

April 2023

# DV360 Deal Catalog

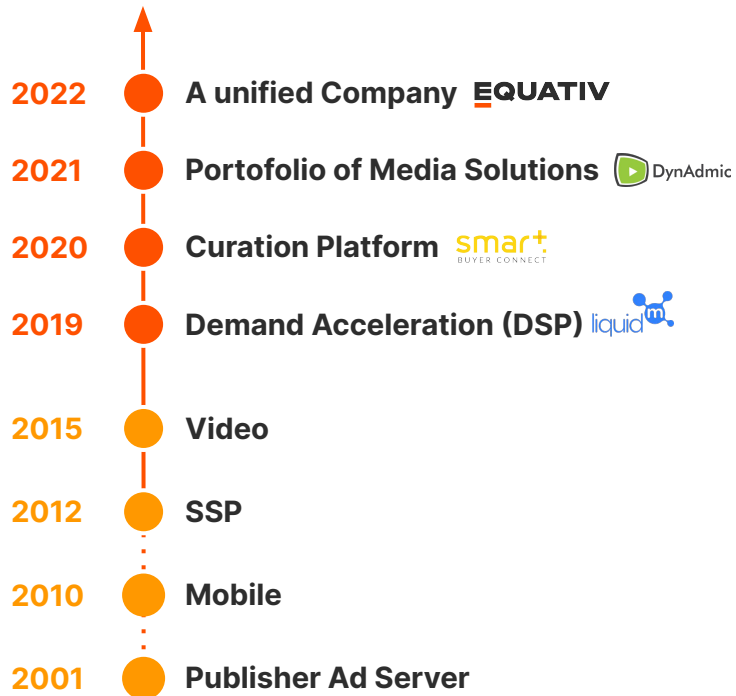
Our best deals in your DSP  
Marketplace: DV360

**EQUATIV**



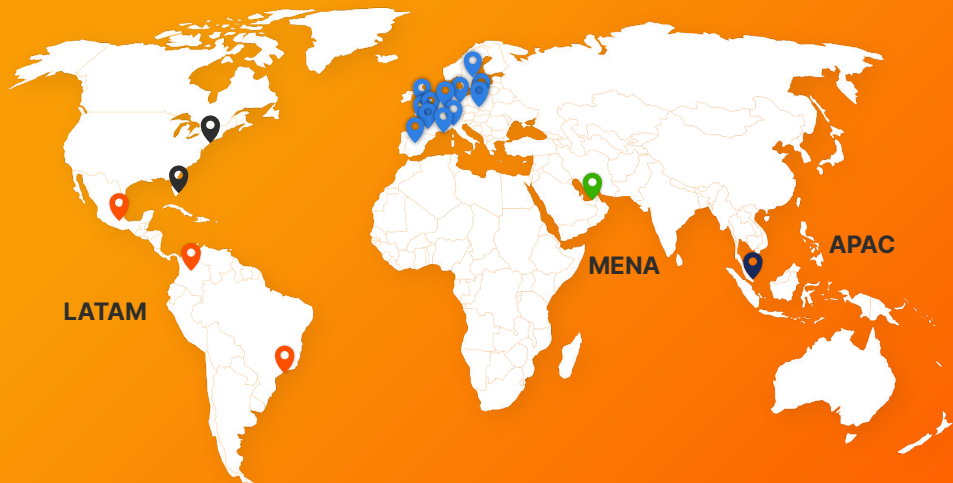
# We Are Equativ

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



NORTH AMERICA

EUROPE



WPP

IPG

havas  
media

PUBLICIS  
GROUPE

dentsu

OMG



500 | Technology Fast 500  
2019 EMEA WINNER  
Deloitte



2021 Best Video  
Ad Server

# 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

# Efficient Auction Package Activation

You are one click away from accessing your deal in the DV360 marketplace

| Name                                           | Format    | Deal ID                                                                                  |
|------------------------------------------------|-----------|------------------------------------------------------------------------------------------|
| Viewability +70% - Completion +80% - Outstream | Outstream | <a href="https://displayvideo.google.com/advertiser/deals/981513434765">981513434765</a> |
| Completion +70% - Outstream                    | Outstream | <a href="https://displayvideo.google.com/advertiser/deals/115530891159">115530891159</a> |
| Viewability +90% - All video format            | Video     | <a href="https://displayvideo.google.com/advertiser/deals/912125488924">912125488924</a> |

1. Simply click on the deal ID that contains a URL.
2. You will be directed to the exact Auction Package in DV360 marketplace for easy activation.
3. Please make sure you are logged into your DV360 account.

# Classic Deal Discovery in DV360 Marketplace

30+ ready-for-action deals at your fingertips

1. **Sign in to your Display & Video 360 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.

The screenshots illustrate the process of discovering and assigning an auction package in the DV360 Marketplace:

- Step 1:** The 'Marketplace' tab is selected in the left sidebar.
- Step 2:** The 'Inventory Packages' filter is applied, showing a search for 'Equativ'.
- Step 3:** The 'Equativ' auction package is selected.
- Step 4:** The 'Assign to line item' button is clicked.
- Step 5:** The 'Inventory Source - Public Inventory' settings are shown, with 'Target new exchanges' checked.

A man and a woman are sitting on a dark blue 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 and looking at it. The man, on the right, has a beard and is wearing a dark suit jacket over a light blue shirt. He is also looking at the tablet. The background features vertical stripes in shades of grey and white.

# Buy Best-Performing Deals with Equativ

# Equativ Performance Deals in DV360

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

| Geo       | Targeting                                      | Format  | Deal ID                      |
|-----------|------------------------------------------------|---------|------------------------------|
| Global    | Viewability +70% - Completion +80% - Outstream | Video   | <a href="#">981513434765</a> |
|           | Viewability +90% - All video format            | Video   | <a href="#">912125488924</a> |
|           | Completion +70% - Outstream                    | Video   | <a href="#">115530891159</a> |
| MENA APAC | Viewability +70% - Completion +80% - Outstream | Video   | <a href="#">117995123335</a> |
|           | Viewability +70% - Display                     | Display | <a href="#">475097629618</a> |
|           | Viewability +70% - Instream                    | Video   | <a href="#">585047614875</a> |
|           | CTV                                            | CTV     | <a href="#">129641864257</a> |
|           | Native                                         | Native  | <a href="#">967194998922</a> |
| LATAM     | Viewability +70% - Completion +80% - Outstream | Video   | <a href="#">766678985616</a> |
|           | Viewability +70% - Display                     | Display | <a href="#">621440980758</a> |
|           | CTV                                            | CTV     | <a href="#">322938229378</a> |
|           | Native                                         | Native  | <a href="#">171369882315</a> |
| EMEA      | Viewability +70% - Completion +80% - Outstream | Video   | <a href="#">446398020316</a> |
| Nordics   | Viewability +70% - Display                     | Display | <a href="#">973815133795</a> |
|           | Completion +70% - Instream                     | Video   | <a href="#">318468347025</a> |
|           | Completion +70% - Outstream                    | Video   | <a href="#">186226599338</a> |
| CEE       | Viewability +70% - Display                     | Display | <a href="#">300948072511</a> |
|           | Viewability +70% - Display - Poland            | Display | <a href="#">181551770574</a> |
|           | CTV                                            | CTV     | <a href="#">174077020115</a> |
|           | Native                                         | Native  | <a href="#">478709394587</a> |

# Equativ Performance Deals in DV360

You need a custom Deal?  
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| Geo    | Targeting                     | Format  | Deal ID                      |
|--------|-------------------------------|---------|------------------------------|
| US     | Viewability +70% - Display    | Display | <a href="#">365087490701</a> |
|        | CTV                           | CTV     | <a href="#">117294342635</a> |
|        | Native                        | Native  | <a href="#">420136756074</a> |
| MEXICO | Parallax                      | Display | <a href="#">111761089642</a> |
|        | Viewability +70% - Display    | Display | <a href="#">326427341023</a> |
|        | Completion +80% - Instream    | Video   | <a href="#">440408036010</a> |
|        | CTV                           | CTV     | <a href="#">118764467490</a> |
|        | Native                        | Native  | <a href="#">870833482580</a> |
| BRAZIL | Viewability +70% - Instream   | Video   | <a href="#">148225945270</a> |
|        | Completion +70% - Instream    | Video   | <a href="#">902555176443</a> |
|        | CTV                           | CTV     | <a href="#">681411252303</a> |
|        | Native                        | Native  | <a href="#">265643005515</a> |
| DACH   | Completion +70% - Instream    | Video   | <a href="#">108719044069</a> |
|        | CTV                           | CTV     | <a href="#">597260495629</a> |
|        | Top20AGOF - All video formats | Video   | <a href="#">904212530202</a> |
|        | Native                        | Native  | <a href="#">269530400530</a> |
| FRANCE | DAT domains - Display         | Display | <a href="#">144961477017</a> |
|        | Completion +70% - Instream    | Video   | <a href="#">455708946881</a> |
|        | CTV                           | CTV     | <a href="#">119427424312</a> |
|        | Native                        | Native  | <a href="#">345981720486</a> |

# Equativ Performance Deals in DV360

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

| Geo   | Targeting                          | Format  | Deal ID                      |
|-------|------------------------------------|---------|------------------------------|
| UK    | Viewability +70% - Display         | Display | <a href="#">482536779365</a> |
|       | Completion +70% - Instream         | Video   | <a href="#">111571306070</a> |
|       | CTV                                | CTV     | <a href="#">503048258575</a> |
|       | Large Players                      | Video   | <a href="#">967115211118</a> |
|       | OMSDK                              | Video   | <a href="#">718982219269</a> |
|       | Native                             | Native  | <a href="#">300231198582</a> |
| ITALY | Viewability +70% - Display         | Display | <a href="#">177296710352</a> |
|       | Completion +70% - Instream         | Video   | <a href="#">335162878790</a> |
|       | Completion +70% - Outstream        | Video   | <a href="#">833116293310</a> |
|       | CTV                                | CTV     | <a href="#">514329399497</a> |
|       | Large Player                       | Video   | <a href="#">903111691988</a> |
|       | Native                             | Native  | <a href="#">532294854595</a> |
| SPAIN | Viewability +70% - Display         | Display | <a href="#">742857956552</a> |
|       | Completion +70% - All video format | Video   | <a href="#">115147909004</a> |
|       | CTV                                | CTV     | <a href="#">233854770981</a> |
|       | Native                             | Native  | <a href="#">147248906812</a> |

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 products. Their left hand is on the laptop trackpad, and their right hand is holding a white marker, writing on a tablet that shows the word 'creative' in a cursive font. On the desk, there is a white mug, a pen holder with several pens, and a small vase with pink flowers. The background is a dark grey wall.

# Buy Vertical Deals with Equativ

# Equativ Vertical Deals in DV360

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

| Geo       | Targeting                             | Format  | Deal ID                      |
|-----------|---------------------------------------|---------|------------------------------|
| LATAM     | Lifestyle & Beauty - Display          | Display | <a href="#">259386130228</a> |
|           | Lifestyle & Beauty - All video format | Video   | <a href="#">218215942277</a> |
|           | Business - Display                    | Display | <a href="#">948630545068</a> |
|           | Business - All video format           | Video   | <a href="#">782583693884</a> |
| MENA APAC | Travel - Display                      | Display | <a href="#">341253366309</a> |
|           | Automotiv - Display                   | Display | <a href="#">211329964162</a> |
|           | Travel - All video format             | Video   | <a href="#">927042410365</a> |
|           | Automotiv - All video                 | Video   | <a href="#">718844763039</a> |
| USA       | Gaming - Display                      | Display | <a href="#">519623790595</a> |
|           | US Hispanics - Display                | Display | <a href="#">181311427876</a> |
|           | US Hispanics - All video format       | Video   | <a href="#">432072158572</a> |
|           | Lifestyle & Beauty - All video format | Video   | <a href="#">283005662526</a> |
|           | Business - Display                    | Display | <a href="#">546501213679</a> |
| CANADA    | English language - Display            | Display | <a href="#">693571860714</a> |
| BRAZIL    | Soccer - Display                      | Display | <a href="#">707414598859</a> |
|           | Lifestyle & Beauty - Display          | Display | <a href="#">830150579378</a> |
|           | Soccer - All video format             | Video   | <a href="#">634367737515</a> |
|           | Lifestyle & Beauty - All video format | Video   | <a href="#">525106873240</a> |

# Equativ Vertical Deals in DV360

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

| Geo    | Targeting                                                       | Format  | Deal ID                      |
|--------|-----------------------------------------------------------------|---------|------------------------------|
| SPAIN  | Gambling compliant - Display                                    | Display | <a href="#">468640871547</a> |
|        | Lifestyle & Beauty Semantic - Display                           | Display | <a href="#">551294782790</a> |
|        | Alcohol & Tobacco compliant - All video format                  | Video   | <a href="#">802345340589</a> |
|        | Lifestyle & Beauty Semantic - All video format                  | Video   | <a href="#">616696753119</a> |
| FRANCE | Arts & Entertainment Semantic - Display                         | Display | <a href="#">691268538340</a> |
|        | Lifestyle & Beauty Semantic - Display                           | Display | <a href="#">100294388770</a> |
|        | Arts & Entertainment Semantic - All video format                | Video   | <a href="#">111636549924</a> |
|        | Lifestyle & Beauty Semantic - All video format                  | Video   | <a href="#">705065185795</a> |
| UK     | Alcohol & Tobacco compliant - All video format                  | Video   | <a href="#">122251912093</a> |
|        | Travel Semantic - All video format                              | Video   | <a href="#">771874132184</a> |
| ITALY  | Lifestyle & Beauty Semantic - Display                           | Display | <a href="#">394300336055</a> |
|        | Italian Publishers - All formats                                | All     | <a href="#">266277998493</a> |
| CEE    | Motorization & Automotive PL Audience Data - Display            | Display | <a href="#">842914938153</a> |
|        | Family & Parenting PL Audience Data - Display                   | Display | <a href="#">344139958333</a> |
|        | Motorization & Automotive PL Audience Data - All video format   | Video   | <a href="#">288452294135</a> |
|        | Family & Parenting PL Audience Data - All video format          | Video   | <a href="#">179777592639</a> |
| DACH   | Gambling compliant - Display                                    | Display | <a href="#">662410873348</a> |
|        | Alcohol & Tobacco compliant - All video format                  | Video   | <a href="#">892774919167</a> |
|        | Lifestyle & Beauty Semantic - All video format                  | Video   | <a href="#">143655650017</a> |
|        | Motorization & Automotive DE - Audience Data - All video format | Video   | <a href="#">797918510486</a> |



# Buy Demographic Deals with Equativ

# Equativ Demographic Deals in DV360

You need a custom Deal?  
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| Geo       | Targeting                | Format  | Deal ID                      |
|-----------|--------------------------|---------|------------------------------|
| LATAM     | Demo female - Display    | Display | <a href="#">164402180176</a> |
|           | Demo female - Display    | Display | <a href="#">693683084381</a> |
|           | Demo age 18-59 - Display | Display | <a href="#">958894655167</a> |
| BRAZIL    | Demo female - Display    | Display | <a href="#">269056711695</a> |
|           | Demo male - Display      | Display | <a href="#">885604101623</a> |
|           | Demo age 18-59 - Display | Display | <a href="#">359137378177</a> |
| MEXICO    | Demo female - Display    | Display | <a href="#">285460596303</a> |
|           | Demo male - Display      | Display | <a href="#">182143701989</a> |
|           | Demo age 18-59 - Display | Display | <a href="#">177511146449</a> |
| USA       | Demo female - Display    | Display | <a href="#">866671690591</a> |
|           | Demo male - Display      | Display | <a href="#">522361241083</a> |
| MENA APAC | Demo female - Display    | Display | <a href="#">998411945738</a> |
|           | Demo male - Display      | Display | <a href="#">724390528351</a> |
|           | Demo age 18-64 - Display | Display | <a href="#">244636650812</a> |

# Equativ Demographic Deals in DV360

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

| Geo    | Targeting                             | Format  | Deal ID                      |
|--------|---------------------------------------|---------|------------------------------|
| ITALY  | Demo female - Display                 | Display | <a href="#">748777910987</a> |
|        | Demo male - Display                   | Display | <a href="#">408659107946</a> |
|        | Demo age 18-64 - Display              | Display | <a href="#">587708437070</a> |
| CEE    | Demo female - Display - Poland        | Display | <a href="#">804605162281</a> |
|        | Demo male - All video format - Poland | Video   | <a href="#">976558677461</a> |
|        | Demo age 18+ - Video - Poland         | Video   | <a href="#">917177158261</a> |
| DACH   | Demo female - Display                 | Display | <a href="#">490454624271</a> |
|        | Demo male - Video                     | Video   | <a href="#">130394948941</a> |
|        | Demo age 18-64 - All video format     | Video   | <a href="#">755987775163</a> |
| SPAIN  | Demo female - Display                 | Display | <a href="#">173048345407</a> |
|        | Demo male - Display                   | Display | <a href="#">140051108411</a> |
|        | Demo age 18-64 - Display              | Display | <a href="#">878811909090</a> |
| FRANCE | Demo female E- Display                | Display | <a href="#">203304373147</a> |
|        | Demo female- Display                  | Display | <a href="#">700084602916</a> |
|        | Demo age 18-64 - Display              | Display | <a href="#">328747271673</a> |



# Buy Seasonal Deals with Equativ

# Q2 Equativ Seasonal Deals in DV360

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

| Geo  | Targeting                                | Format  | Deal ID                      |
|------|------------------------------------------|---------|------------------------------|
| EMEA | Mother's day Semantic - Display          | Display | <a href="#">564055578790</a> |
|      | Mother's day - All video format          | Video   | <a href="#">439855506060</a> |
|      | Father's day Semantic - Display          | Display | <a href="#">137224147111</a> |
|      | Father's day Semantic - All video format | Video   | <a href="#">407233741990</a> |
|      | Wimbledon Semantic - Display             | Display | <a href="#">69188002101</a>  |
|      | Wimbledon Semantic - All video format    | Video   | <a href="#">123410089952</a> |
|      | Pride Semantic - Display                 | Display | <a href="#">551878767229</a> |
|      | Pride Semantic - All video format        | Video   | <a href="#">580196166858</a> |

**Keep an eye out for other  
seasonal deals each quarter!**

Christmas,  
Thanksgiving,  
Black Friday,  
Back to School,  
Easter,  
Elections,  
Valentine's day,

Fashion weeks,  
Women's day  
Eid  
Sports  
competitions...

# Equativ Seasonal Deals in DV360

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

| Geo    | Targeting                                  | Format    | Deal ID                      |
|--------|--------------------------------------------|-----------|------------------------------|
| Global | Back to School Global - All video format   | Video     | <a href="#">673054077847</a> |
| LATAM  | Christmas Semantic - Display               | Display   | <a href="#">602885204502</a> |
|        | Christmas Semantic - All video format      | Video     | <a href="#">262468871830</a> |
|        | FIFA World Cup Semantic - Display          | Display   | <a href="#">167803547237</a> |
|        | FIFA World Cup Semantic - All video format | Video     | <a href="#">564854893862</a> |
| BRAZIL | Christmas Semantic - Display               | Display   | <a href="#">145988273663</a> |
|        | Christmas Semantic - All video format      | Video     | <a href="#">908677013213</a> |
|        | FIFA World-cup Semantic - Display          | Display   | <a href="#">565694946848</a> |
|        | FIFA World-cup Semantic - All video format | Video     | <a href="#">327201603983</a> |
| MEXICO | Christmas Semantic - Display               | Display   | <a href="#">706297491370</a> |
|        | Christmas Semantic - All video format      | Video     | <a href="#">820638993305</a> |
|        | FIFA World-cup Semantic - Display          | Display   | <a href="#">274139702342</a> |
|        | FIFA World-cup Semantic - All video format | Video     | <a href="#">103914841117</a> |
|        | Buen Fin Semantic - Display                | Display   | <a href="#">768989259848</a> |
|        | Buen Fin Semantic - All video format       | Video     | <a href="#">322688726190</a> |
|        | Business Semantic - Outstream              | Outstream | <a href="#">966502329135</a> |

# Equativ Seasonal Deals in DV360

You need a custom Deal?  
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| Geo       | Targeting                                  | Format  | Deal ID                      |
|-----------|--------------------------------------------|---------|------------------------------|
| MENA APAC | Christmas semantic - Display               | Display | <a href="#">119497123564</a> |
|           | Christmas semantic - All video format      | Video   | <a href="#">550816756785</a> |
|           | FIFA World Cup semantic - Display          | Display | <a href="#">860407482070</a> |
|           | FIFA World Cup semantic - All video format | Video   | <a href="#">827060133875</a> |
| USA       | Christmas semantic - Display               | Display | <a href="#">111241742667</a> |
|           | Christmas semantic - All video format      | Video   | <a href="#">750124980187</a> |
| DACH      | Christmas semantic - Display               | Display | <a href="#">629122200340</a> |
|           | Christmas semantic - All video format      | Video   | <a href="#">171301330452</a> |
|           | FIFA World-cup semantic - Display          | Display | <a href="#">916287628297</a> |
|           | FIFA World-cup semantic - All video format | Video   | <a href="#">696556870719</a> |
| CEE       | Christmas semantic - Display               | Display | <a href="#">242823895166</a> |
|           | FIFA World-cup semantic - Display          | Display | <a href="#">919376113831</a> |
|           | FIFA World-cup semantic - All video format | Video   | <a href="#">633685829160</a> |
| ES        | Christmas semantic - Display               | Display | <a href="#">985260009146</a> |
|           | Christmas semantic - All video format      | Video   | <a href="#">138437707000</a> |
|           | FIFA World-cup semantic - Display          | Display | <a href="#">777532099053</a> |
|           | FIFA World-cup semantic - All video format | Video   | <a href="#">195542796698</a> |

# Equativ Seasonal Deals in DV360

You need a custom Deal?  
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| Geo | Targeting                                  | Format  | Deal ID                      |
|-----|--------------------------------------------|---------|------------------------------|
| FR  | Christmas Semantic - Display               | Display | <a href="#">912141168672</a> |
|     | Christmas Semantic - All video format      | Video   | <a href="#">766539766857</a> |
|     | FIFA World-cup Semantic - Display          | Display | <a href="#">363438403827</a> |
|     | FIFA World-cup Semantic - All video format | Video   | <a href="#">502926512825</a> |
| UK  | Christmas Semantic - Display               | Display | <a href="#">185634456978</a> |
|     | Christmas Semantic - All video format      | Video   | <a href="#">703456879675</a> |
|     | FIFA World-cup Semantic - Display          | Display | <a href="#">513706519766</a> |
|     | FIFA World-cup Semantic - All video format | Video   | <a href="#">564351825990</a> |
| IT  | Christmas Semantic - Display               | Display | <a href="#">474521411944</a> |
|     | Christmas Semantic - All video format      | Video   | <a href="#">240692438599</a> |
|     | FIFA World-cup Semantic - Display          | Display | <a href="#">233831407356</a> |
|     | FIFA World-cup Semantic - All video format | Video   | <a href="#">119193523180</a> |

# 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**

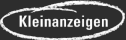
**and more!**

# 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

OTEMPO

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!**

# 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

# Thank You!

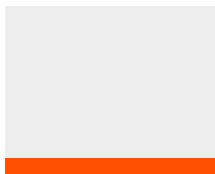
Don't hesitate to reach out if you have any questions or need a **custom deal**?

**Contact our team**  
**[media-csm@equativ.com](mailto:media-csm@equativ.com)**

**EQUATIV**

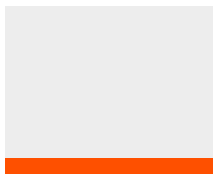


# Thank You!



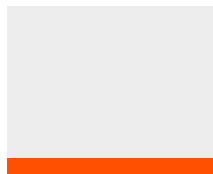
**Name Here**  
Title

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

# 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.

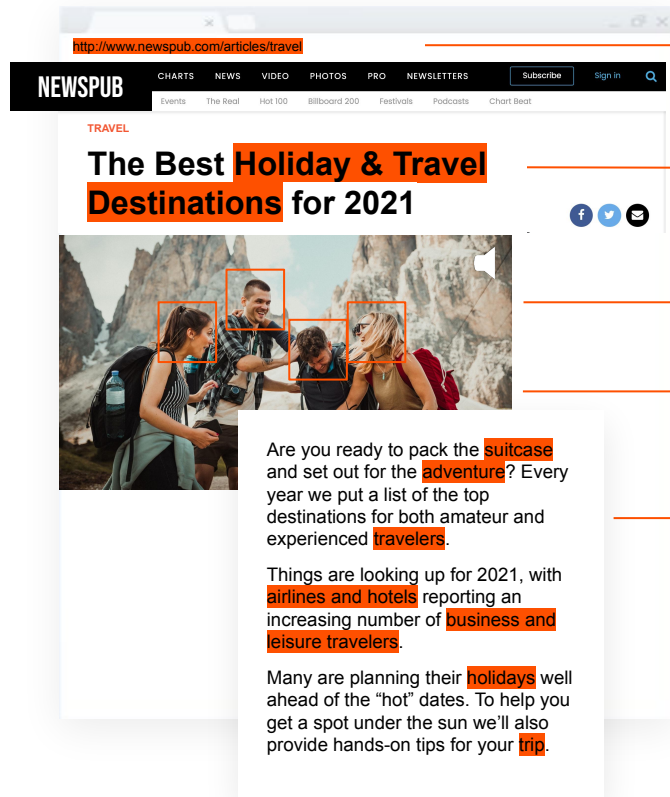
# Equativ Semantic Contextual Targeting

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)

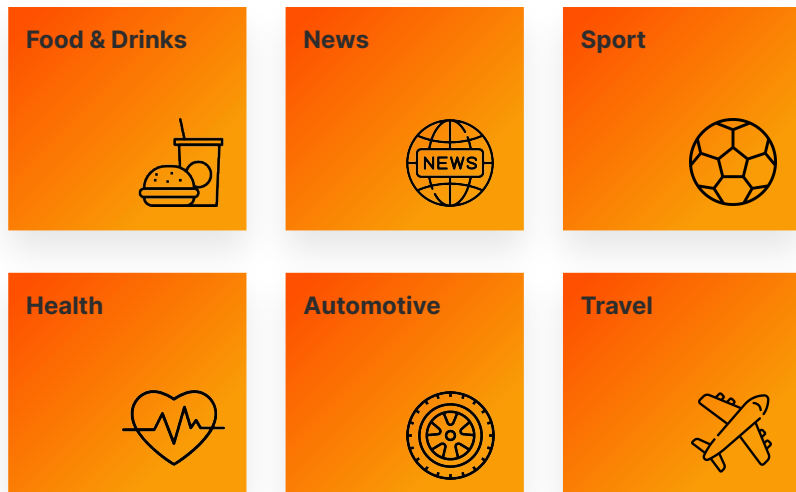
Visual and audio quality

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