

# Superior Performance for Advertisers



Content Across  
Multiple Sources



Standardized,  
sellable inventory  
channels for:

- \* *Insights*
- \* *RTB Bid Decisions*
- \* *Media Planning*
- \* *Analytics*
- \* *Optimization*
- \* *Protection*

## The Semantic Advantage

- \* **Targeted Reach**  
Find actionable data on the majority of impressions.
- \* **Advertiser-Focused Categories**  
Buy standardized classifications on specific sites or multiple sources.
- \* **Brand Safety**  
Avoid content that doesn't align with brand message.
- \* **Flexibility for Unique Advertiser Requests**  
Utilize keyword-overlay capabilities and dynamic category creation tools. Overlay other targeting technologies or data providers.



\*Internal case study of a Fortune 500 Computer Manufacturer

\* **Contact us today!**

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