

Programmatic Real-Time Media Buying

Advertise online in
a smarter and more
efficient way.

The internet is vast, and it's difficult to know your audience, let alone find them. When complex technologies change day-by-day, and hundreds of vendors find ways to talk about them, you need an expert on your side. Crosstide makes it simple. With an exclusive blend of strategy, insight, service, and technology, we empower businesses to find their audience and move with them.



Digital Technology. Human Service.

Whether you want to raise awareness, incite action or open new channels, Crosstide works behind the scene to deliver results so you can focus on operational imperatives. As a result, we become extensions to your daily ad operations and can be trusted with any digital media need because deep knowledge is always at hand.



Media Planning and Buying

Strategy Integration, Campaign Evaluation, Audience Targeting, and Metrics & Accountability. Using expert insight, we customize a plan that integrates with existing strategies and campaigns. We enable you to connect to rich data sources, drive ads to precisely targeted audiences, select key metrics to ensure accountability, and optimize your plan for a specific budget.

Campaign Management

Inventory Acquisition, Campaign Implementation, Creative Trafficking, and Monitoring & Optimization. We secure the best media placements, confirm your creative, and launch your campaign. With constantly updating performance reports, we can review results and optimize your campaign in a matter of minutes.



Reporting & Analysis

Performance Metrics, Placement, Engagement, and Analysis. Site, creative, and audience-level reports make it easy to track impressions, clicks, and conversions, as well as evaluate performance against ROI goals and other key metrics.



What is real-time bidding (RTB)?

Real-time bidding is a new and dynamic way to buy online media. Through an automated process, we can evaluate, bid on and purchase ad inventory on an impression-by-impression basis. With real-time bidding, we can drive meaningful one-to-one connections to consumers with greater scale and efficiency.



Every time an impression is available, the advertising exchange "asks" us if we'd like to bid on behalf of an advertiser (the "bid request").



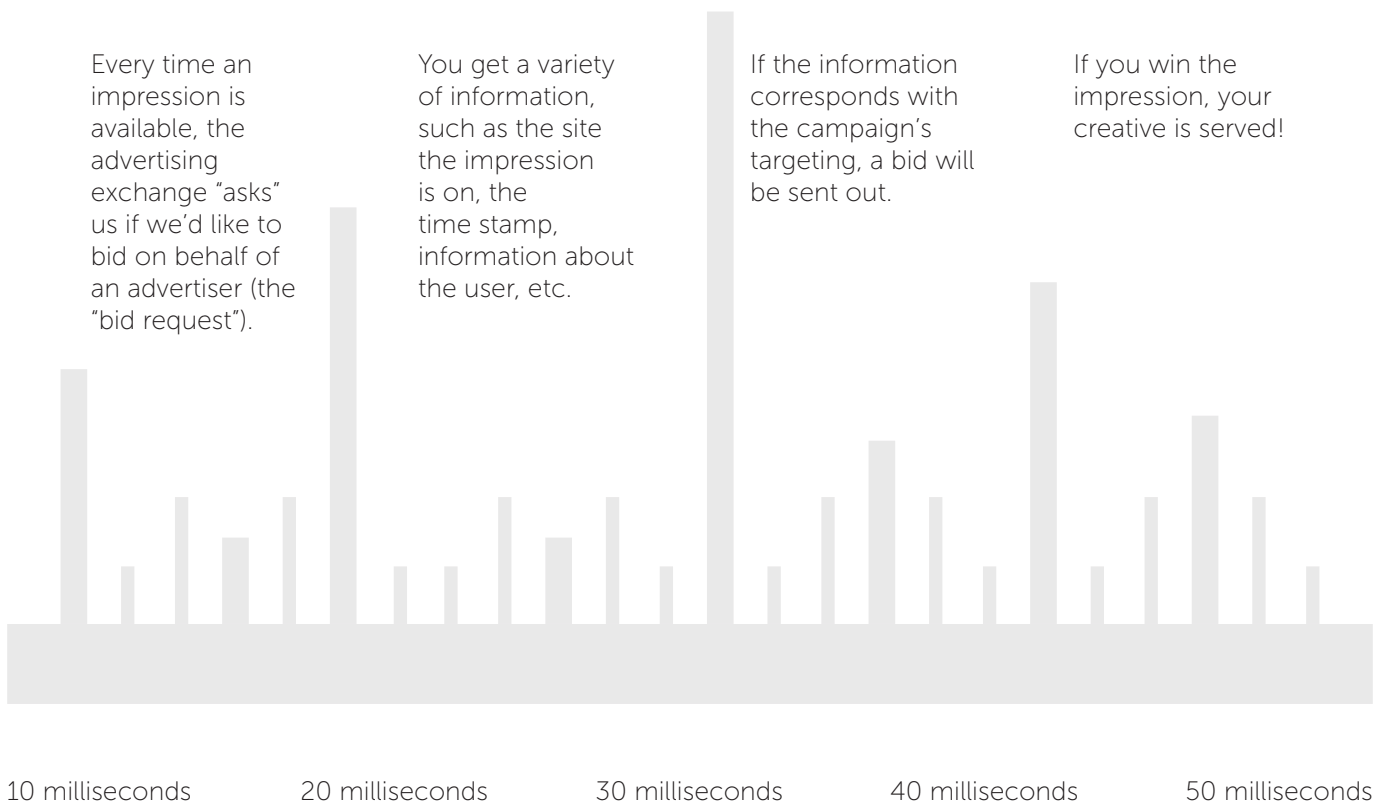
You get a variety of information, such as the site the impression is on, the time stamp, information about the user, etc.



If the information corresponds with the campaign's targeting, a bid will be sent out.



If you win the impression, your creative is served!



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Pinpoint By Demographics & Geography

Age, gender and income are the foundation of online advertising. Refine your approach using demographic targeting that places online banner advertising on sites your targets visit most often. Then customize geographically by country, state, city, DMA, ZIP code or congressional district.



Behavioral Targeting

Increase click-throughs. Select prospects based on what they actually do online. This technique delivers display ads to audiences who are actively seeking your offerings or have a history of visiting websites of a similar content or topic to your product or service.



Categorical Targeting

Capture attention. Category targeting places display ads on sites that are categorically relevant to your industry and customers' interests. Examples include entertainment, technology, health and travel.



Retargeting

Personalized Advertising. Retargeting drives proven prospects back to your site. It precisely targets users who visit your site, spend time on a specific part of your site, or view/click your banner ads on another site.



Contextual Retargeting

Target by keyword. Search retargeting targets user audiences based on previous keyword searches they conducted on search engines such as Google, Yahoo & Bing. This strategy provides a great one-two punch by aligning your search engine marketing (SEM) and display advertising.



Mobile Advertising

Extend your reach. Reach your target audience, regardless what device they are on by incorporating a mobile advertising strategy. Target users by behavior, content or even by a specific mobile device.

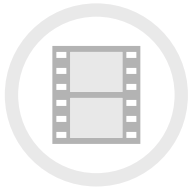


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CTV Advertising

Reach today's engaged audiences on any type of TV screen that can stream digital video.. CTV is available on numerous sports, news, history, outdoor channels and more through various publisher channels.



Video Advertising

Increase Engagement through High Impact Video Advertising. Capture the attention of your target audience through high-impact video advertising. Reach your target audience with in-banner video advertising or leverage our PreRoll video capabilities, which has grown into one of the most effective video advertising strategies.



Digital Out-of-Home Advertising

Increase Awareness with Outdoor Media Experiences Bring your advertisements to life for targeted audiences on-the-go through digital billboards, elevators, bus stops, etc. DOOH focuses on geofencing, tracking, personalizing, and attribution.



Audio Advertising

Reach streamed audio content including Spotify, SoundCloud, and ESPN. By adding programmatic audio advertising into your marketing campaigns you'll be tapping in to today's key trends and reaching out to your target audience more effectively than ever before. Great for targeting on-the-go consumers!



Native Advertising

Promote your content. Native ads match the function and form of the platform on which it appears. They seek to provide content in the context of the user's experience. For example, a sponsored Tweet on Twitter, a suggested post on Facebook or one of those full-page ads between Flipboard pages.



Programmatic Real-Time Media Buying

Reporting Capabilities

Analytics Report

Range	Custom - Lifetime	Metrics	Dimensions
Interval	Hourly, Daily, Monthly, Cumulative	Impressions	Insertion Order
		Clicks	Line Item
		CTR	Creative
		Spend	Creative Size
		Conversions	Seller
		CPM	Publisher
		CPC	Media Type
		CPA	Placement
		Viewable Impressions	
		Viewability Rate	

Buyer Geo Report

Range	Last 45 Days	Metrics	Dimensions
Interval	Hourly, Daily, Monthly, Cumulative	Impressions	Day
		Clicks	City
		CTR	Country
		Conversions	DMA
		Conversion Rate	Postal Code
		Post View Conversion	Region
		Post Click Conversion	Advertiser
		Spend	Buying Currency
		CPM	Line Item
			Insertion Order

Device Report

Range	Last 365 Days	Metrics	Dimensions
Interval	Hourly, Daily, Monthly, Cumulative	Impressions	Advertiser
		Clicks	Insertion Order
		CTR	Line Item
		Conversions	Seller
		Spend	Publisher
		CPM	Device Type
			Device Make
			Device Model
			Operating System
			Operating System Family
			Browser

Site Domain Report

Range	Last 45 Days	Metrics	Dimensions
Interval	Hourly, Daily, Monthly, Cumulative	Impressions	Site Domain
		Clicks	Mobile Application
		CTR	Insertion Order
		Spend	Line Item
		Conversions	Fold Position
		Post Click Conversions	Supply Type
		Post View Conversions	Operating System
		CPM	Operating System Family
		CPC	Top Level Category
		CPA	Second Level Category
		Viewability Impressions	
		Viewability Rate	

Engagement Report

Range	Last 365 Days	Metrics	Dimensions
Interval	Daily, Monthly, Cumulative	Impressions	Insertion Order
		Clicks	Line Item
		CTR	Seller
		Average Viewable Duration	Publisher
		Total Viewable Duration	Placement
		Viewable Impressions	Supply Type
		Video Completions	Device Type
		Video Completion Rate	Site Domain
			Creative Size

Video Analytics Report

Range	Last 365 Days	Metrics		Dimensions
Interval	Hourly, Daily, Monthly, Cumulative	Impressions	Video Skips	Insertion Order
		Clicks	Video Start Rate	Line Item
		CTR	Video Skip Rate	Creative
		Spend	25% Complete	Site Domain
		Conversions	50% Complete	Mobile Application
		CPM	75% Complete	Device Type
		CPC	100% Complete	Supply Type
		CPA	Completion Rate	Browser
		Viewable Impressions	Video Errors	Video Context
		Viewability Rate	Companion Ad Clicks	Video Playback Method
		Video Starts	Companion Ad Imps	Video Player Size

Audio Report

Range	Last 365 Days	Metrics		Dimensions
Interval	Hourly, Daily, Monthly, Cumulative	Impressions	50% Complete	Insertion Order
		Clicks	75% Complete	Line Item
		CTR	100% Complete	Creative
		Spend	Skips	Publisher
		Conversions	Starts	Site Domain
		Conversion Rate	Skip Rate	Device Type
		25% Complete	Start Rate	Creative Duration

