

## PROGRAMMATIC SOLUTIONS

The Industry's Most Advanced Programmatic Solution Suite

### HIGH-QUALITY DATA FORMS THE BEST SEGMENTS

- Hundreds of physical world based standard segments ready to activate on the partners you already use
- Custom segments are easy to create and deploy

### YOUR CRM DATA: EFFICIENT & AVAILABLE

- We can make your customer file available through your DSP of choice for targeting programmatically

### THE INDUSTRY STANDARD FOR MEASUREMENT

- Don't judge performance of a campaign off CTR
- Measure real world impact by using LCI™, the industry's leading foot traffic measurement metric
- Understand the incremental lift a programmatic campaign drove to a location

## SCALABLE AUDIENCES

- Maintain audience precision using NinthDecimal's seed data, creating a 1:1 segment expansion
- All standard and custom segments are available in both Cookies and Device IDs
  - Device ID allows for mobile app activation
  - Cookie allows for mobile web and desktop activation
- NinthDecimal Audiences also available for activation in 200+ DSPs/DMPs/Publishers using LiveRamp

### PROGRAMMATIC PARTNERS



Activate the same segments across Mobile and Desktop programmatically



## NINTHDECIMAL AUDIENCES SAMPLE

Audiences available as expanded & precise (e.g. Expanded: Starbucks, Precise: Starbucks - Precise)

### FOOD & BEVERAGE



- Starbucks
- McDonald's
- Denny's

### ENTHUSIAST PROFILES



- Fashionistas
- D.I.Y. (Do-It-Yourselfers)
- Golf Enthusiasts

### CUSTOM PROFILES



- Walmart shopper who hasn't shopped at Target in 30 days
- Regular gym goer who does not shop organically

### LIFESTYLE PROFILES



- College Student
- Traveler
- Pet Owners

### DEMOGRAPHIC PROFILES



- Parents of School-Age Children
- Household Income

### IN-MARKET PROFILES



- Auto Intenders
- Phone Shoppers