

April 2023

MediaMath Deal Catalog

Our best pre-built deals, ready to
activate in Mediamath

EQUATIV



Agenda

1. About the Equativ Deal Catalog
2. Best-Performing deals (OLV & Display)
3. Vertical & Contextual Catalog (OLV & Display)
4. Reference & Glossary
5. Contact Information



About the Equativ Deal Catalog

Best in class Contextual Technology

- Unique video & audio semantic capabilities with speech-to-text analysis and image recognition
- 150+ AI-powered contextual segments
- On-demand custom segment creation

Prepackaged Deals

- Buy easily and efficiently our ready-to-use deals to reach your campaign's KPIs
- Reach the audiences you want to target with our premium cross-publishers deals
- Guaranteed high reach available for every geolocation

No compromise with ad Performance

- Dedicated team to optimize your deals and provide a full reporting
- Deliver in a brand-safe environment with our external tools such as Grapeshot or HUMAN
- Independent measurement partners to make objective and complete reporting

We ensure campaigns **perform**



**Contextual
Relevance**



**Guaranteed
KPIs**



**Creative
Innovation**



**Hands-on
Team**



A man and a woman in business attire are sitting on a couch, looking at a tablet together. The woman is holding the tablet, and the man is pointing at the screen. They are in a modern office setting with a staircase in the background.

Best-performing deals Catalog (OLV & Display)

Make impactful decisions

Best-performing deals Catalog (OLV & Display)

Geo	Targeting	Format	Deal ID
Global	Performance - Video - CTR+0.2%	Video	729993421458
	Performance - Display - CTR+2%	Display	774978493043
	Performance - Video - VCR+80%	Video	474742858572
	Performance - Outstream - VCR+80%	Outstream	355232769993
	Webmo - less than 1€	All	207427373687
	Desktop - less than 1€	All	855572544541
	Inapp - less than 1€	All	289029736033
	Performance - Display - Viewability+90%	Display	543254627287
	Performance - Video - 50%VCR	Video	295463222216
	Performance - Display - Viewability+90%	Display	143165501477
	Premium - Native	Native	110913468263
	Display - CTR-0.2%+	Video	115374762842
	Premium CTV	Display	127964646784
	Premium CTV - VCR+80%	Instream	359975500065
	CTV	Video	173914851704

Best-performing deals Catalog (OLV & Display)

Geo	Name	Format	Deal ID
EMEA	Performance - Video - VCR+75%	Video	739212783644
APAC	Performance - Video - VCR+75%	Video	159459020142
LATAM	Video - VCR+75%	Video	596694160218
	Video/Display	Display/Video	376995294386
	Display	Display	147198431015
	Video	Video	536981993556
US / Canada	Video - VCR+75%	Video	156240164370
Spain	Outstream	Outstream	803175050771
	Instream	Instream	731661807199
France	Instream	Instream	375555246129
	Outstream	Outstream	361504640970

You need a custom Deal?
[Contact our team](#)



Vertical & Contextual Catalog (OLV & Display)

Powered by Equativ Proprietary Semantic Technology

Proprietary contextual targeting

Leverage leading contextual solution with unique video semantic capabilities and direct supply integration

+25%

View Through Rate

Relative increase over market benchmarks on pre-roll campaigns*

300+
Semantic Categories

Ready to use in the Equativ Data Marketplace

x2 **CTR**
vs. campaigns without semantic targeting

Standard Segments

Seasonal Segments

Brand Safety Segments

Sentiment Segments

Language Segments

Custom Segment Creation



AI-powered in-house tech & leading 3rd party providers



Unique speech-to-text video analysis



Direct supply-side integration with Equativ media

100%
cookieless

60+
languages detected

26k
scanned pages/sec

Vertical and Semantic Catalog

Geo	Name	Format	Deal ID
Global	BIPOC - LatinxOwnedPublishers - Display/Video	Display/Video	128199156608
	BlackOwnedPublishers - Display/Video	Display	742058105504
	News Inventory - Desktop - Display	Display	224580193006
	News Inventory - Mobile - Display	Display	837177075447
	News Semantic - Display	Display	316052613081
	In-Game Inventory - All formats	All	850402382098
	In-Game Semantic - All formats	All	573488114666
	Automotive Semantic - Video	Video	307610442399
	Automotive Semantic - Display	Display	934016770995
	Shopper Semantic - Video	Video	740944372196
	Shopper Semantic - Display	Display	155337953052
	Travel Semantic - Video	Video	232857672325
	Travel Semantic - Display	Display	483140716459
	Sports Semantic - Video	Video	831138431397
	Sports Semantic - Display	Display	673936288081

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[Contact our team](#)

Vertical and Semantic Catalog

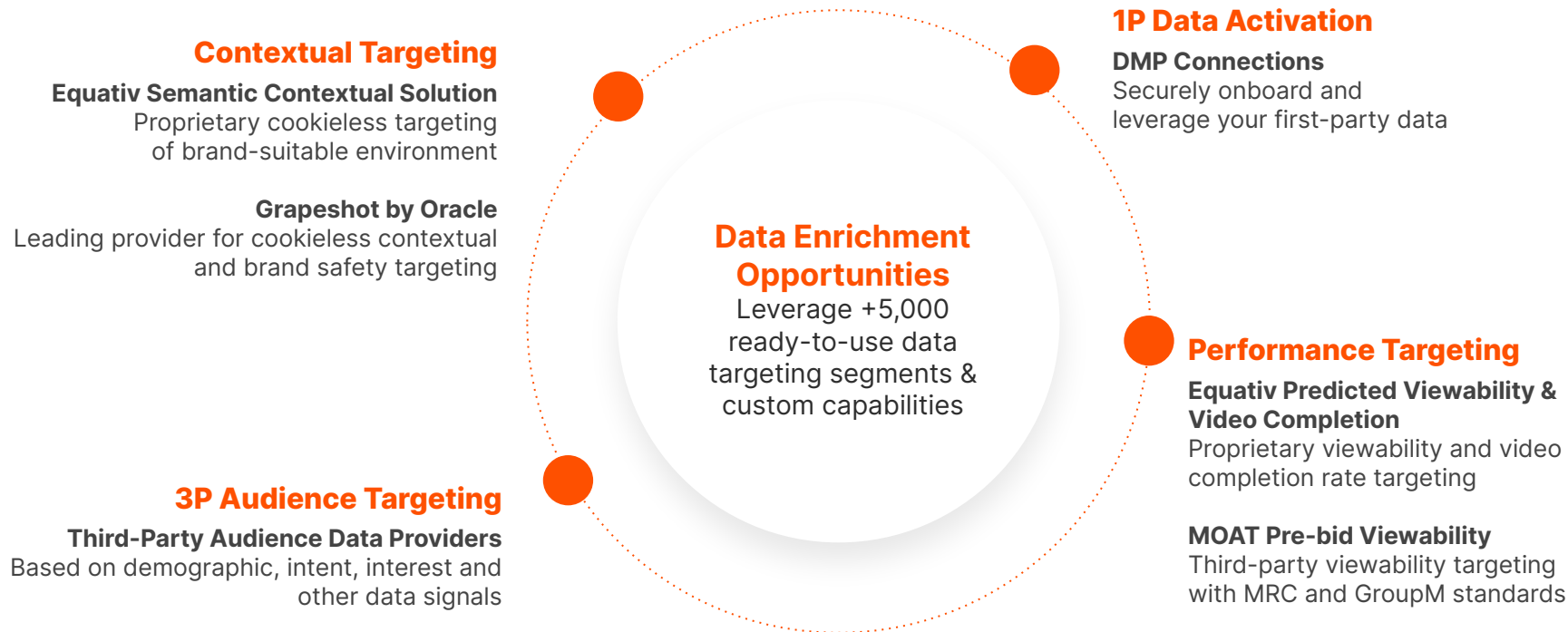
Geo	Name	Format	Deal ID
Global	Tobacco Approved - Display	Display	121829074403
	Tobacco Approved - Video	Video	680499990392
	Alcohol Approved - Video	Video	345889690447
	Alcohol Approved - Display	Display	227899714066
	Cannabis Approved - Display	Display	370165637539
	Cannabis Approved - Video	Video	745647367856
	Gambling Approved - Display	Display	361319125699
	Gambling Approved - Video	Video	462345161504
You need a custom Deal? Contact our team			



Reference & Glossary

Premium Media & Powerful Data In A Single Equativ Deal

Leverage combined power of quality inventory and granular data to deliver highly targeted campaigns and boost your ROIs



The Trusted Global Partner for Premium Publishers

125K+ direct publisher domains & apps

55% of the top 1,000 biggest websites worldwide integrated

1.6Tn monthly auctions

Le Monde

SHOWHEROES

VOCENTO

SunMedia

tumblr.

sublime

marie claire

[primis]

playbuzz

IDM
— Grupo ZPR Media —

the
moneytizer
OPTIMIZED FOR AD REVENUES

GROUPE
alticemedia

imgur

imvu

TRONTV

(STYRIA

366

EL TIEMPO

madvertise.
INNOVATING MOBILE ADVERTISING

FUEL



and more!

Ultra-Connected To Leading Data Providers

Benefit from high-precision audience, contextual and performance data

/LiveRamp

LOTAME

ORACLE[®]
Data Cloud

navegg

Sirdata

THE ADEX

ZEOTAP

NXTeck
Powered by Next-Gen Data

OnAudience
.com

MOAT
by ORACLE DATA CLOUD

weborama

audigent.

Audience
THE IDENTITY HUB

OS data
solutions

justtag
group

Coming soon:

Nielsen

PEER39

IAS Integral
Ad Science

* Additional 3rd party providers are available via Liveramp and Lotame integrations

EQUATIV



Contact Information

Partner

Name Here

Title

Email

Equativ

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EQUATIV



Equativ cookieless solutions

A framework to help you
test and learn with Equativ



Alternative IDs

Retarget users and activate data with privacy-first user recognition and measurement capabilities from ID5, an independent ID provider, or other alternative ID solutions.



1st Party Data Activation

Leverage your 1st party data on the SSP level with Alternative IDs. Utilize the existing connection to a DMP or get started with a full or light integration with our help.



Contextual Semantic

Connect with your audience through affinity brand-relevant content creating a seamless user experience that appeals to viewers and results in more positive actions.



ID-less Targeting

Benefit from our ready-to-use Auction Packages targeting a large inventory without ID to test and learn in “real conditions” and reach your goals at lower costs.

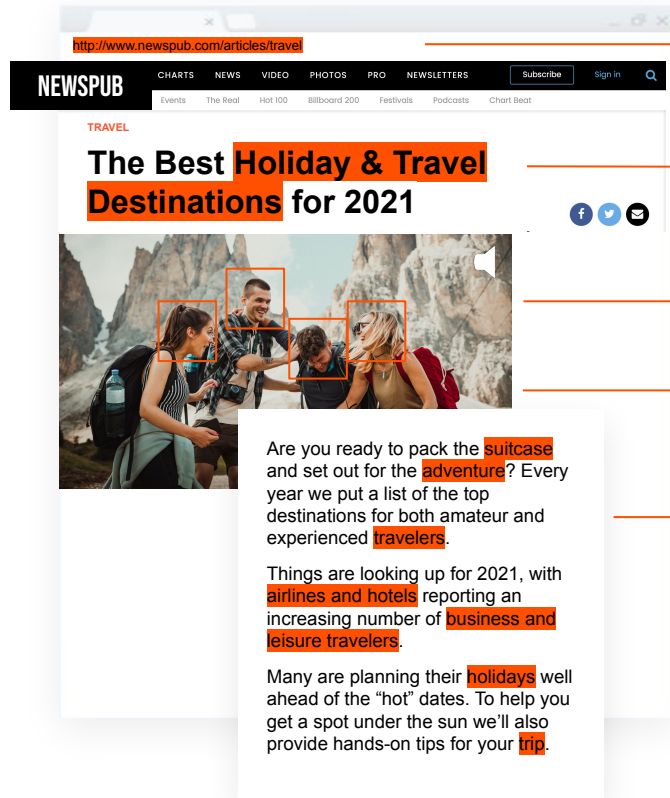
Equativ Semantic Contextual Targeting

Reach receptive audiences across contextually relevant inventory with powerful semantic targeting:

- Unique speech-to-text audio and video contextual analysis and categorization
- Immediate cookieless page content categorization at the SSP level
- 100% cookieless and privacy-first
- Brand suitable & brand safe ad placement

CUSTOM SEGMENT CREATION
to meet your brief requirements

DEDICATED EXPERT TEAM
to handle your requests



Analyze the page and source (i.e. titles, editorial)

Detection of language and tone

Detection of key images (i.e. logo)

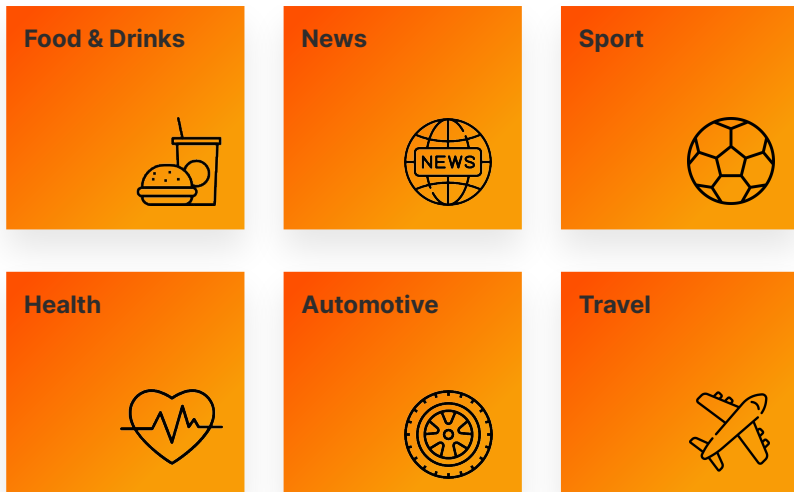
Visual and audio quality

Extraction of relevant page-level content followed by AI-powered content analysis & categorization

150+ Available Targeting Segments - And Counting

Standard Segments for Video & Display

Common Tier 1 & 2 advertising categories



Seasonal Segments

Niche segments for major holidays & events



Custom Segment Available on Demand!
Request personalized segments custom to your needs

The Trusted Partner for Premium Publishers in **the US**

190K+ direct publisher domains & apps

70% of the top websites in the U.S. integrated

600 Bn monthly auctions

CNN

VICE

 Britannica

The Guardian

INSIDER

Quizlet

Quora

TASTEMADE

c|net

billboard


NBC SPORTS
GROUP

ESPN

closer
WEEKLY

VANITY FAIR

tom's guide

and more!

The Trusted Partner for Premium Publishers in **DACH**

85K+ direct publisher
domains & apps

70% of the top websites in
Germany integrated

171 Bn monthly
auctions

ebay 

WELT

transfer
markt

Vinted

dailymotion

CHIP

 finya

kino.de

 EUROGAMER.de

 heise online

GMX

MARCA

Jappy

 FUTBIN

PROMIFLASH

and more!

The Trusted Partner for Premium Publishers in Spain

63K+ direct publisher domains & apps

55% of the top 1,000 biggest websites worldwide integrated

159 M monthly auctions

Bolsamanía


economipedia



as

SUPER
DEPORTE

Semana

EL PAÍS

SPORT

MARCA

 **FICHAJES**
FÚTBOL

LA VANGUARDIA

20
minutos

EL MUNDO

 divinaCocina

 **softonic**

and more!

The Trusted Partner for Premium Publishers in France

68K+ direct publisher
domains & apps

85% of the top websites in
France integrated

242 Bn monthly
auctions

★EUROSPORT

me^ltY.

L'EQUIPE

ebay

Doctissimo

👉 marmiton

TOPITO

leboncoin

Cdiscount

Cuisine actuelle

Gala

LE FIGARO

Le Parisien

Le Monde

JDN

and more!

The Trusted Partner for Premium Publishers in **Italy**

60K+ direct publisher
domains & apps

55% of the top 1,000 biggest
websites worldwide integrated

117 Bn monthly
auctions

LIBERO

il Giornale

alfemminile

TISCALI

Psicoadvisor

GialloZafferano

TUTTOJUVE.com

dailymotion

sky

la Repubblica

altervista

Fandom

La Gazzetta dello Sport
Tutto il rosa della vita

FATTO IN CASA
da Benedetta

FC INTER 1908.IT

and more!

The Trusted Partner for Premium Publishers in the UK

70K+ direct publisher domains & apps

65% of the top websites in the UK integrated

124 Bn monthly auctions

MARCA

THE Sun

W³
schools

Quizlet

GMX[®]

The Guardian

sky sports

o|x

dailymotion

tom's guide

ebay

Daily Mail

FUTBIN

Fandom

sky

and more!

The Trusted Partner for Premium Publishers **Brazil & Mexico**

148 Bn monthly auctions

Brazil

TUDO GOSTOSO

VOGUE

O TEMPO

GRUPO GLOBO

CNN
BRASIL

uol

OLX

dailymotion

and more!

64 Bn monthly auctions

Mexico

Forbes

Vinted

uol

overwolf

Investing.com

MARCA

BUSINESS
INSIDER

de
Rechupeter

and more!

The Trusted Partner for Premium Publishers **APAC & MENA**

156 Bn monthly auctions

APAC

billboard *RollingStone*

sky sports **dailymotion**

Investing.com **detikfood**

VARIETY

and more!

40 Bn monthly auctions

MENA

sky sports **dailymotion**

Daily Mail **MARCA**

news24 **TheGuardian**
Trusted News. First Conscience. Nurtured by Truth

THE Sun

and more!