COGNITIV DLAP

DEEP LEARNING ADVERTISING PLATFORM

ENHANCE YOUR ADVERTISING WITH DEEP LEARNING

ELEVATING YOUR PROGRAMMATIC CAMPAIGNS WITH ADVANCED AI

Whether you are navigating the shift towards cookieless advertising or seeking to maximize the potential of your outcomes data, Cognitiv's Deep Learning Advertising Platform drives scalable business outcomes across all channels.

CUSTOM ALGORITHMS

Full-Funnel Performance

- Trains a custom model on your specific business outcomes
- Scores every ad opportunity across four factors: Audience, Context, Message, and Timing
- Ingests data signals including Pixel, CRM with Timestamp, Location (ex: InMarket), and POS Syndicated Data (ex: Circana)
- Powers predictions through deep learning and embedding-based architecture

Requires Outcomes Data/Pixel

CONTEXTGPT™

Upper & Mid Funnel

- Create and activate custom AI contextual campaigns from prompts
- Reads the full text of of a page, understanding the nuance of content
- Refreshes content every 15 minutes so campaigns stay contextually relevant
- Enhanced brand suitability controls, including MFA avoidance, improves scale without sacrificing quality

No Outcomes Data Required/ Pixel-less

AUDIENCEGPT™

Upper & Mid Funnel

- Create and activate custom AI audience segments from prompts
- Analyzes browsing behavior across 250MM user embeddings to understand the full customer journey
- Eliminates reliance on stale, outdated audience segments with dynamic signals
- Activates audiences seamlessly across web, mobile, CTV, social, and audio

No Outcomes Data Required/ Pixel-less

ACTIVATION METHODS

Deep Learning DSP	Curation
✓ Managed service	✓ Self-service
✓ Cognitiv operates the campaign, delivering performance and insights	✓ Cognitiv provides a Deal ID to activate in your preferred DSP
✓ Best for advertisers seeking maximum performance	✓ Best for clients who need flexibility or have existing DSP requirements

OMNI-CHANNEL ACTIVATION

DISPLAY · OLV · MOBILE · CONNECTED TV · AUDIO · SOCIAL

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