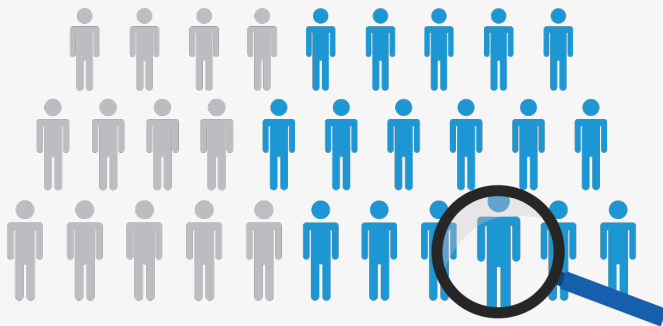




COMBINE THE POWER OF AUDIENCE TARGETING WITH CONTEXTUAL RELEVANCE

TARGET AUDIENCE



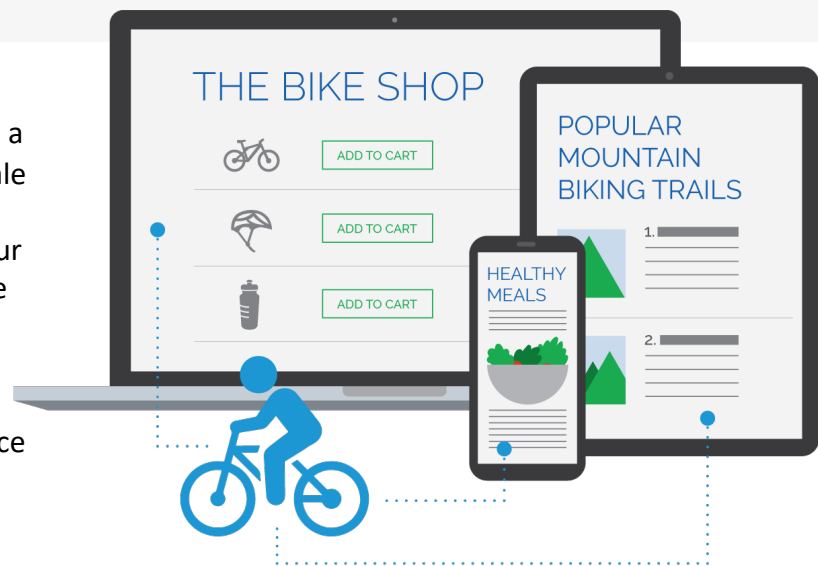
Traditional Contextual

Advanced Contextual

Planit is an advanced contextual targeting solution that is powered by audience behavior & intent. Planit goes beyond keywords on a page by including additional relevant pages to provide a comprehensive solution.

ABOUT PLANIT

- Behavioral approach to contextual targeting identifies a wider range of relevant content and delivers more scale
- Looks at a vast array of behaviors and signals from your core audience to build a roadmap of the URLs that are most likely to reach in-market customers
- Enables marketers to execute highly targeted programmatic campaigns that reach a specific audience while they are engaging in related subject content
- Seamlessly integrated into every major DSP
- Unique contextual audiences built from your 1st party data or using our 3rd party data



WE IDENTIFY THE URLs THAT ARE MOST POPULAR
AMONG YOUR TARGET AUDIENCE

KEY HIGHLIGHTS

- Reach the highest value customers in your target audience within relevant page level URLs
- Use as a standalone probabilistic solution or combine with our custom deterministic audiences for an even more comprehensive targeting strategy
- Layer approved lists, block lists and brand safety tools
- Convert the maximum number of qualified customers possible
- GDPR & CCPA compliant and privacy friendly