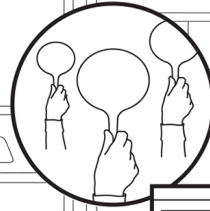


1

The **Programmatic Advertising Supply Chain** starts with the **Publisher**. A publisher is a person or a company that owns available ad space across the web. Publishers connect the advertiser's ad with the end user.



2

A **Supply-Side Platform (SSP)** is a technology that enables publishers to manage their digital advertising inventory and maximize revenue from digital media. Choozle is integrated with a multitude of supply vendors.

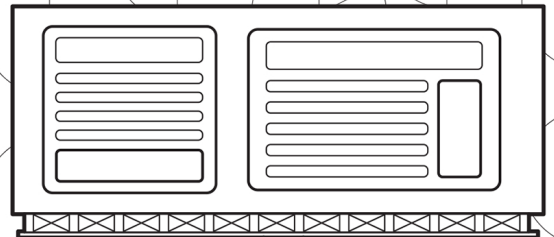


3

An **Ad Exchange** is a technology platform that facilitates the bidding, buying and selling of online digital advertising inventory from multiple ad networks. Choozle has access to 40+ different ad exchanges and networks.



choozle



4

A **Data Management Platform (DMP)** allows advertisers to create target audiences using first-party and third-party data, target campaigns to those audiences across third-party ad networks and exchanges, and measure which campaigns perform the best across segments and channels. Choozle is a DMP (and a DSP!)

5

To close out the supply chain, the winning **Advertiser's** ad placement is served to the online user!