

For Partner - Instructions:

- As an initial offering, this catalog will live on a dedicated webpage on equativ.com, which will be shared with buyers, agencies, and users of EBC.
- Leverage this space to sell your offering, and put together curated deals for buyers to peruse and buy off the shelf in any of Equativ's connected DSPs.
- If you have feedback or questions, please contact Matt O'Reilly (moreilly@equativ.com) and Caroline Dethomas (cdethomas@equativ.com). We're happy to help!
- All instances of partner name and partner logo or areas in [brackets] should be replaced with your name/logo/info.
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LOGO Deal Catalog

Brought to you by **partner name**,
available for activation on any DSP

EQUATIV





- 1** How Curation works with Equativ
- 2** About PARTNER
- 3** PARTNER curated deals
- 4** How to activate the deals

How Curation works with Equativ

Curation with Equativ

Access multi-publisher deals from our top partners - maximize efficiency with minimal effort

Best in class Curation platform

- Efficient planning with real-time inventory insights and forecasting
- Advanced targeting, 1st & 3rd party data activation, contextual segments, cookieless alternatives and more
- Easy deal management & optimization

Prepackaged Curated Deals

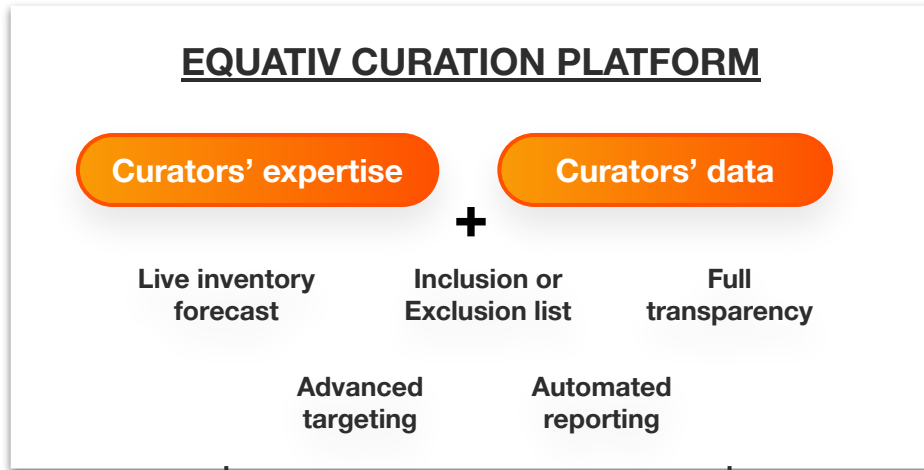
- Easily and efficiently purchase ready-to-use deals from our partners to reach your campaign's KPIs
- Reach the audiences you want to target by consulting our catalog of curated deals
- Guaranteed high reach available for every geolocation

No compromise on ad Performance

- Dedicated team to assist our partners in their deal optimizations
- Advanced visualisation dashboard and custom reporting capabilities
- DSP agnostic and automatic synchronization activated

How curation works

Equativ scale combined with partner expertise & data to provide 100% bespoke, curated deals



Equativ's massive scale
150K apps/sites - 1 trillion
monthly global auctions

Multi publisher deal IDs
(Auction packages)
= Operational efficiency

**Your DSP of choice
or EBC media buying module**
90+ activation options

About LOGO

About PARTNER

Filler text - partner can fill or format the slide with whatever they want

Point A

- A
- B
- C

Point B

- A
- B
- C

For Partner: Instructions:

- Please feel free to take creative control of this slide while maintaining the Equativ branding.
- The format, content, etc, are at your discretion.
- You can also duplicate this slide to create 2 or 3 total slides about your company / offering.

- C

LOGO curated deals



For Partner: Instructions:

- You can edit the type of deals from "exclusive" to any other type. Same goes for following slides of the same format.

Access Exclusive Deals from LOGO

Deal List Name 1

Deal Name / Description		
Viewability +70% - Completion +80% - Outstream		
Viewability +90% - All video format		
Completion +70% - Outstream		
Viewability +70% - Completion +80% - Outstream		
Viewability +70% - Display		
Viewability +70% - Instream		
CTV		
Native		
Viewability +70% - Completion +80% - Outstream		
Viewability +70% - Display		
CTV		
Native		
Viewability +70% - Completion +80% - Outstream	Video	446398020316
Viewability +70% - Display	Display	973815133795
Completion +70% - Instream	Video	318468347025
Completion +70% - Outstream	Video	186226599338
Viewability +70% - Display	Display	300948072511
Viewability +70% - Display - Poland	Display	181551770574
CTV	CTV	174077020115

For Partner: Instructions:

- Give the list a name, tied to prior slide
- Put descriptive information in the deal name.
- Ex: Display_US_SportsFans_70+viewability
- Please let us know if you feel that you need additional columns in this chart in order to convey more details
- Let us know if you feel you need an additional slide to accomplish the same as above
- Be sure to target deal IDs to all DSP partners upon creation in EBC
- See next slide if you need more resources on deal creation

Deal creation / EBC resources:

- Media planning: <https://helpsbc.smartadserver.com/s/article/Targeting>
- Deal creation: <https://helpsbc.smartadserver.com/s/article/Deal-Creation>
- Targeting details: <https://helpsbc.smartadserver.com/s/article/Geolocation>
- Data marketplace: <https://helpsbc.smartadserver.com/s/article/Audience-segments>

A person is seen from the side, working at a white desk. They are using a silver laptop that displays a website with various creative designs. Their left hand is on the laptop trackpad, and their right hand is holding a white marker, writing the word "creative" in cursive on a tablet. The desk is decorated with a white mug, a pen holder with several pens, a small vase with green branches, and a pink flower. A dark grey vertical bar is on the right side of the image.

Access Vertical Deals from LOGO

Deal List Name 2

Need a custom Deal?
Contact Partner EMAIL

Deal Name / Description	Format	Geo	Bid Guidance	Deal ID
Viewability +70% - Completion +80% - Outstream	Video	US	\$2-4	981513434765
Viewability +90% - All video format	Video	UK	\$1-3	912125488924
Completion +70% - Outstream	Video	EMEA		115530891159
Viewability +70% - Completion +80% - Outstream	Video	ROW		117995123335
Viewability +70% - Display	Display	France		475097629618
Viewability +70% - Instream	Video	LatAm		585047614875
CTV	CTV	US	\$25+	129641864257
Native	Native	APAC		967194998922
Viewability +70% - Completion +80% - Outstream	Video	APAC		766678985616
Viewability +70% - Display	Display	US		621440980758
CTV	CTV			322938229378
Native	Native			171369882315
Viewability +70% - Completion +80% - Outstream	Video			446398020316
Viewability +70% - Display	Display			973815133795
Completion +70% - Instream	Video			318468347025
Completion +70% - Outstream	Video			186226599338
Viewability +70% - Display	Display			300948072511
Viewability +70% - Display - Poland	Display			181551770574
CTV	CTV			174077020115



Access Demographic Deals from LOGO

Deal List Name 3

Need a custom Deal?
Contact Partner EMAIL

Deal Name / Description	Format	Geo	Bid Guidance	Deal ID
Viewability +70% - Completion +80% - Outstream	Video	US	\$2-4	981513434765
Viewability +90% - All video format	Video	UK	\$1-3	912125488924
Completion +70% - Outstream	Video	EMEA		115530891159
Viewability +70% - Completion +80% - Outstream	Video	ROW		117995123335
Viewability +70% - Display	Display	France		475097629618
Viewability +70% - Instream	Video	LatAm		585047614875
CTV	CTV	US	\$25+	129641864257
Native	Native	APAC		967194998922
Viewability +70% - Completion +80% - Outstream	Video	APAC		766678985616
Viewability +70% - Display	Display	US		621440980758
CTV	CTV			322938229378
Native	Native			171369882315
Viewability +70% - Completion +80% - Outstream	Video			446398020316
Viewability +70% - Display	Display			973815133795
Completion +70% - Instream	Video			318468347025
Completion +70% - Outstream	Video			186226599338
Viewability +70% - Display	Display			300948072511
Viewability +70% - Display - Poland	Display			181551770574
CTV	CTV			174077020115

How to activate the deals

Activation is easy

To begin buying the deals, simply copy and paste a deal ID into your DSP of choice

Activatable in 90+ DSPs

adform

adxperience

BEESWAX

Google Display
& Video 360

loopMe

PIXI
MEDIA

taptap

RTB
HOUSEBasis
Technologies

ADITION

amazon

bid theatre

GroundTruth

MADHIVE

Quantcast

theTradeDesk

easy media

MediaMath

Adobe Marketing Cloud

AMOBEE
A TREMOR INTERNATIONAL COMPANY

CRITEO

HAWK

MEDIAKEYS
EXPERIENCE

Realytics

UNRULY
A Tremor International Company

ask locala

Zemanta

adot

Appier

DynAdmic

liquid

MEDIASMAAT
an affle companysmadex
an enterrain company

xandr

MOB
PRO

Splicky



Going further: Custom requests

Please contact [PARTNER EMAIL] to receive a deal ID for use across any of the below DSPs

25+ DSPs available on custom request

yahoo!

Bidtellect
POWERING SMARTER ADVERTISING

solocal

KNOREX®

deepintent+

sportradar

ZETA

ADTHEORENT™

SAMSUNG DSP

earnify

StackAdapt

NextRoll

antvoice

*ADMIXER

KAY
ZEN

Adelphic
THE VIKANT DSP

DATABERRY

PLATFORM 161

emerse

acuity

OneView
Ad Platform

inMOBI

ADRULE

ESKIMI

peak²²⁶



Deal Catalog Contacts

Please reach out if you have questions or need a **custom deal**.

Partner Info

Name

Email

Equativ Info

Platform Partnerships

platformpartnerships@equativ.com

EQUATIV



Activation is easy

adform

Basis
Technologies

BEESWAX

MediaMath

theTradeDesk

Quantcast

Adelphic
THE VIANT DSP

amazon

StackAdapt

yahoo!

and more...

Activable in
90+ DSPs

[PARTNER NAME] has already gone through the process of creating the deal ID, layering in their [ADDED VALUE]

The deals are comprised of premium Equativ supply, with additional details (geo, format, price, etc) in the deal table

To begin buying the deal, simply copy and paste the deal ID into your DSP of choice

Need help? Reach out to contacts on the next slide for support with deal activation



Appendix | Resources

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
— Grupa ZPR Media —

the
moneytizer
OPTIMIZED FOR AD REVENUES

GROUPE
alticemedia

imgur

imvu

TRONTV

(STYRIA

366

EL TIEMPO

madvertise.
INNOVATING MOBILE ADVERTISING

FUEL



and more!

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

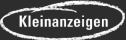
and more!

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 **The Guardian**
Trusted News. First Conscience. Nurtured by Truth

THE Sun

and more!