

April 2023

# TTD Deal Catalog

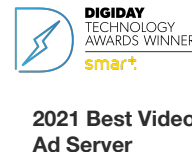
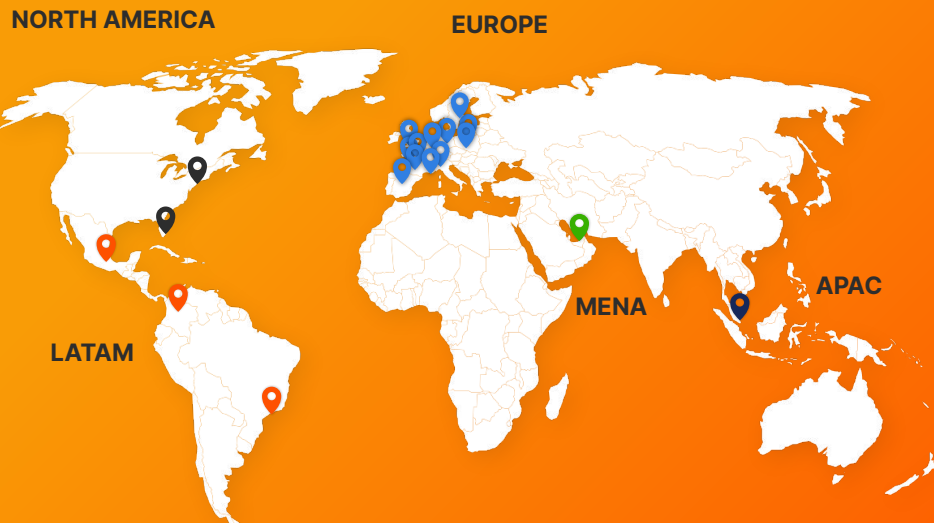
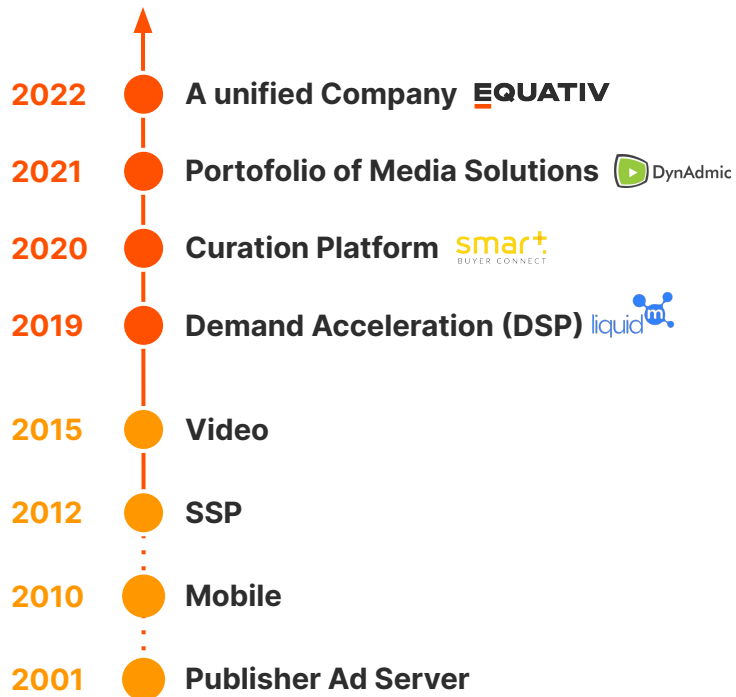
Our best deals in your DSP  
Marketplace: The Trade Desk (TTD)

**EQUATIV**



# We Are Equativ

20+ years experience with a shared-interest business approach to grow Publishers and Advertisers revenue



# Why Equativ?

## 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



# Discover Auction Packages in The Trade Desk (TTD)

30+ ready-for-action deals at your fingertips

1. **Sign in to your TTD account.**

Go to **Inventory > Marketplace** in the left menu.  
Publishers and inventory will appear on the right.

2. Click **Inventory Packages** > Search for 'Equativ.'

3. Click on **Auction Packages to see the detailed information about the package.**

4. To assign the auction package to the line item click **Assign to line item.**

5. In line **item details** > **Inventory Sources** > **Public inventory:**

- a. Unselect all exchanges
- b. Check off Target new exchanges
- c. Save

6. Proceed to basic **deal setup** (price, frequency, creative, etc.) as needed.





A man and a woman are sitting on a red couch in a modern office setting. The woman, on the left, has long brown hair and is wearing a light-colored sweater and red pants. She is holding a black tablet. The man, on the right, has a beard and is wearing a dark suit jacket over a light blue shirt. He is holding a white notepad and a pen. They are both looking at the tablet. The background features a wall with vertical stripes in shades of grey and white. A large orange rectangle is overlaid on the right side of the image, containing the text "Buy Best-Performing Deals with Equativ" in white. The Equativ logo is in the bottom right corner.

# Buy Best-Performing Deals with Equativ

# Equativ Performance Deals in TTD

Geo	Name	Format	Deal ID
France	Display - Desktop / MobileWeb - Viewability+70%	Display	483741214180
	Video - Desktop / MobileWeb - Viewability+70%	Video	442636764566
	Display - Desktop / MobileWeb - Viewability+80%	Display	272922707710
	Video - Desktop / MobileWeb - Viewability+80%	Video	462411008340
	Video - VCR+70%	Video	897950442303
	Video - VCR+80%	Video	802423618253
UK	Display - Desktop / MobileWeb - Viewability+70%	Display	397133540476
	Video - Desktop / MobileWeb - Viewability+70%	Video	809828377050
	Display - Desktop / MobileWeb - Viewability+80%	Display	449560530630
	Video - Desktop / MobileWeb - Viewability+80%	Video	552364238226
	Video - VCR+70%	Video	390298167172
	Video - VCR+80%	Video	174730554770
DACH	Display - Desktop / MobileWeb - Viewability+70%	Display	375433028198
	Video - Desktop / MobileWeb - Viewability+70%	Video	282953655143
	Display - Desktop / MobileWeb - Viewability+80%	Display	369669386948
	Video - Desktop / MobileWeb - Viewability+80%	Video	758901610235
	Video - VCR+70%	Video	513734017997
	Video - VCR+80%	Video	444736681893

# Equativ Performance Deals in TTD

Geo	Name	Format	Deal ID
Italy	Display - Desktop / MobileWeb - Viewability+70%	Display	157178074215
	Video - Desktop / MobileWeb - Viewability+70%	Video	120380871926
	Display - Desktop / MobileWeb - Viewability+80%	Display	727612528759
	Video - Desktop / MobileWeb - Viewability+80%	Video	630227718451
	Video - VCR+70%	Video	305426671113
	Video - VCR+80%	Video	856486635810
Spain	Display - Desktop / MobileWeb - Viewability+70%	Display	621527210986
	Video - Desktop / MobileWeb - Viewability+70%	Video	826393125752
	Display - Desktop / MobileWeb - Viewability+80%	Display	182109135510
	Video - Desktop / MobileWeb - Viewability+80%	Video	793418159448
	Video - VCR+70%	Video	676870825057
	Video - VCR+80%	Video	111725974148

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

A man and a woman are sitting on a red couch in a modern office setting. The woman, on the left, has long brown hair and is wearing a light-colored sweater and red pants. She is holding a black tablet. The man, on the right, has a beard and is wearing a dark suit jacket over a light blue shirt. He is holding a white notepad and a pen. They are both looking at the tablet. The background features a wall with vertical stripes in shades of grey and white. A large orange rectangle is overlaid on the right side of the image, containing the text "Buy Responsible Deals with Equativ" in white. The Equativ logo is in the bottom right corner.

# Buy Responsible Deals with Equativ

# Equativ Responsible Deals in TTD

Geo	Name	Format	Deal ID
France	Display - Semantic Contextual: Green-Living-Enthusiasts	Display	196510257874
	Display - Semantic Contextual: LGBTQIA+	Display	947064531704
	Video - Semantic Contextual: LGBTQIA+	Video	343179636676
	Display - Diversity & Inclusion Inventory	Display	449770453538
	Video - Diversity & Inclusion Inventory	Video	119500882455
	Native - Diversity & Inclusion Inventory	Native	297389062311
	Display - Lotame Audience: Green Living Interest	Display	316354730407
	Video - Lotame Audience: Green Living Interest	Video	580723924558
	Native - Lotame Audience: Green Living Interest	Native	256248084828
UK	Display - Semantic Contextual: Green-Living-Enthusiasts	Display	814087848016
	Display - Semantic Contextual: LGBTQIA+	Display	606522512856
	Video - Semantic Contextual: LGBTQIA+	Video	316165426516
	Display - Diversity & Inclusion Inventory	Display	610315511806
	Video - Diversity & Inclusion Inventory	Video	117524601389
	Native - Diversity & Inclusion Inventory	Native	495108253313
	Display - Lotame Audience: Green Living Interest	Display	911497368176
	Video - Lotame Audience: Green Living Interest	Video	312959536593
	Native - Lotame Audience: Green Living Interest	Native	176310588730

# Equativ Responsible Deals in TTD

Geo	Name	Format	Deal ID
DACH	Display - Semantic Contextual: Green Living Enthusiasts	Display	942916923292
	Display - Semantic Contextual: LGBTQIA+	Display	987351866808
	Video - Semantic Contextual: LGBTQIA+	Video	865379688634
	Display - Diversity & Inclusion Inventory	Display	479594602749
	Video - Diversity & Inclusion Inventory	Video	129543524016
	Native - Diversity & Inclusion Inventory	Display	124872224549
	Display - OSdatasolutions Audience: Green Shoppers	Display	164778353456
	Video - OSdatasolutions Audience: Green Shoppers	Video	518841651906
	Native - OSdatasolutions Audience: Green Shoppers	Native	332028072995
Italy	Display - Semantic Contextual: Green Living Enthusiasts	Display	442776414993
	Display - Semantic Contextual: LGBTQIA+	Display	698241535514
	Video - Semantic Contextual: LGBTQIA+	Video	114060248489
Spain	Display - Semantic Contextual: Green Living Enthusiasts	Display	165672612676
	Display - Semantic Contextual: LGBTQIA+	Display	575763578853
	Display - Diversity & Inclusion Inventory	Display	962862792126
	Video - Diversity & Inclusion Inventory	Video	768711267502
	Native - Diversity & Inclusion Inventory	Native	920649822749

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

A man and a woman are sitting on a red couch in a modern office setting. The woman is holding a tablet and looking at it, while the man is looking at her. They are both dressed in business casual attire. The background features a wall with vertical stripes in shades of grey and white.

# Buy Seasonal Deals with Equativ

# Equativ Seasonal Deals in TTD

Name	Geo	Format	Deal ID
AP_FR_Display_Semantic-Contextual_FIFA_WorldCup	France	Display	618163222066
AP_FR_Video_Semantic-Contextual_FIFA_WorldCup		Video	118804196315
AP_FR_Native_Semantic-Contextual_FIFA_WorldCup		Native	441025985784
AP_UK_Display_Semantic-Contextual_FIFA_WorldCup	UK	Display	481844157541
AP_UK_Video_Semantic-Contextual_FIFA_WorldCup		Video	273743931215
AP_UK_Native_Semantic-Contextual_FIFA_WorldCup		Native	382084377745
AP_DACH_Display_Semantic-Contextual_FIFA_WorldCup	DACH	Display	517054151401
AP_DACH_Video_Semantic-Contextual_FIFA_WorldCup		Video	698668321080
AP_DACH_Native_Semantic-Contextual_FIFA_WorldCup		Native	146702296840
AP_IT_Display_Semantic-Contextual_FIFA_WorldCup	IT	Display	207301946419
AP_IT_Video_Semantic-Contextual_FIFA_WorldCup		Video	591230723824
AP_IT_Native_Semantic-Contextual_FIFA_WorldCup		Native	357162731190
AP_ES_Display_Semantic-Contextual_FIFA_WorldCup	ES	Display	621371859391
AP_ES_Video_Semantic-Contextual_FIFA_WorldCup		Video	118723087455
AP_ES_Native_Semantic-Contextual_FIFA_WorldCup		Native	696963841932

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



# 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  
— Groupe 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<sup>l</sup>ty.

*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**

**W<sup>3</sup>**  
schools

**Quizlet**

**GMX<sup>®</sup>**

**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**

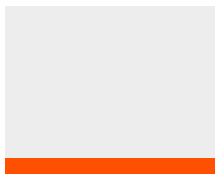
**Daily Mail** **MARCA**

**news24** **The Guardian**  
Trusted News. First Conscience. Nurtured by Truth

**THE Sun**

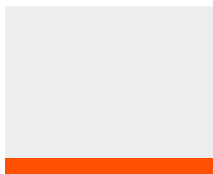
**and more!**

# Thank You!



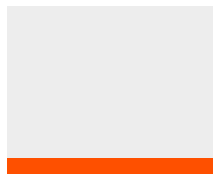
**Name Here**  
Title

XXX-XXX-XXX  
Email



**Name Here**  
Title

XXX-XXX-XXX  
Email



**Name Here**  
Title

XXX-XXX-XXX  
Email

**EQUATIV**



# 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

## 3P Audience Targeting

### Third-Party Audience Data Providers

Based on demographic, intent, interest and other data signals

## Contextual Targeting

### Equativ Semantic Contextual Solution

Proprietary **cookieless** targeting of brand-suitable environment

### Grapeshot by Oracle

Leading provider for **cookieless** contextual and brand safety targeting

## Data Enrichment Opportunities

Leverage +5,000 ready-to-use data targeting segments & custom capabilities

## 1P Data Activation

### DMP Connections

Securely onboard and leverage your first-party data

## Performance Targeting

### Equativ Predicted Viewability & Video Completion

Proprietary viewability and video completion rate targeting

### MOAT Pre-bid Viewability

Third-party viewability targeting with MRC and GroupM standards

# Ultra-Connected To Leading Data Providers

Benefit from high-precision audience, contextual and performance data

/LiveRamp

LOTAME

ORACLE<sup>®</sup>  
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

# 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.



## 1<sup>st</sup> 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.

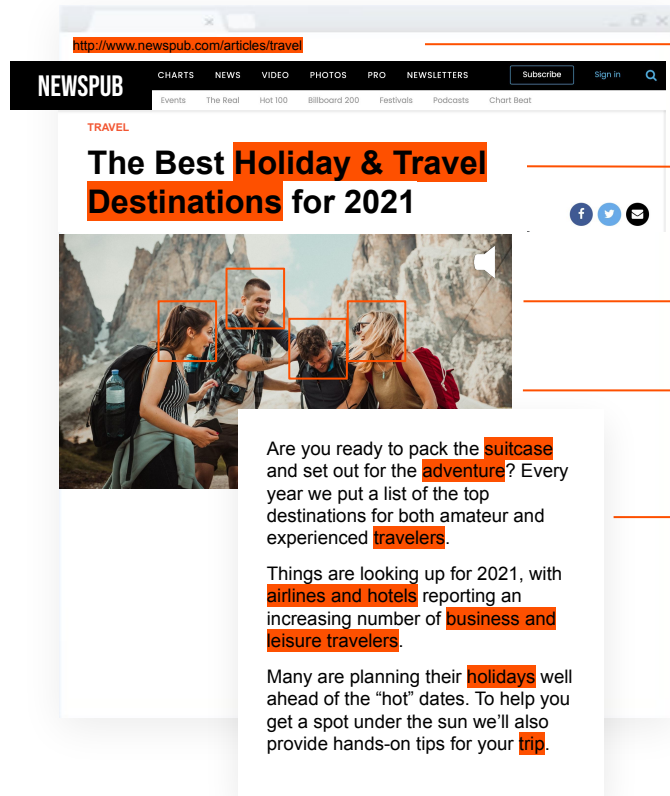
# Equativ Semantic Contextual Targeting

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)

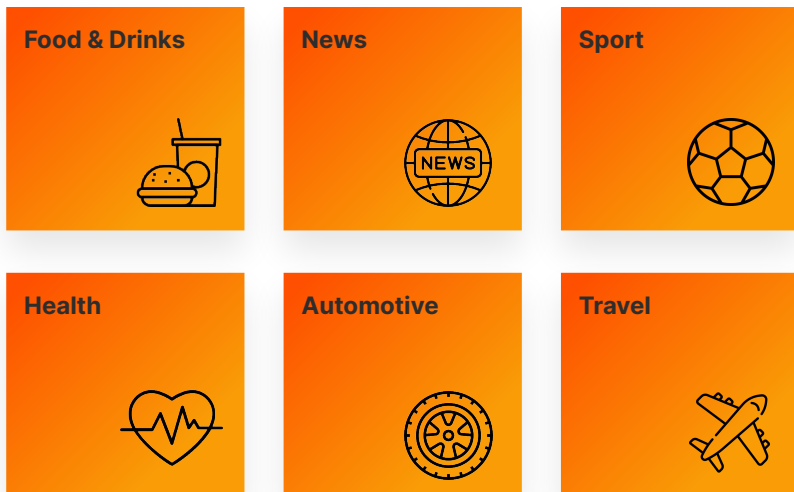
Visual and audio quality

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

# Equativ Best-Performing Deals in DV360

Name	Geo	Format	Avails/Month
Completion rate +70%	BR	Instream	319.4M
Demographic age 18-59	CAM CONOSUR	Display	49.78B
Family & Parenting	CEE	Display	13.38B
Completion rate +70%	DACH	Instream	450M
Viewability 70% + VTR 80%	EMEA	Video	567.81M
Completion rate 70%	FR	Instream	211M
Viewability rate 70%	IT	Display	13.07B
Native EMEA-Spain	Spain	Native	8.24B
Automotive Semantic	MENA/APAC	Display	134.51M
VTR +80%	Mexico	Instream	1.38B
VTR +70%	UK	Instream	5.08B
Viewability rate +70%	USA	Display	33.77B
Completion rate 70%	Global	Outstream	690M



# Equativ Best Seasonal & Brand Safety Deals in DV360

Name	Geo	Format	Avails/Month
Brand safety arms military	Americas	Display	292.5B
FIFA World Cup	BR	Display	46.7M
FIFA World Cup	CAM CONOSUR	Video	168.24M
Christmas	CEE	Display	1.22B
Christmas	DACH	Video	689.023M
Brand safety arms military	EMEA	Display	340.07B
Christmas	FR	Display	1.21B
FIFA World Cup	IT	Display	138.47M
FIFA World Cup	MENA/APAC	Video	30M
Buen Fin	Mexico	Video	255.37M
Black Friday	UK	Display	25.76M
Thanksgiving	USA	Display	155.33M
Christmas	Spain	Video	234.64M
Covid-19 exclusion	Global	Outstream	5.62B

# Highlights on Our CTV Opportunities in DV360

Name	Geo	Format	Avails/Month
CTV LATAM-Brazil	BR	CTV	219.73M
CTV EMEA-CEE	CEE	CTV	30.04M
CTV EMEA-DACH	DACH	CTV	129.61M
CTV EMEA-France	FR	CTV	51.27M
CTV EMEA-Italy	IT	CTV	76.84M
CTV MENA APAC	MENA/APAC	CTV	218.08M
CTV LATAM-Mexico	Mexico	CTV	1.25B
CTV EMEA-Spain	ES	CTV	129.13M
CTV EMEA-GB	UK	CTV	188.67M
CTV AMER-US	US	CTV	70.87B

# Ready-to-use Auction Packages in The Trade Desk

1. **Log in** to your Advertiser account and **visit the Publisher Management Platform**.
2. Go to the **advertiser dashboard** > **access the campaign** you want to add the deal or auction package to.
3. **Select the relevant Ad Group** (an equivalent of the line item on other DSPs). Click on it to access line item setting.
4. In the Targeting Setting, click **Private Contract**, where you'll be able to assign one or multiple deals.
5. **Type in the name of the contract** (deal/auction package) > **click browse** > **tick off the deals** you want to assign to the line item > hit the **"Add"** button
6. When the deal is added, **you'll be able to see its avails, bids, wins, and other deal metrics**. You can also view the average bid rate & CPM in the preview above the deals.

The screenshot displays the Equativ Trade Desk interface. At the top, there are tabs for BIDDING, GOALS & BUDGETS, and SETTINGS. The BIDDING tab is active. Below the tabs, there are three main sections: Recommendations, Activity, and Bidding Snapshot. The Recommendations section shows a message from Koa™. The Activity section shows a line graph for the period 4/12/2021 - 5/12/2021. The Bidding Snapshot section shows metrics for Yesterday, including Win Rate, Avg Bid, and Avg CPM. Below these sections, there is a 'BACK TO TARGETING' link. The 'Private Contract' section is highlighted, showing a dropdown for 'Market type' set to 'Private market only'. There is a toggle for 'Help me reach private contract floor prices' and a 'BROWSE' button. Below this, there is a search bar and a table of deals. The table has columns for NAME, TYPE, AVAILS, and BIDS. One deal is listed: 'Name of the Deal - RON - Desktop & Mobile Web - Video - Preroll' with a 'Target' type and 283.2K avails.

NAME	TYPE	AVAILS	BIDS
Name of the Deal - RON - Desktop & Mobile Web - Video - Preroll	Target	283.2K	

# Equativ Best-Performing Deals in TTD

Name	Geo	Format	Avails/Month
Viewability rate +70%	DACH	Video	2.55B
Completion rate +80%	DACH	Video	4.81B
Completion rate +80%	FR	Video	2.16B
Viewability rate +70%	FR	Display	10.66B
Completion rate +80%	IT	Display	2.98B
Viewability rate +80%	IT	Video	2.38B
Viewability rate +70%	Spain	Video	313.59M
Completion rate +80%	Spain	Video	1.08B
Viewability rate +70%	UK	Video	875.53M
Completion rate +70%	UK	Video	6.11B

# Equativ Best-Performing Deals in Mediamath

Name	Geo	Format	Avails/Month
LATAM-Display-Video	LATAM	Display / Video	283.45B
Completion rate 75%	LATAM	Video	10.35 B
Completion rate 75%	North America	Video	33.10 B
In-app less than 1€	Global	All	269.91B
Desktop less than 1€	Global	All	114.72B
Web Mobile less than 1€	Global	All	241.96 B
News/Magazines/Media	Global	Display	106.72 B
In-Game	Global	All	120.93 B
Completion rate 80%	Global	Video	172.09 B
Premium CTV/OTT	Global	Instream	3.93 B

# Equativ Performance / Vertical Deals in DV360

Name	Environment	Format
Viewability+70% Display Always-On	All	Display
Instream Completion+70% Video Always-On	All	Instream
Viewability 70% VTR 80% Video Always-On	All	Video
Native Always-On	All	Native
<b>CTV Always-On (available in each geo)</b>	<b>CTV</b>	<b>Instream</b>
Family & Parenting Display Data Always-On	All	Display
Motorization & Automotive Video Data Always-On	All	Video
Lifestyle & Beauty Display Semantic Always-On	All	Display
Business Video Semantic Always-On	All	Video
Soccer Display Semantic Always-On	All	Display
Gambling compliant Display Always-On	All	Display
Alcohol & Tobacco compliant Video Always-On	All	Video
Demo age 18-59 Display Data audience Always-On	All	Display
Demo female Display Data audience Always-On	All	Display
Demo male Display Data audience Always-On	All	Display

## Available in different geos

- GLOBAL
- Nordics
- EMEA
- MENA
- APAC
- CAM CONOSUR
- BR
- CEE
- DACH
- ES
- FR
- GB
- IT
- MX
- US