



Capabilities

Programmatic Media Buying

- Programmatic media buying across various channels including
 - Display
 - Video
 - CTV/OTT
 - Audio
 - DOOH
- Xandr Invest
 - Primary DSP
 - Owned by Microsoft
 - The Trade Desk and DV360 on the horizon



+



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

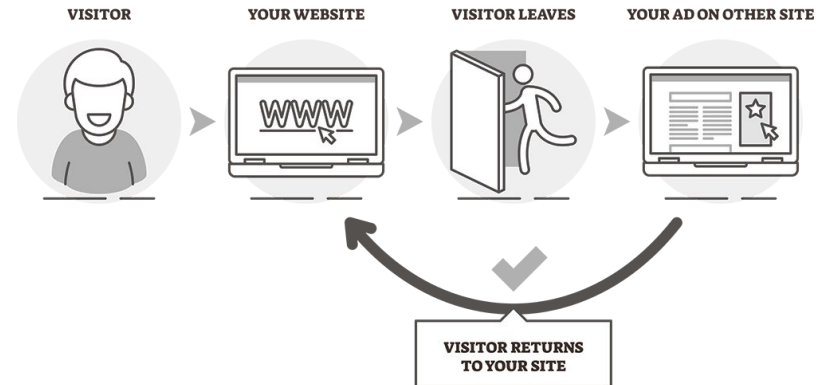
- Serve relevant ads to users based on the category of the website
- Site category examples:
 - Sports
 - Music
 - Travel
 - Shopping
 - Technology
 - Food & Drink
 - News
 - Gaming
 - Finance
 - Home & Garden
 - Education
 - Automotive
 - Health
 - Entertainment
 - Real Estate
 - Science
 - Beauty &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

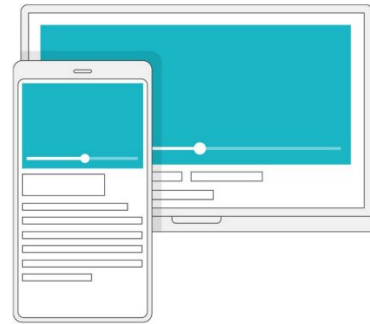
REMARKETING



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

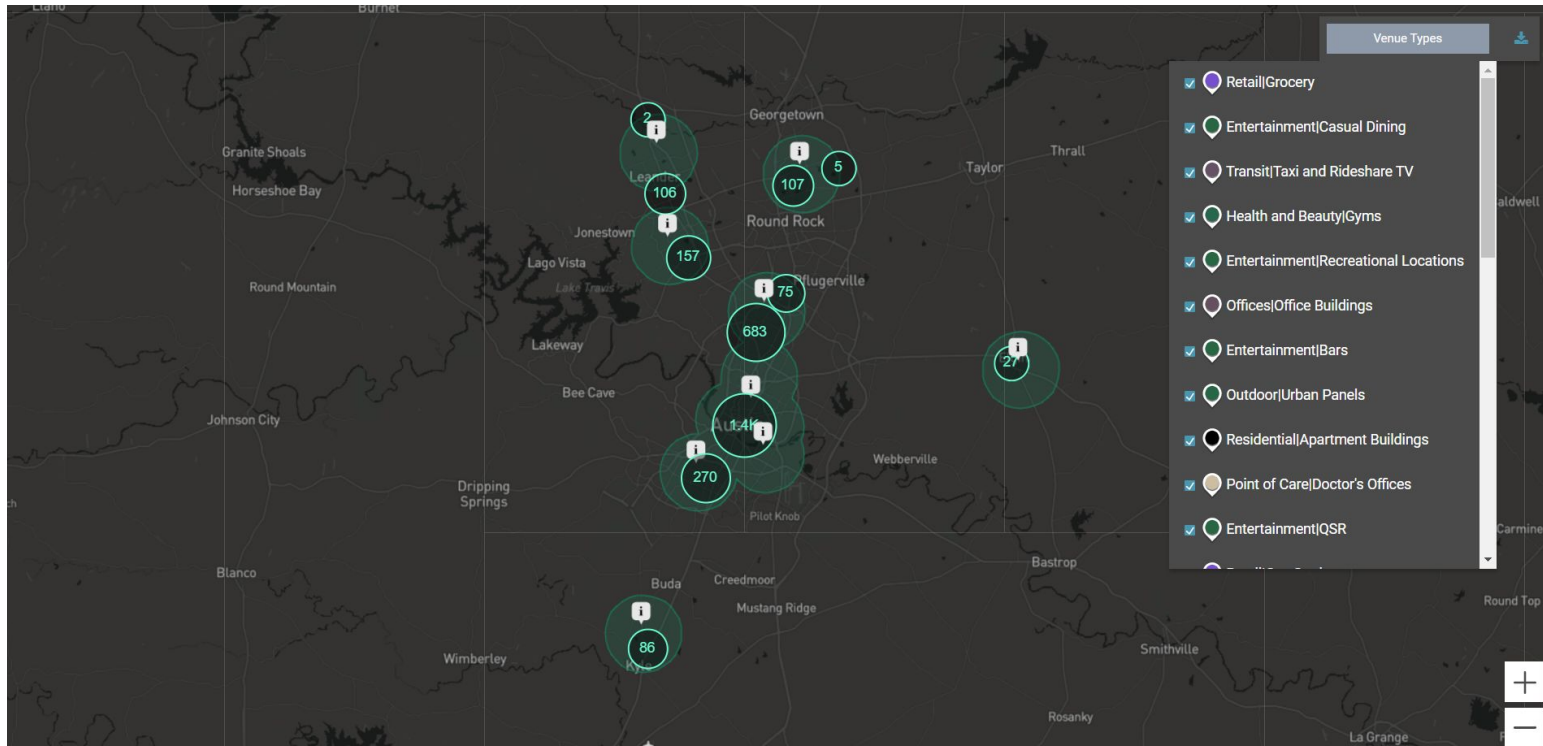


The American Kidney Fund is helping to prevent kidney disease. In one year alone, we provided free health screenings to 10,000+ people.



DOOH

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



Geofencing

- Proximity target around points of interest

The screenshot displays the Foursquare Audience Designer interface. At the top, the navigation bar includes "FSQ/targeting", "Proximity" (selected), "Audience", and "My Account". A notification "You have unsaved changes" is visible. The left sidebar contains configuration options: "Design Name" (ACC - Texas Tech University), "Set Name" (acc_texas_tech_university), "Targeting Code" (acc_texas_tech_university), and "Geofence size" (1 miles). A "SET SUMMARY" section shows "1 Places" including "Texas Tech University (d507907a-5875...)". The main map area shows a red circular geofence centered on Lubbock, Texas, with a red dot at the center. The map includes labels for "Lubbock", "LBB", and various highways (84, 82, 27, FM 179, FM 835). The right sidebar shows "1 PLACES" with details for "Texas Tech University" (2500 Broadway, Lubbock, TX 79406). A "Calculate Reach" button is at the bottom right.



Geofencing

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

FSQ/targeting Proximity Audience My Account ▾

Design Name: ACC - University Target | Targeting Code: acc_university_target | + New Design | Incomplete | Build

Behaviors

Places visited, online interests or curated ready-to-use audiences

People Who: Have been at | Places In | US | in the past 1 month | At Location

Add Places Filter 🕒

Audience Estimate

Enable Reach Multiplier ⓘ

To use Reach Multiplier, your base audience must be >50K

We recommend making your audience broader. Please contact location@foursquare.com if you need support.

<25K DEVICES

People who...

Use of Audience Designer & Proximity Designer is subject to Foursquare's [Enterprise User Interface Terms](#) | Foursquare 2023 All Rights Reserved



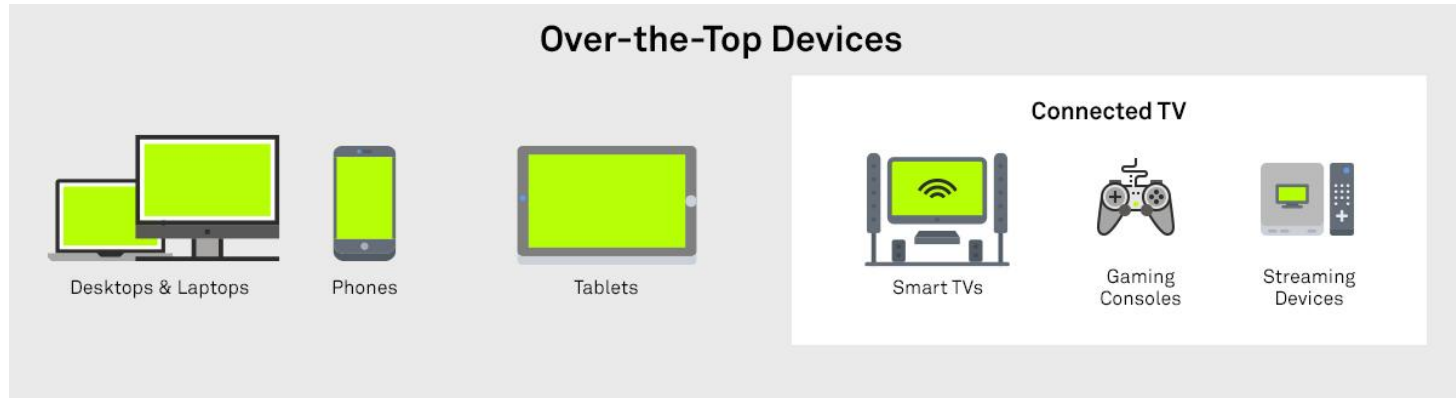
Audio

- 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 Sling logo features the word "sling" in a blue, lowercase, sans-serif font. Above the letter "i" are three orange curved lines that resemble a signal or broadcast icon.

The DIRECTV stream logo consists of the word "DIRECTV" in a bold, blue, uppercase, sans-serif font. Below it, the word "stream" is written in a smaller, black, lowercase, sans-serif font.

The fubo TV logo features the word "fubo" in a bold, orange, lowercase, sans-serif font. To its right, the letters "TV" are written in a smaller, black, uppercase, sans-serif font.

The tubi logo is the word "tubi" in a bold, black, lowercase, sans-serif font.

The Xumo logo features the word "Xumo" in a dark teal, lowercase, sans-serif font. A small blue triangle is positioned to the left of the letter "X".

The philo logo is the word "philo" in a blue, lowercase, sans-serif font.

The pluto tv logo features the word "pluto" in a bold, black, lowercase, sans-serif font. To its right is a circular icon with a rainbow gradient and the letters "tv" in white.



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

