measurement solution, you can measure and analyze your OTT campaigns with your linear TV buy in real-time.

METHODOLOGY

iSpot measures linear TV impressions using a panel of 39 million Smart TVs that are extrapolated to the total US viewing population, balanced against US Census geography and demographics. iSpot maintains real-time linear impression data for 13,000+ brands. With the placement of a single pixel/S2S integration you can see incremental reach and exposure data for any advertisers campaign.



KANTAR

KEY NOTES

- Kantar enables advertisers, agencies and media owners to decide how to identify, target and reach key consumer audiences and has comprehensive insights into online and offline behavior and attitudes, media consumption, product and brand use.
- Available for measurement

OVERVIEW

Kantar has highly specialist expertise in understanding both sport and healthcare markets and next generation technology to enable audience engagement through their companion screen. Kantar helps clients profile and segment online visitors, targets and competitors by both online and offline behavior.

METHODOLOGY

Kantar's Choices analysis software and data visualization gives the most flexible insight solutions and exploits powerful statistical techniques, covering modelling, fusion and segmentation. Kantar uses Target Group Index (TGI) integration through their open API

Kantar measures use of more than 4,000 brands, 400 different attitudes and motivations and the consumption of more than 2,000 online and offline media brands (whether online, TV, print, radio, social media or outdoor).

KOCHAVA★

KEY NOTES

- The Kochava Collective data marketplace includes more than 9 billion first-party connected devices making it the largest independent mobile data marketplace.
- Kochava's unique integration into Adelphic software facilitates a raw data feed directly tying into the Viant Household ID
- Available for targeting and measurement

OVERVIEW

Kochava Collective is utilized for affinity audiences, interest targeting and audience demographics. Get access to first-party data for audience enrichment and target market segmentation with activation options for over 9 billion device profiles and over 600 million monthly active users.

Kochava's Marketers Operating System™ (m/OS) integrates omnichannel marketing solutions for advertisers and publishers in one operational platform that manages customer identity, measurement and data control. Kochava has universal measurement and omnichannel attribution across connected networks and devices.

METHODOLOGY

Data collected from vetted first- and third-party sources are ingested and segmented into various behavioral, demographic and location audience buckets. These audience data segments can be leveraged to enhance a client's internal database for more detailed audience targeting and analysis. Audience data can also be activated across major social and programmatic platforms.

DATA SEGMENTS

- Advanced Pay
 - Offline (OOH, DOOH, CPG, etc.)
 - Connected TV
 - Linear TV
- Paid
 - Super Publishers (Facebook, Google, etc.)
 - Traditional Ad Networks & DSPs
 - Affiliates
- Advanced Partnerships
 - Offline Measurement
 - Advanced TV
- Devices & Platforms
 - Mobile
 - Web
 - Desktop
 - CTV
 - Virtual Reality

KEY NOTES

- L2 is a leading provider of voter data and customized data processing.
- Available for targeting

OVERVIEW

For over 50 years, L2 has been a trusted source for enhanced voter, consumer and modeled issue data. L2's national voter file remains accurate and is frequently updated. The voter file contains one of the largest number of detailed voter file segments for traditional and digital targeting.

METHODOLOGY

The L2 voter file has over 190 million records, continuously updated from dozens of sources. Scrubbed against the national change of address (NCOA) database and deceased voters list and include data from state and county level registered voter files, eight national telephone source files, thousands of consumer fields, current U.S. Census Data, election return data with results from every county in the U.S. and their own privately-owned lifestyle and issue data

DATA SEGMENTS

- Demographic
 - Household - Dwelling Type, Income, Presence of Children, Size
 - Household - Age, Ethnicity, Language, Voting History
- Geographic
 - Congressional District by State
 - State House District
 - State Legislative District
 - State Senate District
- Hobbies & Interests
 - Hiking
 - Fishing
 - Sports
 - NASCAR
 - TV
- Political Contributor
 - Average Donation Amount
 - Contributor in Household
 - Donate to Specific Causes

KEY NOTES

- LiveRamp showcases their business as an identity platform leveraged by brands and partners to deliver products and experiences.
- Available for targeting

OVERVIEW

LiveRamp's RampID is the solution they built to help companies without internal identity resolution to scale the ability to connect with people, data, and devices across digital and physical environments.

Viant has a direct integration with LiveRamp providing near U.S. Census scale. Additionally, Viant has internal identity resolution capabilities and therefore Adelphic advertisers can activate LiveRamp audiences without the RampID.

LiveRamp offers both identity and non-identity data through numerous partner integrations.

METHODOLOGY

Depending on the desired process with LiveRamp, onboarding can take place in two different ways:

Through the direct match identity sync, Viant and LiveRamp's matched identity universe becomes a matched table of emails and addresses within LiveRamp. The advertiser onboards their list into LiveRamp and LiveRamp matches the advertiser email list to all of its identifiers to respective RampIDs to create a RampID pool. LiveRamp then searches the identity direct match file and links Viant IDs with RampIDs they have sourced from the identifiers linked to the advertiser email list. LiveRamp sends only the Viant IDs matched to respective profiles contained in this RampID pool for media execution. Direct match identity segments are the only option for CTV execution. (LiveRamp Connect users can also send cookies associated with RampIDs pool in addition to matched Viant IDs.)

OR

The standard cookie/device ID sync process, where advertisers onboard their lists into LiveRamp and LiveRamp matches the advertiser email list to all of its linked identifiers to create a user pool with RampIDs. The user pool is then sent to Adelphic for media execution.

DATA SEGMENTS

The IdentityLink Data Store makes it easy for advertisers to access Segment Data, Signal Data & Data Services from 90+ data providers. Data is matched to IdentityLink IDs and exported to Adelphic as cookies and device IDs.



KEY NOTES

Lotame Data Exchange (LDX) comprises of billions of monthly unique users globally. Optimize efficiency and scale across screens, access validated audiences and create a custom blend of first, second and third-party data for targeting.

- Available for targeting

OVERVIEW

LDX offers two targeting solutions:

- Third-Party Marketplace
 - Gain access to thousands of high quality audience segments in the world, including proprietary Lotame Precision Demographic and Interest audiences
- Second-Party Marketplace
 - Connect premium publishers directly with data buyers in all verticals

METHODOLOGY

Lotame data is sourced from a network of global partners vetted by their data supply team. A combination of Javascript tags, SDKs and partner data syncs are used for data collection, with consumer privacy and choice in mind.

Data sets include demonstrated behavioral data from publisher partners, purchase and intent data from offline providers, demographic data, B2B data, CRM data, email data and survey-based panels. The data is passed to Lotame pseudonymized, aggregated and then matched into audience segments. Data is collected and processed in real-time, ensuring quality and accuracy.

DATA SEGMENTS

- | | | |
|-------------------------|----------------------|-------------------------------|
| ▪ Advanced Demographics | ▪ Demographics | ▪ News & Politics |
| ▪ Art & Culture | ▪ Entertainment | ▪ Offline CPG Purchasers |
| ▪ Auto | ▪ Food & Restaurants | ▪ Personal Finance |
| ▪ Business | ▪ Healthy Living | ▪ Social Media |
| ▪ B2B | ▪ Hispanic | ▪ Style, Fashion and Clothing |
| ▪ Charitable Donors | ▪ Home & Family | ▪ Technology |



KEY NOTES

- Viant has a direct integration with Mastercard for use with our Adelphic software
- Purchase-based audiences that are aggregated to meet privacy regulations
- Great resource for any advertiser in the Retail vertical including dining, tech & telecom and travel
- Available for targeting

OVERVIEW

Mastercard Audiences, with 65 billion transactions per year, helps advertisers in the retail, restaurant, travel and telecommunication sectors reach the right audience. Mastercard provides marketers with access to over 200 standard audiences that aggregate segment spending propensities and layer them onto third-party consumer populations.

METHODOLOGY

MasterCard identifies audience segments with higher statistical probability to make purchases within the category. Their segments use aggregated insights gained through their proprietary credit card purchase data.

DATA SEGMENTS

- | | | |
|---|--|--|
| ▪ Automotive <ul style="list-style-type: none">▪ Automotive Retail & Accessories▪ New & Pre-Owned Sales | ▪ Grocery <ul style="list-style-type: none">▪ Drug Stores▪ Grocery Stores | ▪ Tech & Telecom <ul style="list-style-type: none">▪ Cable TV + Internet▪ Cellular/Wireless Devices▪ Cord Cutters |
| ▪ Apparel <ul style="list-style-type: none">▪ Department Stores▪ Discount Department Store▪ Sports Apparel & Equipment | ▪ Retail <ul style="list-style-type: none">▪ Home Improvement▪ Office Supplies | ▪ Travel <ul style="list-style-type: none">▪ Agency▪ Cruise Travel▪ Domestic Travel▪ International Travel▪ Luxury Travel |
| ▪ Entertainment <ul style="list-style-type: none">▪ Box Office▪ Concerts▪ Luxury Entertainment▪ Movies▪ Theme Parks | ▪ Restaurant & QSR <ul style="list-style-type: none">▪ Fine Dining▪ General Restaurants▪ Quick Serve Restaurants | |

KEY NOTES

- MedData Group employs a highly sophisticated and multi-level data acquisition process to ensure they provide the largest and most accurate data
- Viant has a direct integration with MedData Group for use with our Adelphic software
- Available for targeting and measurement

OVERVIEW

MedData Group has over 2 million records and healthcare databases that span from U.S. physicians to mid-level clinicians, such as nurse practitioners and physician assistants, to allied health professionals and hospital professionals in both administrative and information technology roles. They maintain complete demographic and firmographic data, as well as clinical behavior and dozens of profession-specific fields to inform both data selection and marketing programs.

METHODOLOGY

Utilizing over 65 public and private data sources and leveraging MedData Group's own team of data researchers and data analysts, each source provides critical elements of data and supports accuracy. HIPAA compliance is applicable for consumer/patient data only and is not applicable to MedData Group's Healthcare Professional data.

DATA SEGMENTS

- Hospital Professionals: # of Beds, Job Function and Level
- Physicians by Common Diagnosis (Dx) Behavior
- Physicians by Specialty Rx Brand

KEY NOTES

- Viant has a direct integration with NCSolutions for use with our Adelphic software
- One of the largest CPG datasets available in the market, their syndicated segments can be found self-service within audience builder
- NCS Data covers most CPG verticals including Beauty, Food & Beverage and Pharma
- Sourced from loyalty card data, which allows for deterministic targeting and measurement
- Available for targeting and measurement

OVERVIEW

NCSolutions (NCS) is a leader in buyergraphic media activation and sales measurement for CPG marketers. They use the largest, most representative shopper dataset to help CPG marketers and media companies define their most valuable audience, reach them with advertising and measure incremental sales.

METHODOLOGY

NCSolutions operates the CPG industry's largest buyergraphic dataset, connecting the media people consume with the products they buy. NCS buyergraphics originate from actual loyalty card purchase data, which can be defined once and enabled across an entire media plan.

- 90 million households (77% of U.S. consumers)
- 2+ years of behavioral history
- Nationwide representation
- Updated daily
- UPC-level data (1,500,000 UPCs covered)
- 850 syndicated segments; custom segments available

DATA SEGMENTS

- Beauty
- Beverages
- Health
- Home & Garden
- Household Items
- Food
- Baking
- Canned Shelf Stable
- Dairy
- Frozen
- Snacks



KEY NOTES

- Viant has a direct integration with Neustar for use with our Adelphic software
- Large volume of syndicated segments available self-service within audience builder
- Neustar corroborates data via their inputs from 2 million inbound updates per day and indirect intelligence from more than 4 billion transactions per day
- Available for targeting

OVERVIEW

Neustar is the first real-time provider of cloud-based information services, enabling marketing and IT security professionals to promote and protect their businesses. With a commitment to privacy and neutrality, Neustar operates complex data registries and uses its expertise to deliver actionable, data-driven insights that help clients make high-value business decisions in real time, one customer interaction at a time.

METHODOLOGY

Neustar AdAdvisor Audiences are comprised of deterministic data to enable marketers to more precisely target those consumers with a higher propensity to react to an online and mobile campaign. Neustar has over 200 sources of offline data that are aggregated, cleansed, and used to build a comprehensive offline identity from over 120 million households that is used for media targeting and advertising.

DATA SEGMENTS

- | | |
|--------------------------------|-------------------------------------|
| ▪ AdAdvisor Business Audiences | ▪ AdAdvisor ElementalOne Segments |
| ▪ Company Size | ▪ AdAdvisor Financial Audiences |
| ▪ Industry | ▪ Buying Power ScoreNet Asset Value |
| ▪ Job Function | ▪ AdAdvisor Financial Audiences |
| ▪ AdAdvisor Consumer Audiences | ▪ Comscore TV Segments |
| ▪ Alcohol | ▪ AdAdvisor Political Audiences |
| ▪ Beauty & Personal Care | ▪ Attitudes |
| ▪ Computers & Electronics | ▪ Contributions |
| ▪ Grocery | ▪ Outlook |
| | ▪ Political Affiliations |
| | ▪ Voting Behavior |



ORACLE

Advertising

KEY NOTES

- Oracle BlueKai helps manage large stores of consumer and audience profile data that it gathers from a combination of first and third-party data sources.
- Available for targeting

OVERVIEW

Their Audience Data Marketplace is the world's largest third-party data marketplace to augment a customer's proprietary data with actionable information on more than 700 million profiles.

METHODOLOGY

As a consumer visits websites on Oracle BlueKai's network, those sites place cookies on the individual's computer, which passively track anonymized Internet browsing data via that cookie's unique ID. Oracle BlueKai's partner and customer companies use this data to profile consumers by geographic location, type of employment, income brackets, spending habits, etc. Oracle BlueKai's platform takes these characteristics and creates audience profiles allowing for targeted marketing campaigns.

DATA SEGMENTS

- | | | |
|----------------------|----------------------|-----------------------|
| ▪ In-Market Profiles | ▪ Interest | ▪ Other Segments |
| ▪ Auto | ▪ Animals | ▪ B2B |
| ▪ CPG | ▪ Food & Drink | ▪ Purchase Predictors |
| ▪ Education | ▪ Parenting & Family | ▪ Television |



ORACLE

Advertising

KEY NOTES

- Oracle Contextual, formerly Grapeshot, is a leader in providing Contextual Intelligence Solutions that empower companies to transform digital data assets into real-time actionable insights
- Oracle Contextual is available for targeting

OVERVIEW

Brands utilize Oracle Contextual Intelligence to drive marketing and advertising decisions that allow them to reach more relevant audiences when they are ready to engage with those brands. The Oracle Contextual Intelligence platform empowers businesses with real-time targeting, data enrichment, and audience discovery. Oracle Contextual is proficient in multiple languages with over 31 supported languages and the ability to recognize over 170.

METHODOLOGY

Oracle Contextual's advanced keyword Contextual Intelligence platform is based on Information Retrieval (IR) science, which uses probabilistic algorithms that determine the probability value of words within a webpage.

With their algorithms, they crawl a page to extract a core set of keywords from the body of content. Page classification is achieved by matching page profiles to segments in real-time. As the profile of a page is determined, they identify any matches between the keywords in the page profile and the keyword collections across all segments in the platform. The key words on the page are the ones with the highest weight. Many IR approaches use word frequency and word density inside a document to assign significance. Their algorithms determine not just the value of words on the page, but also across all pages previously analyzed.

Oracle Contextual delivers this speed and scale through a compartmentalized keyword infrastructure:

- Crawler Layer: a smart system that manages crawling pages and determines the core HTML 'document' as well as the optimal frequency to recrawl each page.
- Classification Layer: the core engine that conducts the matching of terms between pages and profiles as described above, usually within a millisecond or two.
- Cache Layer: a localized installation that is set up to enable real-time responses for clients, with constant updates from the Oracle Contextual centralized system for both page-level and domain-level classification.

DATA SEGMENTS

- | | | | |
|--------------|--------------|----------------|------------|
| ▪ Contextual | | ▪ Brand Safety | |
| ▪ Auto | ▪ Finance | ▪ Adult | ▪ Drugs |
| ▪ Education | ▪ Technology | ▪ Crime | ▪ Politics |



KEY NOTES

- Peer39 helps brands and advertisers access the safest, highest quality, most contextually relevant inventory at an unmatched global scale
- Peer39 is available for targeting

OVERVIEW

Peer39 uses a holistic approach to contextual pre-bid ad targeting that looks at the environment beyond keywords and phrases, analyzing relationships between the words, sentences, sentiment and meaning.. Peer39 surfaces the largest set of global identity-free signals, ensuring contextual relevance and quality environments are secured.

The upcoming changes to mobile devices and browsers are driving the shift from reliance on identity tracking and cookies that make contextual targeting a higher priority for advertisers that want to re-align their strategy. Peer39 was built without reliance on tracking to provide valuable data to their customers.

METHODOLOGY

Peer39 is a content classification engine that produces semantic-based contextual, brand safety/brand suitability, page quality signals, sentiment signals, meaning and a number of other groups of data that are derived from the analysis of web pages and apps in real-time.

The system is made up of a number of components, processes, models, and technology. The online layer consists of a caching layer and a data processing layer. The caching layer is the repository to respond quickly with page-level results to all of their partners when they pass a URL or other signal to the platform. Finally in the enrichment layer, marketplace partners can enhance the response back to the cache layer with their own brand of data derived from their analysis of the pages, app or location.

DATA SEGMENTS

- | | | |
|----------------|-------------------|--------------------------------|
| ▪ Context | ▪ Mobile | ▪ OTT/CTV |
| ▪ Context | ▪ App Store | ▪ Sentiment |
| ▪ Automotive | ▪ Broadcast Type | ▪ Social Predict |
| ▪ Education | ▪ Content Type | ▪ Quality |
| ▪ Specialty | ▪ Device/Platform | ▪ Brand Safety and Suitability |
| ▪ Demographics | ▪ OTT Service | ▪ Fraud |
| ▪ Language | ▪ Product Type | ▪ NewsGuard |
| | ▪ Revenue Type | ▪ Page Signals |

KEY NOTES

- PeoplefinderDaaS is a data marketplace focused on B2B use cases for ad targeting and analytic
- PeoplefinderDaaS works to deliver the high quality data segments for specific B2B use cases in targeted advertising, personalization and analytics.
- PeoplefinderDaaS is available for targeting

OVERVIEW

PeoplefinderDaas is one of the largest premium B2B & Consumer databases with 43 billion data records compiled for use in marketing, sales and analytics use cases. Peoplefinder's data products include a standard data taxonomy as well as custom data segments that can be tailored to achieve specific goals such as Account-Based Marketing (ABM) and industry-focused solutions.

METHODOLOGY

PeoplefinderDaaS has two primary data assets: Offline Contact Data and IP Data. Each is collected with its own methodology. PeoplefinderDaaS collects contact data on millions of professionals from multiple different sources. They verify, cleanse and normalize the data to create custom and syndicated data segments. PeoplefinderDaaS works with several data providers who monitor all IP addresses globally. The IP addresses are mapped back to a domain and then to a company and corporate network. This enables them to target all devices on a corporate network and relays interesting data about what technologies the company is using on their corporate network.

DATA SEGMENTS

- | | | |
|---------------------------|--------------------------|--------------------------|
| ▪ Account-Based Marketing | ▪ Professional Targeting | ▪ Firmographic Targeting |
| ▪ Company Name | ▪ Functional Area | ▪ Company Size/Age |
| ▪ Industry | ▪ Professional Groups | ▪ Public Ranking |
| ▪ Professional Licenses | ▪ Seniority | ▪ Sales Volume |

KEY NOTES

- PlaceIQ offers a technology platform that analyzes various data points about location, time and real-world behavior.
- PlaceIQ is available for measurement

OVERVIEW

PlaceIQ's platform provides a suite of consumer discovery, engagement and activation solutions to engage right consumers and lead them to desired brand actions and destinations at scale, as well as delivers interest-based advertising to consumers on their mobile phones and smart devices.

METHODOLOGY

To amplify data, PlaceIQ also employs cartographers to hand-draw the physical outlines of points-of-interest. Mobile devices constantly emit location signals through the form of latitude/longitude coordinates. PlaceIQ sources anonymous device signals and connects them with their basemap. This helps them to understand where audiences are moving in the physical world.

To deliver scalable, accurate solutions, PlaceIQ made it their mission to diversify their data. They work with multiple data sources to combine the rich depth and accuracy of background data with wide coverage of foreground data. This intricate level of data diversity is critical for richly detailed solutions.



KEY NOTES

- Prosper Predictive Audiences are powered by Acxiom.
- Available for targeting

OVERVIEW

Utilizing ethically source third-party data sets, brands can identify actionable audiences with the highest likelihood to spend and fuel relevant messaging tailored to customers' lifestyles and behaviors.

METHODOLOGY

Prosper's custom survey insights uses proprietary collection methods enhanced with Acxiom's InfoBase of more than 1,500 attributes representing 100% of marketable U.S. consumers and households to create models, personas and segmentation for targeting purchase intent. Their omnichannel identity resolution covers 100% deterministic digital and offline matching.

DATA SEGMENTS

- Digital Behavior
 - App Users
 - Concern About Personal Data
 - Clothing Sales Shopper
- Entertainment and Auto Behavior
 - Auto Insurance Buyer or Switcher
 - Cutting Back on Movie Theater Tickets
 - Cutting Back on Cable/Satellite
- Financial
 - Homeowner's Insurance Buyers or Switcher
 - Life Insurance Buyer or Switcher
 - Renter's Buyer or Switcher
- Grocer Aisle
 - Buying More Organic Food
 - Buying More Meatless Products
 - Buying More Gluten Free Products
- Health Related
 - Watching Calorie Intake
 - Watching at Intake
 - Exercising Regularly
 - Prescription Drug Shopper



KEY NOTES

- Automotive solutions from Polk Audiences by IHS Markit leverages technology and data science to provide unique insights, forecasts and advisory services spanning every major market and the entire automotive value chain—from product planning to marketing, sales and the aftermarket.
- Available for targeting

OVERVIEW

With a legacy dating back to the 1920s when R. L. Polk published the first vehicle registration reports, their solutions are used by nearly every OEM, more than 95% of tier one suppliers, media agencies, governments, insurance companies, and financial stakeholders to provide actionable insights that enable better decisions and better results.

METHODOLOGY

Leveraging machine learning, artificial intelligence delivers predictive models with validated results. Their Name Address System defines a household unit and updates as necessary to capture household moves and any changes to geographic definitions (ZIP, DMA, County, etc.). Household, demographic, lifestyle, interest, and behavioral data is cross-referenced from multiple sources for accuracy.

Polk Audiences combines state registrations/titles for all 50 states including the vehicle string of the past 10 purchases, manufacturer sales, and financial-based lease/lien records to create the most comprehensive and accurate household ownership database.

Polk Audiences is the premier supplier of automotive intelligence. For over 135 years, the public has entrusted Polk Audiences with substantial amounts of information about consumers. They work to maintain the public's trust by offering products and services consistent with a commitment to Polk Audiences' Privacy Principles.

DATA SEGMENTS

- | | | |
|---------------------------------|----------------------------|------------------------|
| ▪ Polk Financial Audiences | ▪ Polk In-Market Audiences | ▪ Polk Owner Audiences |
| ▪ Owner & In-Market | ▪ In-Market | ▪ Loyalty |
| ▪ Lease Ending | ▪ New/Used | ▪ Make/Segment |
| ▪ Credit Range & Credit Profile | ▪ Make/Model/Segment | ▪ Class/Body Style |
| | ▪ Lease | ▪ Lease |
| | ▪ Service | |
| | ▪ Tire Replacement | |



KEY NOTES

- ShareThis brings social share, interest and intent data through their sharing tool.
- Available for targeting

OVERVIEW

ShareThis transforms user-level behavioral data to better understand, validate, and expand consumer behavior for targeting and activation, customer acquisition, and insights and analytics.

ShareThis data is powered by consumer behavior on over three million global domains and observes real-time actions from real people on real digital destinations. ShareThis Audiences covers over 600 million global web pages, 18 billion monthly events and 540 million total IDs across North America.

METHODOLOGY

Online behavior is observed in real time on millions of sites. Natural language processes are then assigned meaning to millions of web pages daily. Engagement behavior and page content is continuously mapped to user interest and intent.

IP address along with cookie device is captured. A crawler is used to scan the page for type of content to bucket user into segment

DATA SEGMENTS

- | | | |
|--------------------------|----------------------|--------------------------|
| ▪ Advanced Demographics | ▪ Finance | ▪ Law & Government |
| ▪ Auto & Vehicles | ▪ Food & Drink | ▪ Life Event |
| ▪ B2B | ▪ Games | ▪ Political |
| ▪ Beauty & Fitness | ▪ Health | ▪ Travel |
| ▪ Business & Industrial | ▪ Internet & Telecom | ▪ Validated Demographics |
| ▪ Computer & Electronics | | |



SAFE GRAPH

KEY NOTES

- SafeGraph provides the most accurate point-of-interest (POI) data, store location geofences, business listings and store visitor insights data for commercial places in the U.S.
- SafeGraph provides recommended methods and results to obtain when evaluating a points-of-interest (POI) data set (e.g. SafeGraph Places data))
- Available for targeting and measurement

OVERVIEW

SafeGraph's dataset covers 5.5 million places across over 5,500 brands where people spend their money, marketers are able to reach audiences across major retailers, shopping malls, convenience stores, airports and more. The dataset offers insights into how often people visit stores, where they came from and where they shop next.

Adelphic's parent company, Viant, has a unique integration with SafeGraph data facilitating a raw data feed directly into Viant Total Graph. This distinctive partnership provides complete access to 5.5 million unique locations as well as over 45 million daily unique devices across 5,500+ brands.

METHODOLOGY

SafeGraph constructs its location data based on polygons (exact building footprint) instead of centroids (a single latitude and longitude point) to resolve GPS data noises, such as consumers walking by but not actually visiting a location. SafeGraph builds off this data set with machine learning and human feedback to locate POI business listings within other POIs, such as airports, malls, etc.

Viant receives the places data feed from SafeGraph and then combines this data within Total Graph to create historical visitation patterns, all of which are used for targeting and measurement. SafeGraph data also powers Adelphic's Advanced Reporting foot traffic attribution by identifying which visitors were exposed to media and crediting visits to the respective impression.

DATA SEGMENTS

- | | | | | |
|------------------|---------------|--------------------|-------------|------------------|
| ▪ Dining | ▪ Gas Station | ▪ Grocery | ▪ Pharmacy | ▪ Retail |
| ▪ Dunkin' Donuts | ▪ Chevron | ▪ Costco Wholesale | ▪ CVS | ▪ Apple |
| ▪ McDonald's | ▪ Shell | ▪ Kroger | ▪ RiteAid | ▪ The Home Depot |
| ▪ Pizza Hut | | ▪ Publix | ▪ Walgreens | ▪ Walmart |



REKLAIM

KEY NOTES

- Reklaim is the only company that incentivizes consumers to get real-time consented data through transparent transactions
- Viant has a direct integration with Reklaim for use with our Adelphic software
- Available for targeting

OVERVIEW

With over 100M accounts, Reklaim's Fair-Trade Data program allows all users to be fairly compensated for their data. Whenever users join a platform, information about them is collected – from personally identifiable information down to financial information.

Reklaim's "Always On" audience data consists of over 225 B2C regulation-compliant segments and 55 B2B segments.

METHODOLOGY

Reklaim users download the app and enjoy passive income based on their activity. Rewards are given for completing profile information, allowing access to shopping and browsing as well as location information. Reklaim can craft and distribute custom questions for clients to help develop custom segments.

DATA SEGMENTS

- | | | |
|---------------------------|---------------------------------|--|
| ▪ B2B Segments | ▪ B2C Segments | ▪ Custom Segments |
| ▪ Business Owner Industry | ▪ Age | ▪ Fine Dining |
| ▪ Occupation | ▪ Credit Card Category Purchase | ▪ Frequent Air Travelers |
| | ▪ Household Income (8 Segments) | ▪ Moms with Elementary School Children |



KEY NOTES

- StatSocial is a data company that builds consumer profiles on individuals based on what they are telling the world about themselves publicly across different social networks.
- StatSocial is available for targeting

OVERVIEW

StatSocial monitors public content from over 60 different social sources including blogs and social platforms like Facebook, Twitter, Pinterest and YouTube. Using patented technology and access to over 189 million registered user profiles, StatSocial can match social activity such as public likes, follows, mentions, hashtags or other content back to a person's profile.

METHODOLOGY

StatSocial has a set of proprietary algorithms and methodologies involved in mining and translating user publicly declared social data. At a high level, there are essentially two parts involved in developing their social dataset:

- Crawling the digital space for publicly declared actions and associating these publicly declared actions to new or existing StatSocial profiles
- StatSocial's proprietary algorithms mine and sort these actions using advanced logic and point scoring systems to translate these actions into the various affinities/attributes that are defined within their taxonomy and utilized for targeting purposes

StatSocial translates social actions into their consumer record with over 85,000 segments. They work with a third party to link the public social identities they have collected to a hashed email address. They may also determine behavior and personality via their partnership with IBM Watson.

Viant onboards these hashed emails to the consumer identity profiles within Identity Management. Viant is then able to identify and target the specific types of consumers across their known devices based on their social behaviors.

DATA SEGMENTS

- | | | | |
|-------------|------------|------------|-------------------|
| ▪ Followers | ▪ Intent | ▪ Likes | ▪ Public Profiles |
| ▪ Hashtags | ▪ Facebook | ▪ Mentions | ▪ Sentiment |



OVERVIEW

Stirista provides comprehensive real-time databases. Their data services include B2B and B2C licensing, data enhancement, hygiene and verification, and cultural marketing. Stirista implements social media enhancements and Geo-IP Verification for clean data. With over 250 million triple-verified records and over 400 filters, Stirista's data has the scale and accuracy to power successful digital campaigns.

METHODOLOGY

Stirista has a sophisticated linking technology that leverages proprietary data science to corroborate data from hundreds of sources including original sources, observed campaign metadata and authoritative partner sources. The corroborating process to authoritatively link fields together from multiple datasets to create identities inclusive of personal and professional details.

Stirista data is compiled and linked to job titles, social profiles, and online activity for verification. Databases are maintained with Geo-IP verification and cleansed with these services:

- Add missing ZIP + 4, carrier route and delivery point codes
- CASS and DPV Certified by the USPS
- Identify addresses vacant for 90 days or more
- Add missing suite or apartment numbers

StiristaLINK links B2B and B2C databases to reach business people at home, access hard-to-reach segments, or target consumers during business hours.

- SocialORE collects social data for 75 million American profiles and matches data to their B2B and B2C databases to complete the profiles

DATA SEGMENTS

- | | | |
|----------------------|------------------------|--------------------------|
| ▪ B2B | ▪ B2C | |
| ▪ Currently Employed | ▪ Auto Owners | ▪ Interest |
| ▪ Decision Makers | ▪ Charitable Donations | ▪ Political |
| ▪ Demographics | ▪ Currently Employed | ▪ Purchase Intent |
| ▪ Firmographics | ▪ Demographics | ▪ Social Media Followers |
| | ▪ Financial Attributes | ▪ Travel |



KEY NOTES

- From the interactive program guide and the DVR, to video on demand, recommendations, voice-activated search and more, TiVo technologies make the entertainment experiences simple, seamless and personalized.
- TiVo is available for targeting

OVERVIEW

TiVo offers TV Viewership Data, a truly deterministic and authoritative dataset across their viewing universe, to help differentiate products and platforms, optimize data science solutions and power media planning and buying. TiVo TV data can isolate households exposed and not exposed to national broadcasting. High-quality, consistent and transparent, their database is growing at a breakneck speed to compete with a fast-paced industry.

METHODOLOGY

TiVo analyzes set-top box data with first-party, digital, purchase and location-based consumer data. TiVo's data collection is not limited to a single cable provider, TV manufacturer or geographic region. Their data is a comprehensive mix of MVPDs and anonymized households spanning the U.S. and population tiers. TiVo passively collects data at the household level for every connected TV — not just the primary screen. They include the TV in the bedroom, kitchen and even the basement for a full picture of viewing habits within each household.

DATA SEGMENTS

- Behavioral
 - Heavy TV Viewers
 - Light TV Viewers
- Broadcast, Cable Network & Pay-TV Viewers
 - ABC Viewers
 - Cable News Viewers
 - ESPN Viewers
 - MTV Viewers
 - Nickelodeon Viewers
- Daypart-Based
 - Daytime TV Viewers
 - Late Fringe TV Viewers
 - Primetime TV Viewers
- Genre-Based
 - Comedy Viewers
 - Drama Viewers
 - Home Improvement Viewers



KEY NOTES

- TransUnion's trusted consumer solutions leverage more than forty years of powerful consumer insights with valuable financial deterministic insights on nearly every credit-active consumer in the U.S.
- Available for targeting

OVERVIEW

TransUnion's consumer insights are sourced as one of the 'Big 3' credit reporting agencies. Their dataset includes over 230 million credit profiles for U.S. consumers built from 90,000 primary data sources including business customers, financial institutions, private databases and public records decision makers.

METHODOLOGY

TransUnions are able to observe actions that indicate specific in-market and other important transactions (e.g. - consumers applying for a home loan pre-qualification, auto loan or credit card).

DATA SEGMENTS

- Company
 - Industry Classification
 - Years in Business
 - Revenue
 - Location
- Consumer Finance
 - Credit Behavior
 - Application History
 - High/Low Spenders
 - Payment History
 - Insurance
 - Auto
 - Property
 - Loans
 - Auto

KEY NOTES

- TruAudience (Formerly TruOptik) has the largest repository of branded third-party data synced to Connected TV households and devices.
- TruAudience[®] Data Marketplace includes cookieless device recognition, a near-census graph for granular audience-based targeting, accurate cross-screen resolution at the household level and an infrastructure that allows external consumer data sets to connect with a next-generation identity graph purpose-built for streaming and connected media.
- Available for targeting

OVERVIEW

TruAudience[®] Data Marketplace is the most widely used for streaming media targeting in the US. TruAudience Data Marketplace helps engage connected consumers as they watch video, listen to audio and play games. Using the proprietary identity graph, the TruAudience[®] Platform is a rapid audience creation and management system leveraging multikey matching and machine learning to onboard first-party data and model audiences with speed and ease.

METHODOLOGY

TruAudience[®] Data Marketplace's patented approach reverses probabilistic "device up" graphs by using devices like Connected TVs that don't leave the home as anchors. Using a variety of digital signals, ancillary devices map to the correct household. TruAudience[®] Data Marketplace accurately de-dupes reach at the household level across publishers and devices. Others model and estimate using incomplete or inaccurate data. They simply count. TruAudience[®] Data Marketplace solutions do not rely on cookies or mobile device IDs.

DATA SEGMENTS

- | | | | |
|-------------------------|--------------------------|------------------------------|----------------------------------|
| ▪ Alliant | ▪ Shopping Netwise | ▪ Polk IHSM | ▪ Webbula |
| ▪ Automotive | ▪ Company Services | ▪ Garage Predictor | ▪ Historical Buyer or Shopper Of |
| ▪ Demographic | ▪ NinthDecimal | ▪ Transunion | |
| ▪ Comscore | ▪ Consumer Journey | ▪ Mortgages | |
| ▪ Over-the-top & Gaming | ▪ Shopper | ▪ Property | |
| ▪ TV Segments | ▪ Oracle | ▪ V12 Data | |
| ▪ Cross Pixel | ▪ Life Stages and Events | ▪ Alcohol | |
| ▪ Audience Profiles | | ▪ OTC Medicine/ Cough & Cold | |
| ▪ Shopping | | | |



KEY NOTES

- Upwave (Survata) is a brand intelligence research company with a digital network enabling fast, accurate, data collection from millions of everyday consumers.
- Real-time dashboards provide accurate up-to-date brand insights with seamless integration to improve marketing impact.
- Available for measurement

OVERVIEW

Upwave partners with thousands of IAB-certified sites and apps that give consumers access to digital content at no cost in exchange for sharing their self-directed feedback. Upwave's powerful brand intelligence platform measures brand campaigns and optimizes them for highest impact, delivering scale and real-time analytics.

METHODOLOGY

Upwave's proprietary algorithm quantifies how much the campaign caused brand KPI movement. Upwave's pre-set library of data science-validated interview questions enables advanced causation modeling and industry benchmarks. Upwave collects a control group of consumers who most closely resemble the exposed group of consumers based on behavioral and demographic attributes.



URBAN SCIENCE™

KEY NOTES

- Viant has a direct integration with Urban Science for use with our Adelphic software
- Works directly with automotive OEMs as a partner, so there is access to data not available to any other provider
- Data covers 99% of all auto brands in the U.S.
- Available for targeting and measurement

OVERVIEW

Urban Science is a global consulting firm that aggregates and analyzes data to provide automotive brands with many services including identifying where resources should be allocated as well as how dealer networks should be structured in order to increase market share and profitability in the most effective and efficient manner.

METHODOLOGY

Urban Science collects automotive sales data from 99.7% of automotive brands in the U.S. on a daily basis. They collect buyer and vehicle data such as name, address, email, make, model, trim through direct integrations with over 20,000 dealership management systems.

DATA SEGMENTS

- | | | |
|----------------------------|--|---|
| ▪ Advanced Custom Segments | ▪ Consumer Insights: automotive purchase and behavioral data | ▪ Vehicle Ownership |
| ▪ Categories such as | | ▪ Make |
| ▪ Mid-size sedan | ▪ Brand Loyalists | ▪ Model (down to trim and engine, if available) |
| ▪ SUV | ▪ Conquesting | |
| ▪ Truck | ▪ In-Market Habits | |



KEY NOTES

- Viant has a direct integration with V12 for use with our Adelphic software
- Data covers a multitude of verticals such as Automotive, Business, Travel, Retail and CPG
- Many retail segments are built from models that take personality traits into consideration, specifically Myers-Briggs Personality Type Indicator
- Available for targeting

OVERVIEW

Founded in 1977, V12 Data combines data assets with robust technology to provide brands with a seamless and connected customer view. Their data and technology platform link customer records with their proprietary blend of online, offline and digital marketing data for highly personalized, one-to-one consumer marketing, regardless of device or channel.

METHODOLOGY

V12's data products deliver both depth and breadth covering consumer and business audiences. They house more than 260 million consumer contacts with full address, email, IP and device linked to their profiles. V12 uses both internal and third-party verification processes for all our postal data solutions. They've taken data hygiene to the highest level of accuracy.

DATA SEGMENTS

- | | | |
|---------------------------------------|----------------|--|
| ▪ Auto | ▪ B2B | ▪ CPG |
| ▪ Auto After-Market Purchase Intender | ▪ Firmographic | ▪ Propensities for over 150 Categories |
| ▪ Auto Service Buyer | ▪ Industry | ▪ Retail |
| ▪ Purchase Intender | ▪ Job Title | |



KEY NOTES

- Vendigi provides digital audiences for data-driven marketers to engage homebuyers, home sellers, homeowners, and real estate professionals in their online advertising campaigns.
- Available for targeting

OVERVIEW

Reach home buyers seeking mortgages, new homeowners purchasing smart home appliances or a new patio set. Spanning beyond the mover, home improvement or solar providers can target homeowners with plans to remodel or ones who have recently pulled out a home equity line of credit.

METHODOLOGY

Vendigi captures and curates audiences from source systems supporting over 80% of all real estate activity in the U.S. Vendigi sources data from the nation's Multiple Listing Service, or MLS system, and top real estate brokers which include Century 21, Sotheby's, Coldwell Banker, and more. These exclusive integrations combined with real-time signals and predictive analytics are what is used to create their homeowner-based audience segments covering 99.8% of U.S. households.

DATA SEGMENTS

- | | | |
|-----------------|--------------|----------------------|
| ▪ Home Owner | ▪ In-Market | ▪ Permit Residencies |
| ▪ Home Value | ▪ Appliances | ▪ Garage |
| ▪ Mortgage Type | ▪ Remodeling | ▪ Pool |
| ▪ Recent HELOC | ▪ Security | ▪ Solar |



KEY NOTES

- Veraset's core population human movement dataset delivers the most granular and frequent GPS signals available in a third-party dataset.
- Veraset's unique integration into Adelphic software facilitates a raw data feed, directly tying into Viant Household ID
- Veraset is available for targeting and measurement

OVERVIEW

Veraset sources from thousands of apps and SDKs to avoid a biased sample, unlike other data providers who rely on one SDK. Veraset has global coverage, featuring 1%+ of the U.S. population and up to 5% of the global population.

METHODOLOGY

Veraset Movement is your precise anonymized location data pipeline. With hundreds of billions of anonymized GPS signals collected, cleansed and validated daily, Veraset Movement is the trusted dataset of choice for innovators building models and products powered by raw location data. Veraset has billions of daily precise location data observations include anonymized device id, lat/long readings, timestamp, horizontal accuracy and more.

DATA SEGMENTS

- | | | |
|--------------|---------------|-------------|
| ▪ Retail | ▪ Dining | ▪ Pharmacy |
| ▪ Apple | ▪ McDonald's | ▪ CVS |
| ▪ Best Buy | ▪ Pizza Hut | ▪ RiteAid |
| ▪ Target | ▪ Starbucks | ▪ Walgreens |
| ▪ Grocery | ▪ Gas Station | |
| ▪ Costco | ▪ Chevron | |
| ▪ Wholesales | ▪ Shell Oil | |
| ▪ Kroger | | |
| ▪ Publix | | |



KEY NOTES

- Wiland's brand-unique digital audiences are built using the largest set of individual-level spending signals along with exclusive transaction information and predictive insights on consumers' future spending.
- Wiland is available for targeting

OVERVIEW

Wiland analyzes vast consumer spending data at the brand level to identify people and target digital media with unsurpassed accuracy for better response rates, lower customer acquisition cost and higher return on ad spend.

Predictive modeling signals and audience creation covers their vast individual-level consumer spending and behavioral data. This enables unsurpassed insights to flow into their modeling platform where they create ultra-responsive audiences ready for activation across all platforms, channels and devices.

METHODOLOGY

Wiland continuously refreshes signals, resolves them to the identities of 250 million U.S. consumers and then organizes them for analysis using the most sophisticated AI-enabled machine learning.

The proprietary variables that enrich their data are anonymized and are combined with Wiland's machine learning, artificial intelligence, and predictive modeling techniques. Thousands of input variables are correlated to create audience segments with the highest likelihood to spend in targeted consumer categories. Through Wiland's PersonaBuilder, detailed customer and prospect personas based on vast, continuously refreshed data (consumer spending signals, social media engagement data and other predictive indicators) can be built.

DATA SEGMENTS

- | | | | |
|--------------------------------------|--------------------------------|-----------------------|--|
| ▪ Aerospace and Defense | ▪ Auto | ▪ Education | ▪ Healthcare |
| ▪ Agriculture, Farm and Ranch | ▪ Business, Finance, Insurance | ▪ Electronics | ▪ Real Estate |
| ▪ Apparel and Accessories | ▪ Construction and Renovation | ▪ General Merchandise | ▪ Souvenirs, Gifts, Collectibles and Occasions |
| ▪ Arts, Entertainment and Recreation | ▪ Consumer Profile | ▪ Grocery | ▪ Travel, Hospitality and Food Services |