



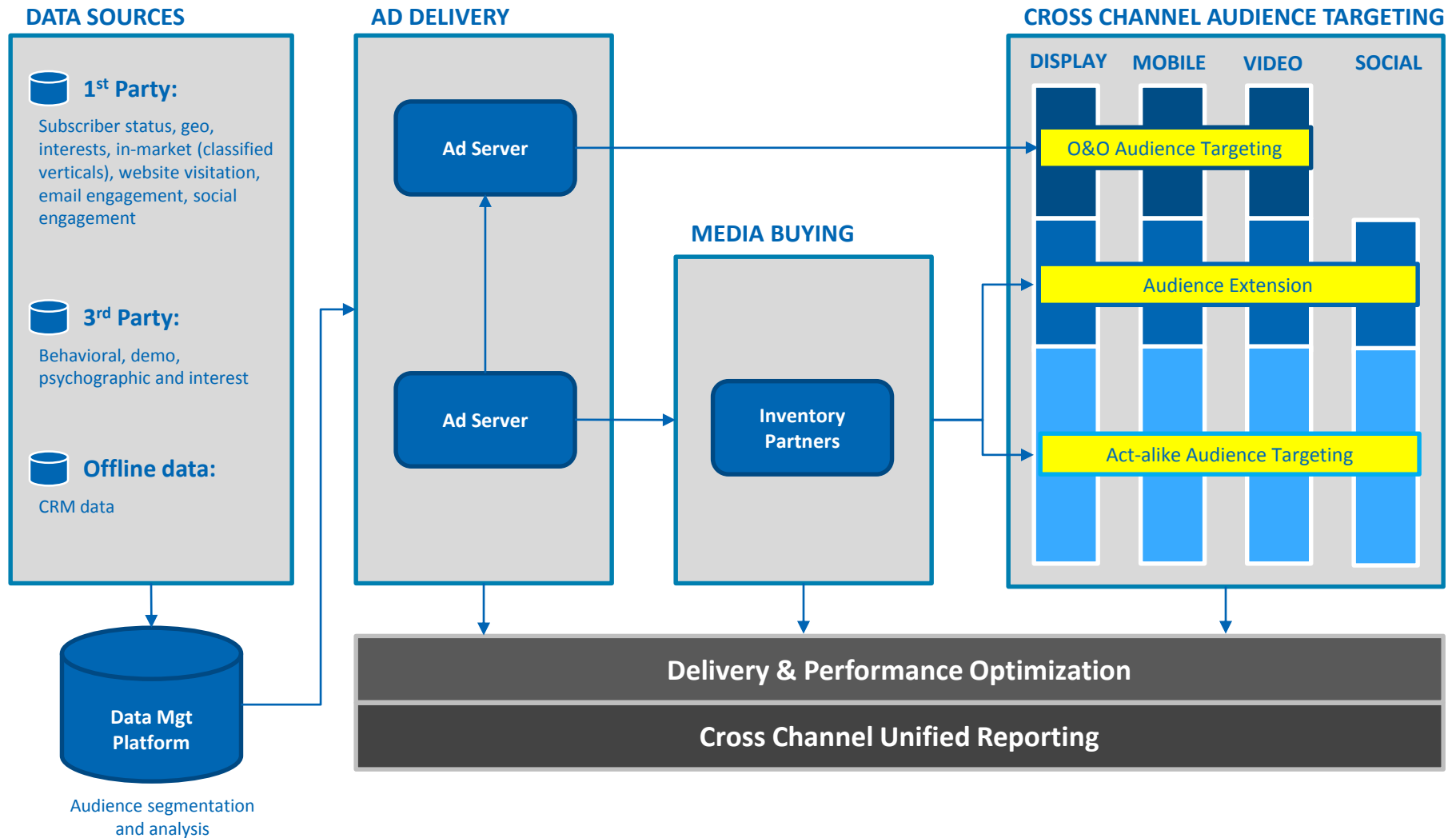
connect

Digital Audience • Insights • Solutions

WHAT IS CONNECT?

Connect is a white-label suite of premium digital marketing solutions that efficiently identify and target audiences by reviewing 1st and 3rd party data sources in real-time and optimizes towards conversion metrics that have a meaningful impact on advertiser's bottom line.

HOW WE USE 1ST & 3RD PARTY DATA SOURCES



connect



Audience Platform

Custom Audience
Development

Real-time
audience bidding

Campaign
Optimization

Advanced
Insights/Analytics

Inventory Partners

Ad Servers

DMP

Reporting

dallasnews

adscale

AdTaxi

Casale
MEDIA

IMPROVE
DIGITAL

Google

OpenX

Microsoft
Advertising Exchange

PULSEPOINT

PubMatic

Make every impression count

YAHOO!
AD EXCHANGE

rubicon
PROJECT

Display

dallasnews

Adap.TV

BrightRoll

Google

LiveRail

spotXchange

YouTube

Video

dallasnews

Google

mopub

NEXAGE

OpenX

PubMatic

Make every impression count

rubicon
PROJECT

Mobile

Inventory Partners

LOTAME

AdAdvisor

a Neustar service

MasterCard

Add This

NAVTEG

Navigation Services

autobytel

Your Ultimate Automotive Adaptor

Polk

bizo

TransUnion

bluekai

TruSignal

datalogix

V12
group

exelate

VisualDNA

Expedia

IXI

Forbes

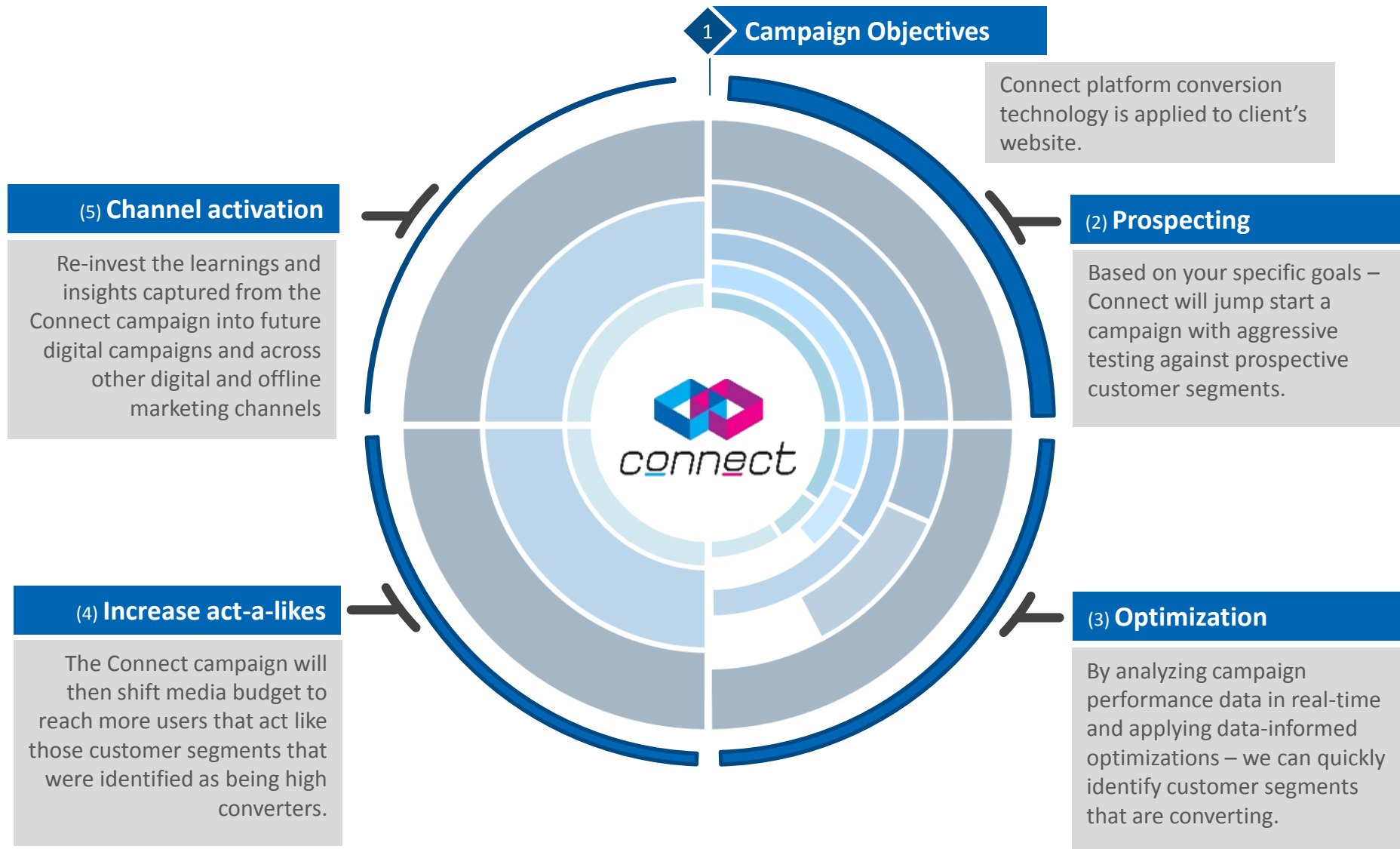
3rd Party

dallasnews

1st Party

Data Partners

CONNECT METHODOLOGY



REPORTING DATA

