



Capabilities

Programmatic Media Buying

- Programmatic media buying across various channels including
 - Display
 - Video
 - CTV/OTT
 - Audio
 - DOOH
- Xandr Invest
- The Trade Desk
- Google Display & Video 360
 - Primary DSPs



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Behavioral

- Serve relevant ads to users based on their online and offline behaviors
 - Demographic targeting (age, gender, HHI, etc)
 - Interest targeting
 - Purchase intent/history
 - B2B (profession/job)
- Trusted data partners include:

ORACLE

/LiveRamp

 Nielsen

 eyeota

adstra

datonics



Contextual

- Serve relevant ads to users based on the content of the page
- Trusted contextual data partners include:



Categorical

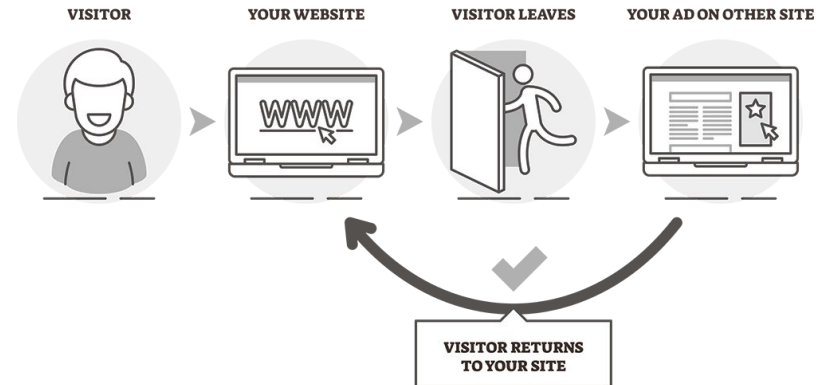
- Serve relevant ads to users based on the category of the website
- Site category examples:
 - Sports
 - Music
 - Travel
 - Shopping
 - Technology
 - Food & Drink
 - News
 - Gaming
 - Finance
 - Home & Garden
 - Education
 - Automotive
 - Health
 - Entertainment
 - Real Estate
 - Science
 - Beauty & Personal Care
 - etc...



Retargeting

- Serve relevant ads to users who have previously interacted with the business, company or brand
- Site retargeting
 - Re-engage with users that have previously visited the website
- Targeting off email list/first party data
 - Re-engage with users that have provided their email address or some other form of first party data

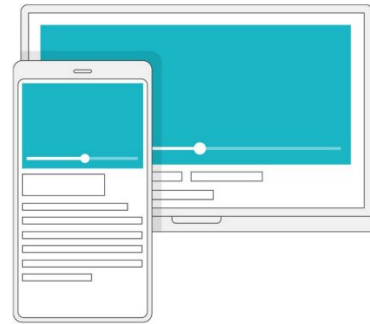
REMARKETING



Video

- Instream video
 - Video ads are embedded within a video player
 - Pre-Roll
 - Mid-Roll
 - Post-Roll
- Outstream video
 - Video ads are embedded within the body of a web page

Instream



Outstream



Native

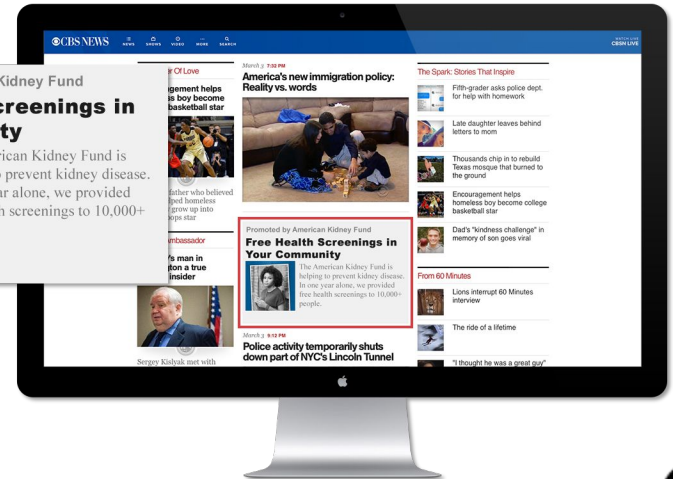
- Native creatives match the form, feel, and function of the page that they appear on
- Generally contain:
 - Title
 - Body Text
 - Sponsor
 - Image
 - Call-to-action

Promoted by American Kidney Fund

Free Health Screenings in Your Community

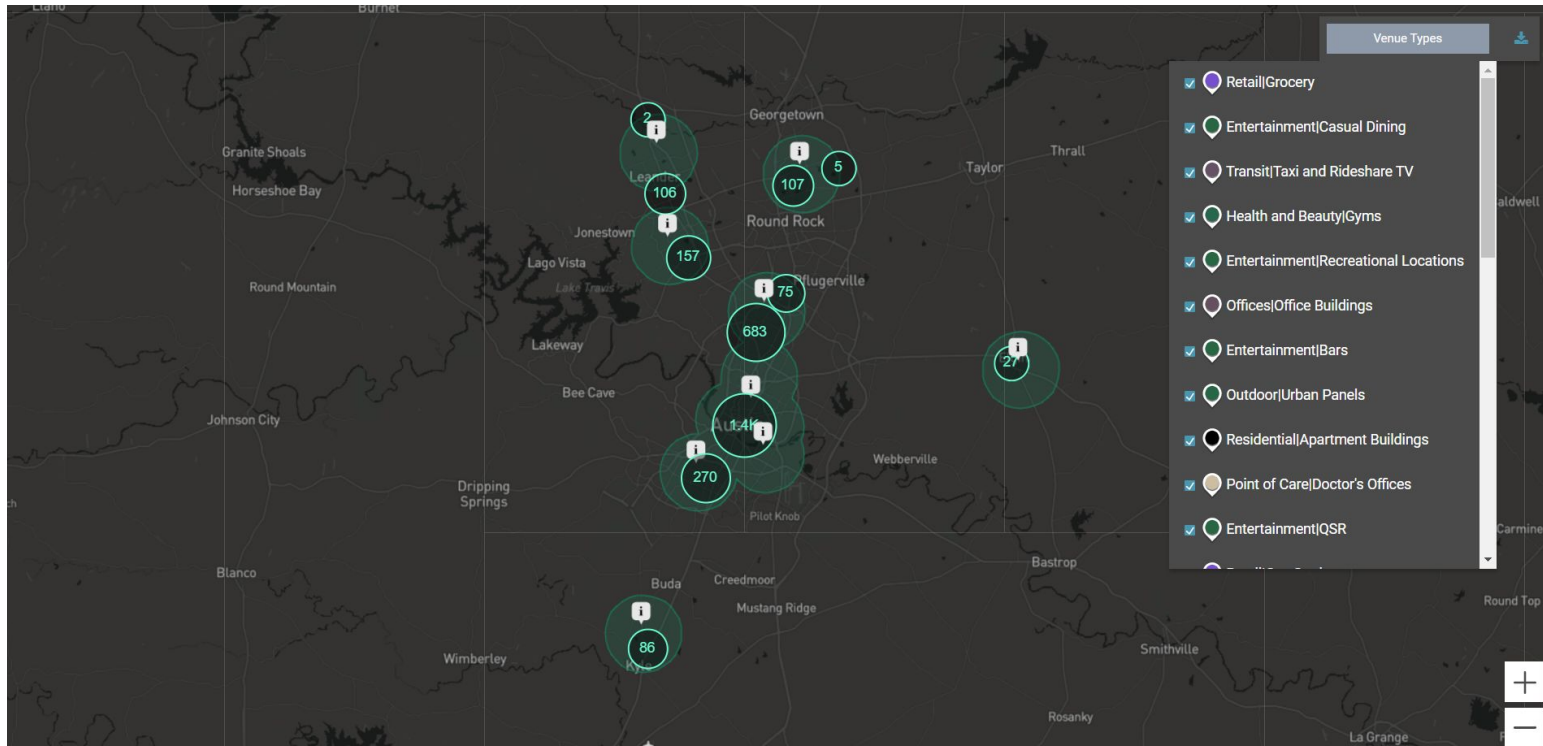


The American Kidney Fund is helping to prevent kidney disease. In one year alone, we provided free health screenings to 10,000+ people.



Digital Out Of Home (DOOH)

- Serving to digital out of home screens in real time
 - Billboards, urban panels, TV screens, etc.



Geofencing

- Proximity target around points of interest

FSQ/targeting Proximity Audience My Account ▼

Design Name
ACC - Texas Tech University Save You have unsaved changes + New Design Create Audience

Set Name
acc_texas_tech_university ▼

Targeting Code 🔗
acc_texas_tech_university US

Geofence size
1 miles ▼

📍 Add Places 🔼 Add Filter

SET SUMMARY 1 Places

PLACE EQUALS 🗑️

Texas Tech University (d507907a-5875... ×)

Finish Set Cancel

Map showing Lubbock, Texas, with a red geofence circle centered on the city. The map includes major roads like I-27, I-82, and FM 179, and landmarks like LBB airport. The geofence is a large red circle covering the city area.

1 PLACES 🔗

Texas Tech University
2500 Broadway
Lubbock, TX 79406
Colleges and Universities

📊 Calculate Reach



Geofencing

- Audience target around points of interest
 - Target users who are frequently at locations
 - Estimated audience size must be >25k

The screenshot displays the Foursquare Audience Designer interface. At the top, the navigation bar includes 'FSQ/targeting', 'Proximity', and 'Audience' (which is selected). On the right, there is a 'My Account' dropdown and buttons for '+ New Design', 'Incomplete', and 'Build'.

The main content area is titled 'Behaviors' and includes a sub-header 'Places visited, online interests or curated ready-to-use audiences'. Below this, there are filters for 'People Who' (Have been at, Places In), a location filter for 'US', and a time filter for 'in the past 1 month'. A 'At Location' button is also present.

The central map shows the United States with several red dots indicating geofenced locations in Texas. A pop-up window titled '12 PLACES SHOW' is open, displaying a list of 'PLACE EQUALS':

- Texas Tech University X
- Texas A & M University X
- University of Texas At Austin X

Below the list is a 'See 2 more' link. At the bottom of the pop-up, there is a table for 'All frequencies':

All frequencies	Mon, Tue, Wed, Thu, Fri	6a_9a_9a_12p, 12p_3p_3p_6p
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Buttons for 'Clear' and 'Add to Design' are located at the bottom of the map area.

On the right side, the 'Audience Estimate' section shows a gauge indicating an audience size of '<25K DEVICES'. Below this, there is a section for 'People who...'.

At the bottom of the page, there is a footer with the text: 'Use of Audience Designer & Proximity Designer is subject to Foursquare's Enterprise User Interface Terms' and 'Foursquare 2023 All Rights Reserved'.



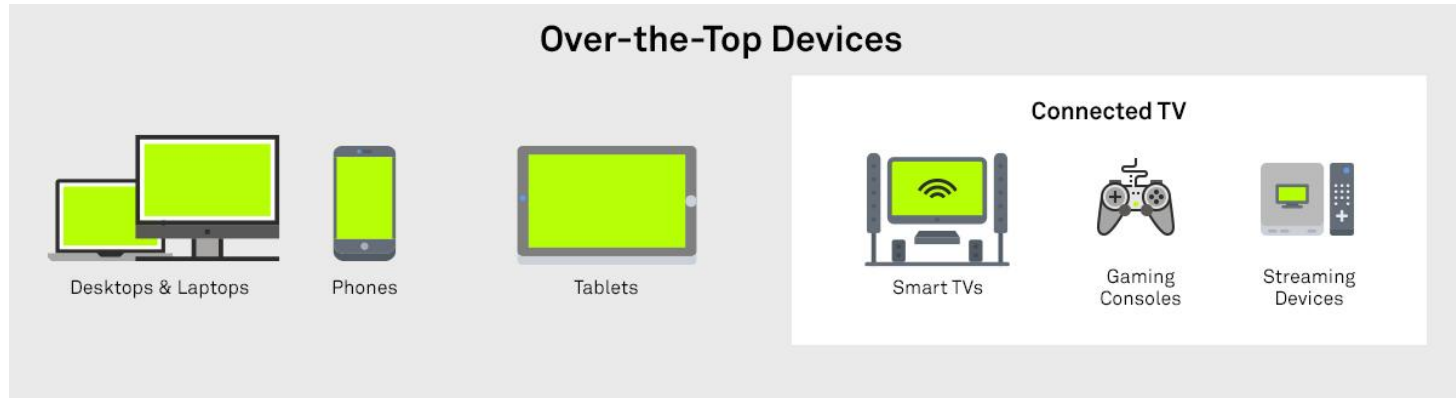
Audio

- Serve relevant ads to users while listening to streaming audio
- Streaming audio examples:



Connected TV & OTT

- **Connected TV (CTV)**
 - Any type of TV screen that can stream digital video, whether through a built-in Smart TV platform, dedicated streaming device, or game console
- **Over-the-Top (OTT)**
 - TV content accessed through the internet, without going through cable or satellite. This is not exclusive to TV, but also includes TV content delivered to desktop, tablet and mobile



Connected TV & OTT

- Streaming service example:

The logo for Sling TV, featuring the word "sling" in a blue, lowercase, sans-serif font. Above the letter "i" are three orange curved lines resembling a signal or sound icon.The logo for DIRECTV Stream, with "DIRECTV" in a bold, blue, uppercase, sans-serif font and "stream" in a smaller, black, lowercase, sans-serif font below it.The logo for fubo TV, with "fubo" in a bold, orange, lowercase, sans-serif font and "TV" in a smaller, black, uppercase, sans-serif font to its right.The logo for Tubi, featuring the word "tubi" in a bold, black, lowercase, sans-serif font.The logo for Xumo, with a blue play button icon to the left of the word "Xumo" in a blue, lowercase, sans-serif font.The logo for Philo, featuring the word "philo" in a blue, lowercase, sans-serif font.The logo for Pluto TV, with "pluto" in a bold, black, lowercase, sans-serif font and "tv" in a smaller, white, lowercase, sans-serif font inside a black circle with a rainbow-colored arc to its left.

Connected TV & OTT

- Streaming channel examples:



Connected TV & OTT

- Streaming device examples

ROKU

fire tv



chromecast

apple tv

androidtv



XBOX



PlayStation



Brand Safety & Anti-Fraud

- Utilize brand safety and anti-fraud segments on all campaigns
 - Preventative step we take to make sure we are only serving on high-quality inventory
- Ads.txt
 - We only serve on inventory that has been ads.txt certified
 - Text file publishers and programmatic platforms can drop on their web servers to list the resellers and exchanges authorized to sell their website ad inventory
- Brand safety partners include:



comscore



In-Depth Reporting

- 24/7 access to real-time reporting
- Customize reports to look and feel like your branding

High level reports we can pull:

- Analytics Report
- Buyer Geo Report
- Device Report
- Site Domain Report
- Carrier Report
- Video Analytics Report
- Audio Report

