

Unlock access to additional targeting tactics available to advertisers spending \$5K/month or strategic partners.



### Geofencing & Geoframing

Reach customers based on precise mobile geolocation data. Geofencing empowers you to target mobile devices by their current geolocation. Geoframing enables you to target mobile devices with historical geolocation data. Both tactics can be used to reach customers of events, attractions or stores.



### Brand Safety & Viewability

Improve where and how your ads are seen to meet the goals of your brand. Leverage pre-bid brand safety and viewability targeting to achieve your brand, suspicious activity, and viewability requirements.



### Private Marketplace

Access premium publisher inventory with pre-negotiated private marketplace deals. Gain access to exclusive sizes or publishers for a lower cost than buying directly from the publisher.



### Language Browser Targeting

Create a more impactful advertising experience by targeting audiences with tailored multilingual creative. Refine ad placements by language browser and reach people in their desired language.



### Advanced CRM Matching

Leverage unique consumer data to find your target audience online. Upload hashed emails or full addresses for matching to target your customers in your digital advertising campaigns.



### Connected TV

Reach cord-cutting households with Connected TV video advertisements. Connected TV includes inventory on streaming services like ESPN or devices like Apple TV or Roku.



### Custom Audience Creation

Leverage our extensive data partnerships to have a unique audience created to meet your specific target audience and drive performance.



### Lookalike Modeling

Find and target consumers who mirror the behavior of your favorite first-party audience with models that meet your defined constraints.



### Dynamic Passback Tracking

Enhance reporting with variable data including revenue, order or product SKU information.