

# Simplifi

PRODUCT CATALOG | OCTOBER 2018



The platform built for localized programmatic



**PRODUCT CATALOG  
OCTOBER 2018**



## Table of Contents

<b>Cross-Platform Capabilities »</b> .....	5
Service Models » .....	7
<b>Targeting Tactics »</b> .....	9
Geo-Fencing » .....	10
Keyword Search Retargeting » .....	22
Facebook Newsfeed » .....	23
Native Programmatic ».....	24
Site Retargeting » .....	25
Contextual Targeting » .....	26
CRM Targeting » .....	28
<b>Programmatic Video »</b> .....	29
<b>OTT/CTV »</b> .....	32
<b>The Data Difference »</b> .....	35
The Simpli.fi Data Network » .....	36
Simpli.fi’s DMP » .....	37
What is Unstructured Data? » .....	38
Breaking the Black Box » .....	40
Audience Building » .....	41
The New Rules of Recency » .....	43
Data Transparency » .....	44
Optimizations » .....	45
<b>Inventory »</b> .....	48
Simpli.fi Standard Creative Specs » .....	54
Bulk DFP/DFA Upload » .....	56
Prospecting Dynamic Creative for Auto » .....	57
Fixed Feed Dynamic Creative » .....	59
Reporting & Analytics » .....	60
Brand Safety, Fraud Prevention, & Viewability » .....	66
Industry Compliance » .....	67



# THE PROGRAMMATIC PLATFORM BUILT FOR LOCAL ADVERTISING

Our clients leverage Simpli.fi’s ability to customize audiences to local needs, provide superior performance on high volumes of localized campaigns, and deliver efficiently to drive higher ROI in their digital businesses.

### Cross-Channel Capabilities

- Mobile
- Video
- Display
- Native
- Social

### Full Suite of Tactics

- Geo-Fencing
- Search Retargeting
- Facebook Newsfeed
- Native Programmatic
- Site Retargeting
- Keyword Contextual Targeting
- Category Contextual Targeting
- And many others

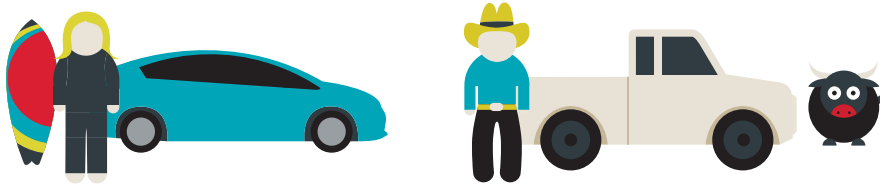
### We Offer Three Service Models

- Self-Service
- Managed Service
- API Integration

## Where We Excel

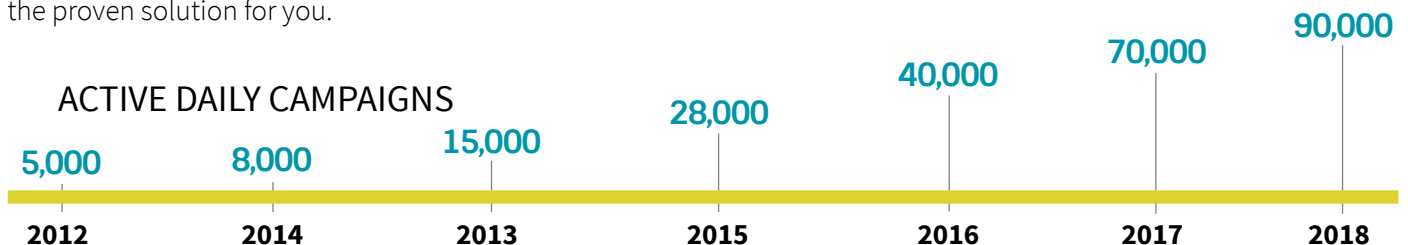
### National Campaigns With Highly Localized Audiences

Nomenclature, local preferences, and buying habits vary from city to city across the country. By optimizing audiences to local needs and delivering customized creatives for different locations, Simpli.fi delivers improved performance compared to platforms that use pre-packaged segments and target nationally. In addition, our completely transparent and highly granular analytics system provides deeper insights that enable brands to continually improve their marketing efforts.



### Delivering Performance On High Volumes of Localized Campaigns

Simpli.fi’s ability to optimize audiences for local needs, coupled with its automated processes for campaign entry, management, optimization, and reporting, enable us to deliver performance on high volumes of localized programmatic campaigns. Whether your company manages hundreds or thousands of campaigns, Simpli.fi is the proven solution for you.





## How We Are Different

### The programmatic platform built for localized campaigns

- Real-time campaign management, insights, and reporting available through Simpli.fi’s user interface and API
- Automated mobile and display ad creation via OnTarget, Simpli.fi’s Ad Generator
- Improved attribution and transparent reporting
- A workflow that allows users to manage high volumes of campaigns without adding headcount
- Models specifically built to optimize at scale for high volumes of low impression campaigns
- Geo-Fencing delivers unparalleled scale and precision in mobile targeting
- Keyword-level audience targeting drives performance and delivery across channels

### Direct to publisher data network

- Simpli.fi utilizes an in-house, proprietary web crawler and contextualization engine
- Utilize unstructured data to target, bid, optimize, and report at the data element level
- Reduce data costs by eliminating the purchasing of pre-packaged audience segments from 3rd party providers

### Unparalleled training, support, and sales enablement

- Bullseye—Simpli.fi’s online learning portal and resource center
- In-person sales and operation team trainings
- In-person strategy and product summits
- Webinars, newsletters, and product updates

## Who We Work With

### Local Media Groups

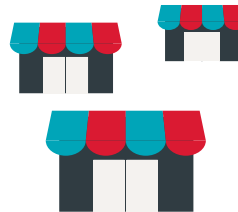
TV, Radio, Cable, & Newspaper



### Trading Desks



### Advertising Agencies & Multi-Location Brands



### Local-Focused Networks





# CROSS-PLATFORM CAPABILITIES

Use unstructured data to target, optimize, and report at the individual data element level across all creative types.



# CROSS-PLATFORM CAPABILITIES



## Mobile

Simpli.fi supports in-app and mobile web inventory, geo-fencing with Conversion Zones to optimize and report on online and offline traffic, and Event Targeting to create custom audiences out of specific event attendees, as well as mobile-specific exchanges such as MoPub and Millennial Media.

---



## Video

Simpli.fi supports pre-roll, mid-roll, in-banner video, and can deliver across in-app, mobile web, and desktop browser inventory types.

---



## Display

Engage your prospects and current customers in a way that's meaningful to them. Simpli.fi serves over 43,000 active campaigns daily.

---



## Native

Experience a response rate six times higher than traditional display ads with native ad units built in real-time to match the publisher's content and design. Native ads improve user experience and can be utilized with any Simpli.fi targeting tactic, across all media types.

---



## Social

Extend reach with inventory from the leading social media site, Facebook. Target users on Facebook Newsfeed using our access to Facebook's massive data network of over 600 million user profiles.



# SERVICE MODELS



# SIMPLI.FI SERVICE MODELS



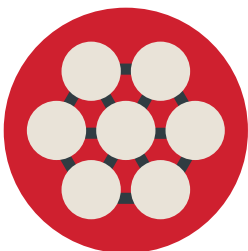
## Self-Service

- Client sets up and edits campaign through:
  - Simpli.fi API integration
  - Simpli.fi UI, an intuitive online interface
- Campaigns are monitored and optimized by the client
- Access to Simpli.fi's reporting engine to generate reports for campaign insight
- Email support from the Simpli.fi Client Success Team
- Typical users: Ad networks and trading desks
- Simpli.fi's auto-optimization models are available
- Access to Simpli.fi's Bullseye training, resources, and sales enablement portal



## Managed Service

- Simpli.fi sets up and edits campaigns
- Campaigns are monitored and optimized by the Simpli.fi Client Success Team and the Simpli.fi Ad Operations Team
- Reporting and campaign insight provided by client services
- Email and phone support from the Simpli.fi client success team
- Typical users: channel partners, publishers, global agencies, national brands
- Simpli.fi's auto-optimization models are available
- Access to Simpli.fi's Bullseye training, resources, and sales enablement portal



## API

- Full campaign management and reporting available through API integration
- Approximately 25% of all live campaigns are run through the API
- Millions of reports generated monthly
- Self-documenting, RestFUL API
- Access to API browser and API documentation
- Simpli.fi's auto-optimization models are available
- Access to Simpli.fi's Bullseye training, resources, and sales enablement portal

### **3 types of API integration:**

- Reporting
- Campaign Setup
- Campaign Management/Optimization





# TARGETING TACTICS

Reach potential or existing customers with digital targeted advertising. Use a blend of targeting tactics to target at every level of user engagement.



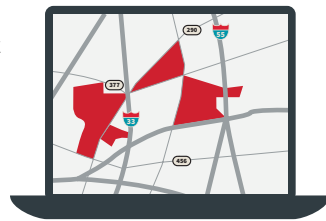


# GEO-FENCING

The most advanced location-based mobile advertising technology for targeting users based on specific geographic areas. Simpli.fi's geo-fence technology enables marketers to customize audiences through custom targeting shapes with precise and accurate data. We support bulk uploads of GeoJSON files to create shapes around public areas like political and school districts, street and highway boundaries, municipalities, etc.

## Configurable Geo-Spatial Technology

Simpli.fi generates dynamic and configurable shapes custom to an advertiser's campaign. Each user is matched 1:1 to a desired targeting zone.



## Geo-Fencing Benefits

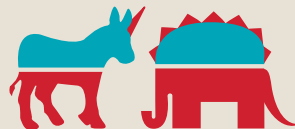
- Incomparable scalability
- Pinpoint accuracy
- Location file import and export capability
- Granular localization via custom shapes and sizes
- Variable recency (instant to 30 days)
- Boost mobile performance and reach
- Retarget customers who visit or commute through any geo-fenced location
- Leverage targeted campaigns only to customers within a predetermined physical proximity to your business
- The most reliable way to target mobile users in your business's proximity
- Track offline or "last mile" conversions to measure your campaign's effectiveness
- Target event locations during specific date and time windows
- Target physical addresses with a digital medium to build an audience based on plat line data

## WHO ARE IDEAL CLIENTS FOR GEO-FENCING?



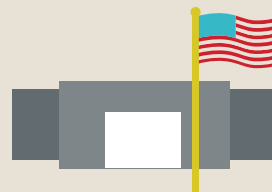
### Brick & Mortar

- Auto
- Quick Serve Restaurants
- Insurance Agents
- Retail
- Hospitality



### District-Specific Entities

- Political Parties
- Political Candidates
- Municipalities
- Counties
- Civic Groups



### Venue-Based Entities

- Sports Areas
- Concert Halls
- Amphitheaters
- Convention Centers
- Colleges



### Travel

- Airports
- Truck Stops
- Bus Stops



## Self-Service or Managed-Service

- Campaigns can be built, launched, optimized, and reported on all in the user interface
- Customers can fully customize targeting shapes and sizes in the user interface (UI)
- All facets of Geo-Fencing campaigns from budget to shape configurations are instantly searchable in the UI
- Simpli.fi's platform supports bulk uploads of shape data files (GeoJSON) to target larger areas like political and school districts, street and highway boundaries, municipalities, etc.

## Simpli.fi's Unstructured Data Advantage

### Scalability

Unstructured data allows for efficient and effective campaign scaling without needing to adjust the parameters of the geo-fenced locations.

- Simpli.fi sees approximately 600,000 apps
- Simpli.fi's data collection is scalable to multiple petabytes and is currently utilizing a petabyte size cluster

### Accuracy

A location-based campaign is only as good as the accuracy of its data. Simpli.fi captures and targets based upon actual latitude and longitude coordinates and not derived latitude and longitude.

### Localization

Our location data is not stored in grids (segments) which allows our targeting of custom shapes to utilize the actual latitude and longitude of the drawn shape. Other solutions that have a grid-based data retrieval system inherently pull users from a grid, which may fall outside of a custom shape.

## Conversion Zones

The most powerful tool for tracking online-to-offline conversions in mobile advertising.

### What Are Conversion Zones?

Conversion Zones are virtual boundaries drawn around an advertiser's business location via a GPS map. Conversion Zones allow advertisers to track what amount of physical traffic at their location have previously seen one of their ads from visiting another geo-fenced location.

### Why Use Conversion Zones?

Identify audiences responding to mobile advertising by visiting a physical location as opposed to a click or call.

- Track online-to-offline conversions
- Enrich mobile performance
- Evaluate campaign effectiveness

Other mobile programmatic technologies lack the accuracy of Simpli.fi to effectively attribute mobile impressions with physical visits to an advertiser's location.

### How Conversion Zones Work

A virtual geo-fence is traced around a specific location where the advertiser wants to target customers visiting another physical location (e.g. a competitor's store, a venue, or a specific part of town).

Next, a Conversion Zone is traced around one or more of the advertiser's locations.

When the customer enters the geo-fenced location, they will then be targeted with the advertiser's ads on their mobile device.

When the customer enters the Conversion Zone with their mobile device and has previously been served the advertiser's ad, the Conversion Zone recognizes the user and attributes their visit as an offline conversion for the geo-fencing campaign.

### Reporting with Conversion Zones

Conversion Zone reporting includes the following metrics:

- Impressions
- Total Spend
- Clicks
- View Through Visits
- Click Through Visits
- Total Visit Rate (TVR)
- Cost Per Visit
- Daily Visits
- Daily Total Conversion Zone Visits



## Geo-Conversion Lift Dashboards

Analyze your geo-targeting campaigns in regards to how they are driving traffic to their conversion zones with Simpli.fi's Geo-Conversion Lift and Geo-Conversion Lift Overview Dashboards in the Reporting & Analytics Center. Metrics within the dashboards include:

### Geo-Conversion Lift\*

Percentage difference in Campaign Conversion Rate vs. Natural Conversion Rate. Calculated by:  $(\text{Campaign Conversion Rate} - \text{Natural Conversion Rate}) \div \text{Natural Conversion Rate}$ .

### New User Campaign Conversion Lift\*

The campaign conversion lift with repeat converters excluded.

### Converter Funnel

Shows the relative number of Natural Converters compared to New Natural Converters, Campaign Converters, and New Campaign Converters.

- **Natural Converters:** Users who have been detected in a target zone, and then detected in a conversion zone within the number of days designated in the conversion attribution settings for that campaign, regardless of having been served an ad or not.
- **New Natural Converters:** Natural Converters who have been detected for the first time in a conversion zone within the number of days designated in the conversion attribution settings for that campaign.
- **Campaign Converters:** Users who have been detected in a target zone, served an ad, then detected in a conversion zone within the number of days designated in the conversion attribution settings for that campaign.
- **New Campaign Converters:** Campaign Converters who have been detected for the first time in a conversion zone within the number of days designated in the conversion attributions settings for that campaign.

### Natural Conversion Rate\*

The percentage of users who have been detected in a target zone, not served an ad, and then detected in a conversion zone for the same campaign.

### Natural Days to Convert

The average number of days it takes users, whether they've been served an ad or not, to go from a target zone to the conversion zone.

### Campaign Conversion Rate\*

The percentage of users who were detected in a target zone, served an ad, and then detected in a conversion zone for the same campaign.

### Campaign Days to Convert

The average number of days it takes users who were served an ad to go from a target zone to the conversion zone.

## Geo-Conversion Lift Methodology

Simpli.fi's Natural Conversion Rate provides a convenient and intuitive baseline for comparison while avoiding the complexity of a formal controlled experiment and the expense of a holdout set. This means marketers do not need to dedicate what is traditionally 20% of their spend towards a hold-out set to accomplish a conversion lift metric. This is ideal for localized programmatic campaigns. It leverages Simpli.fi's large mass of dynamic geo-location data to tell the target user's story and build the foundation for a statistically rigorous comparison test.

### Baseline vs. Holdout Set

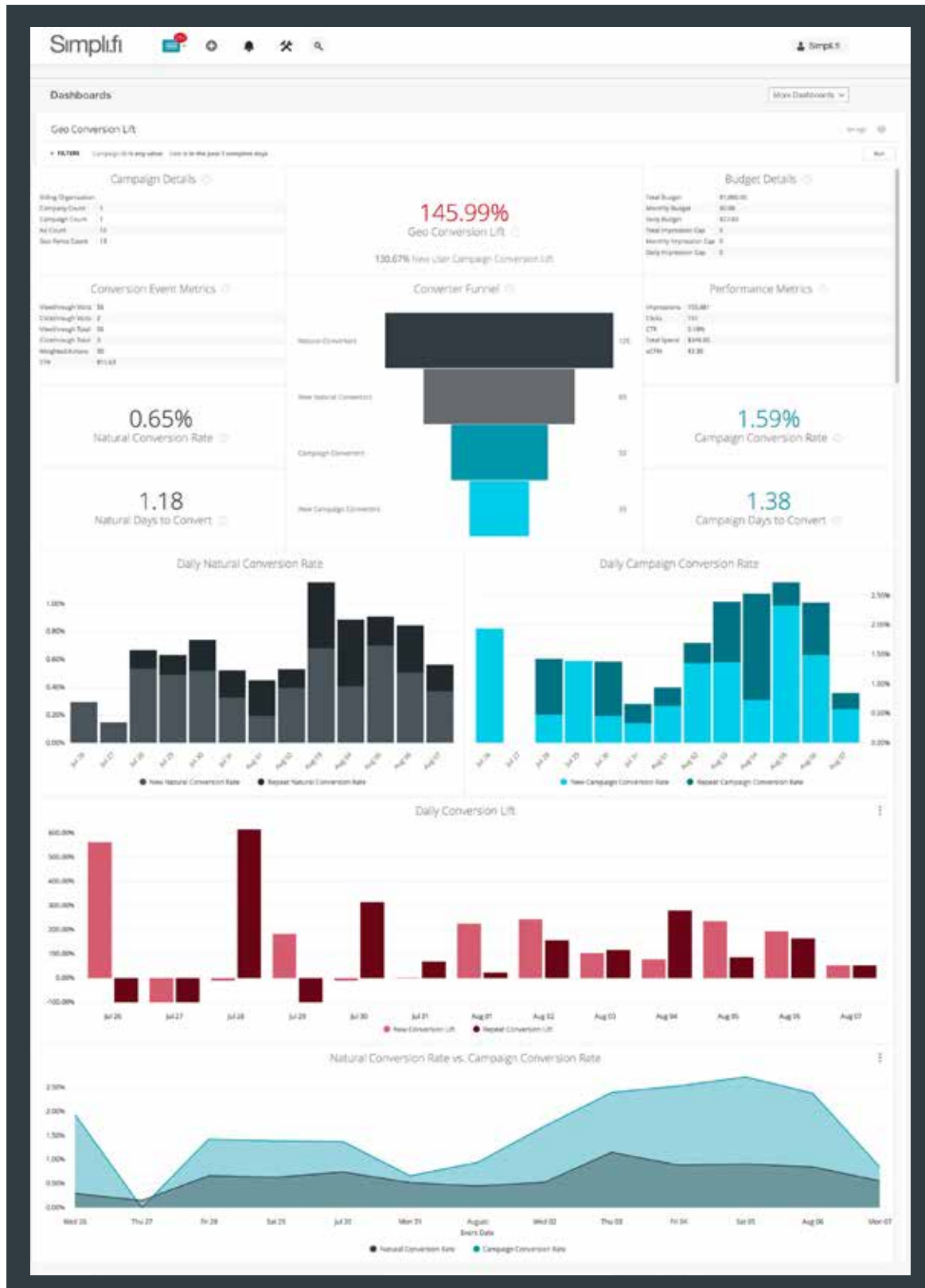
Simpli.fi utilizes the Natural Conversion Rate as a baseline rather than a holdout set. This approach is well established statistically and often used in dynamic online application. It does not provide a cause-effect conclusion. Rather, the goal is an A/B comparison similar to A/B testing with the hypothesis, "Is the Natural Conversion Rate different than the Campaign Conversion Rate?"

### Saturation Avoidance

Simpli.fi avoids the Natural Conversion Rate from becoming saturated with users who have been served an ad by not including them in the calculations. This may decrease the users in the baseline calculation, but the impact is negligible because of the preponderance of geo-location data. It also allows faster convergence to statistical significance because the two rates will be further apart.

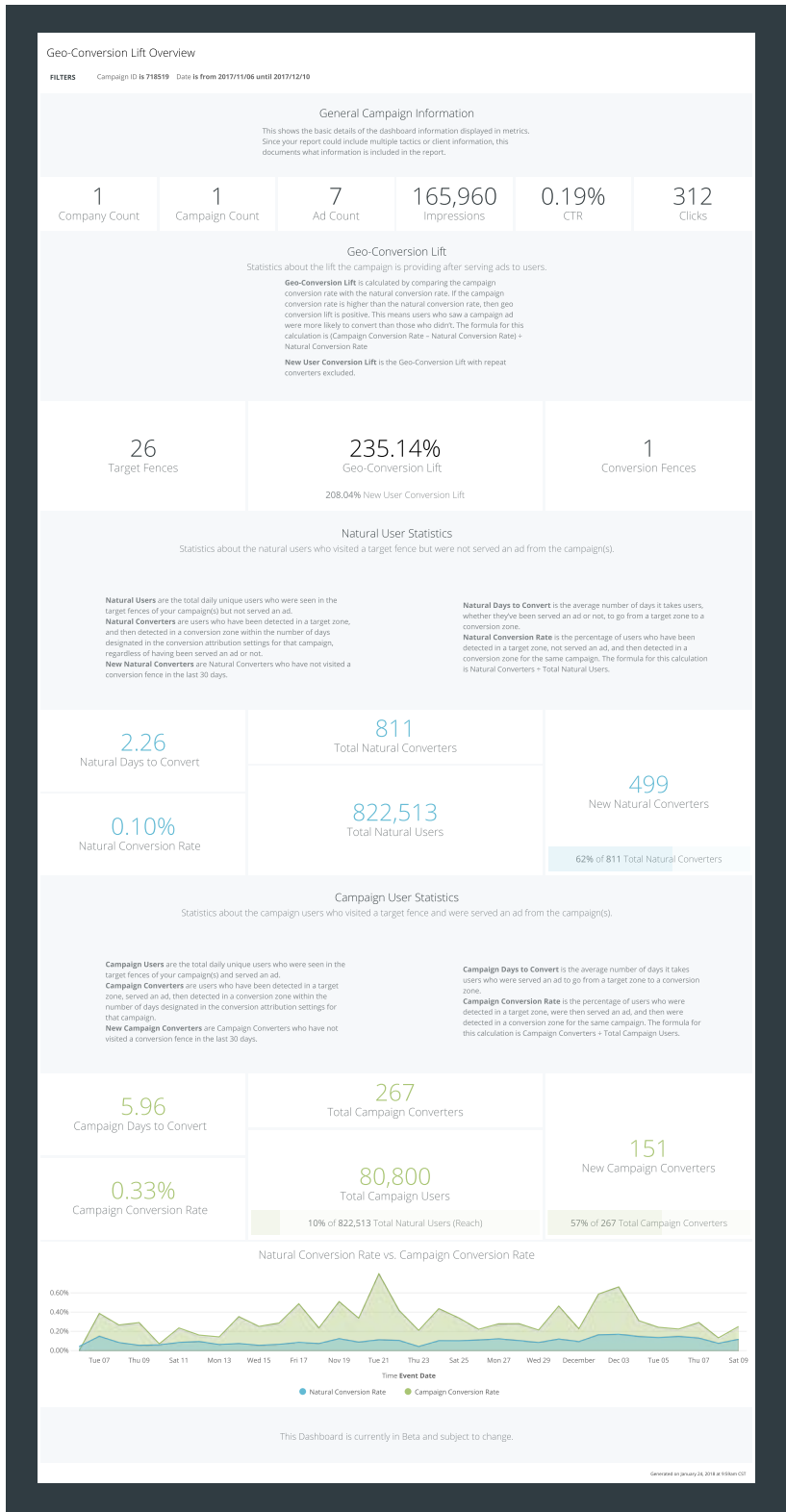


# Geo-Conversion Lift Dashboard Sample View





## Geo-Conversion Lift Overview Dashboard Sample View



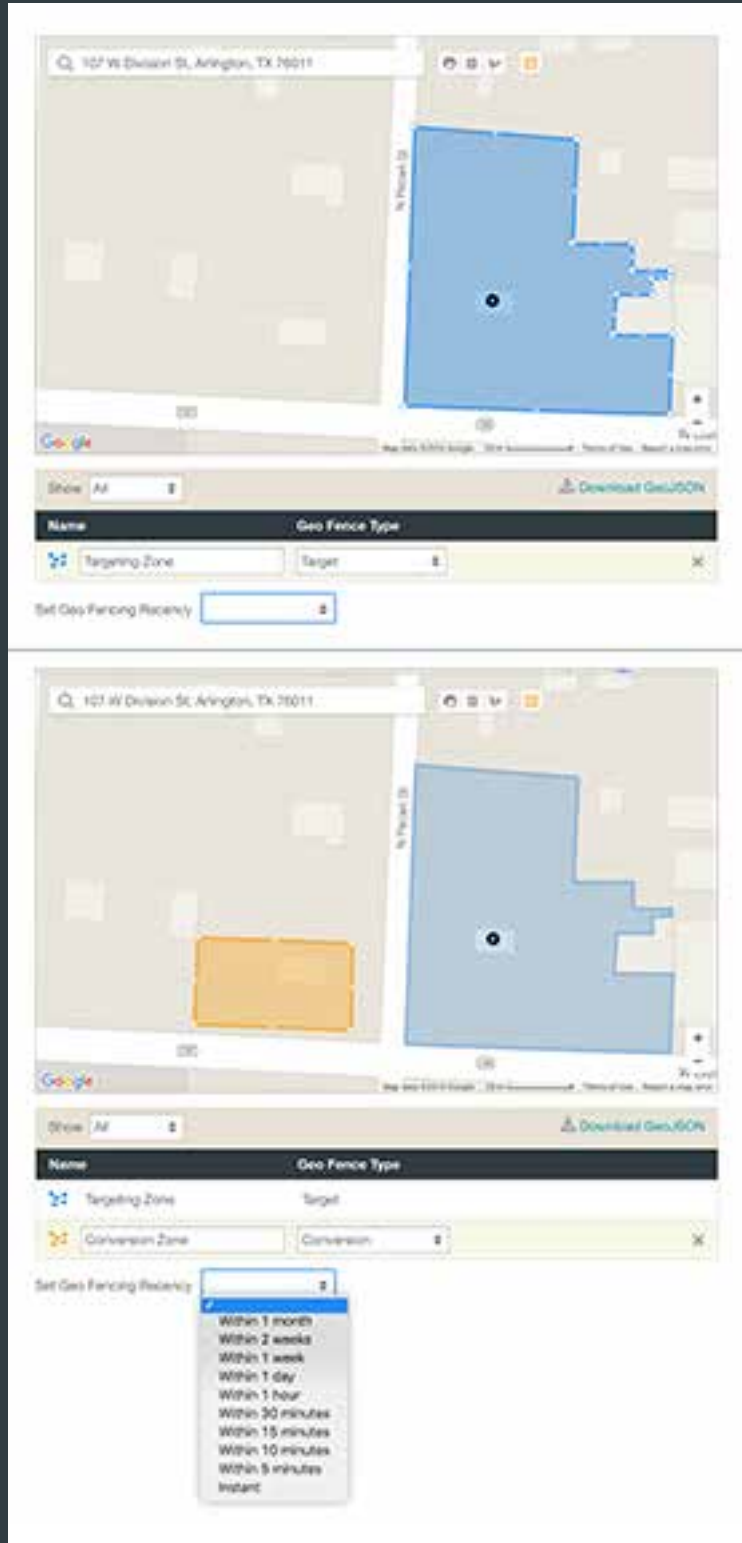


## Use Case



# Auto Dealership

An auto dealership would like to serve ads to potential customers who have recently visited their competitors' locations and measure how many of those customers have visited their own location. First, the dealership can draw geo-fences around their competitors' locations to serve ads to customers who have been to those locations. The dealership can then draw a Conversion Zone around their own location to track how many of their customers have seen an ad since visiting a competitor's location.



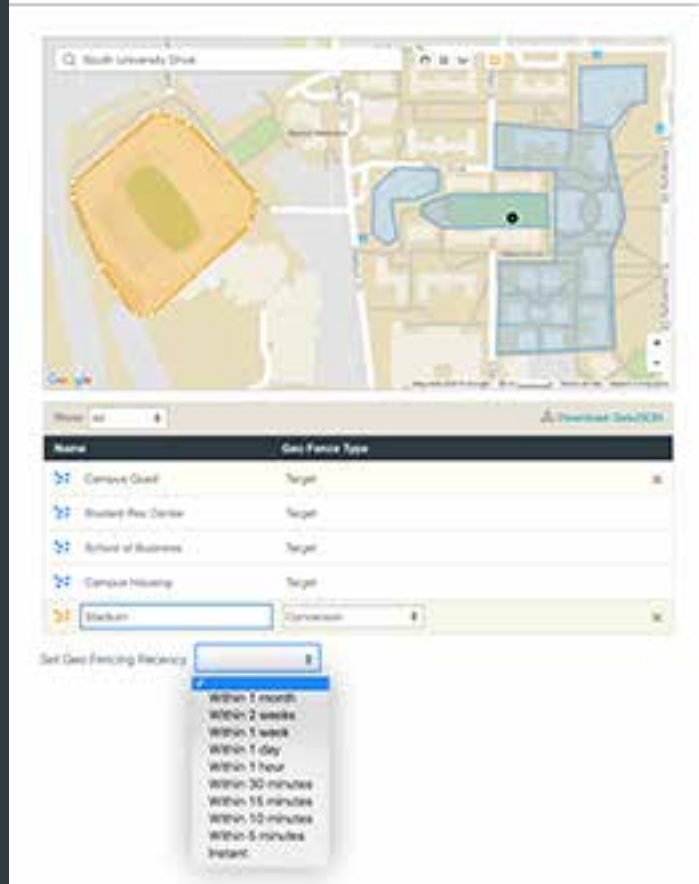
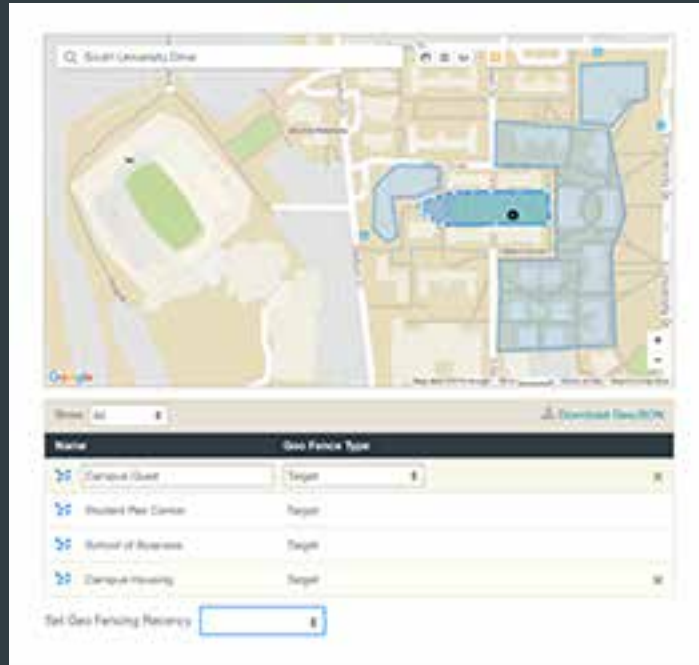


## Use Case



# Universities

A university wants to track how many students, faculty, and visitors are attending sporting events at their stadium after seeing ads on their mobile devices on campus. The university can create a geo-fence around the campus to serve ads for the events to those on their campus. The university can then trace a Conversion Zone around their stadium to track how many attendees have been served an ad and then visited the stadium.







## Additional Example Use Cases

### **Travelers (Hotels, Rental Cars, Airlines, etc.)**

Target users who have been through an airport in the last day, week, or month, stayed in a hotel near the airport, or visited an airport's rental car lots.

### **Grocery Shoppers**

Target users who have visited a grocery store within a specific timeframe.

### **Drug Store Shoppers**

Target users who have been in a CVS or Walgreens or other major drug stores in the last day, week, or month.

### **Golf Equipment Manufacturers**

Target users who have been on a golf course within the last month.

### **Conference & Trade Show Attendees**

Target users visiting trade shows related to particular verticals (e.g. AdTech, CES, National Real Estate Show, National Cardiac Surgeon Convention, JP Power, etc.).

### **Company Employees (B2B Application)**

Target users at particular companies by targeting corporate buildings or campuses.

### **Mall Shoppers**

Target users who have visited a mall within the last two to four weeks.

### **Skiers & Snowboarders**

Target users who have been to ski resorts, ski shops, or outdoor stores.

### **Boaters**

Target users who have been on area lakes, spent time at marinas, or visited boat dealerships.

### **Exercisers**

Target users who have visited a health club like LA Fitness in the last day, week, or month, and any area competitors.

### **Outdoor Enthusiasts**

Target users who have visited an outdoors shop recently such as a Bass Pro Shop, Cabelas, REI, or Gander Mountain.

### **NASCAR Fans**

Target users attending a NASCAR event or other local race tracks.

### **Bargain/Bulk Shoppers**

Target users who have been to a "big box" store recently such as Costco or Sam's Club.

### **DIYers**

Target users who have been to a hardware store in the past few weeks such as Home Depot, Lowes, or Ace Hardware.

### **Home Owners**

Target neighborhoods where there are older homes that might require roof repair. Target areas that have recently experienced hail damage.



## Event Targeting

### What is Event Targeting?

Event Targeting is a precise temporal geo-targeting technology allowing advertisers to build an audience based on a geo-fence. With Event Targeting, advertisers can target a custom, niche audience out of users who attend a specific event during a predetermined time window and serve ads to those users for up to thirty days after the event.

### Why Use Event Targeting?

- Self-contained, one-stop shop for a turnkey Event Targeting solution
- Granularity down to the hour level
- Tool that builds audiences based on physical locations during specific date and time windows
- Incomparable scalability
- Fully automated process to run Event Targeting campaigns on single or multiple locations, dates, and times
- Audiences are portable and reusable
- Upload multiple Event Targeting geo-fences via GeoJSON files

### How Event Targeting Works

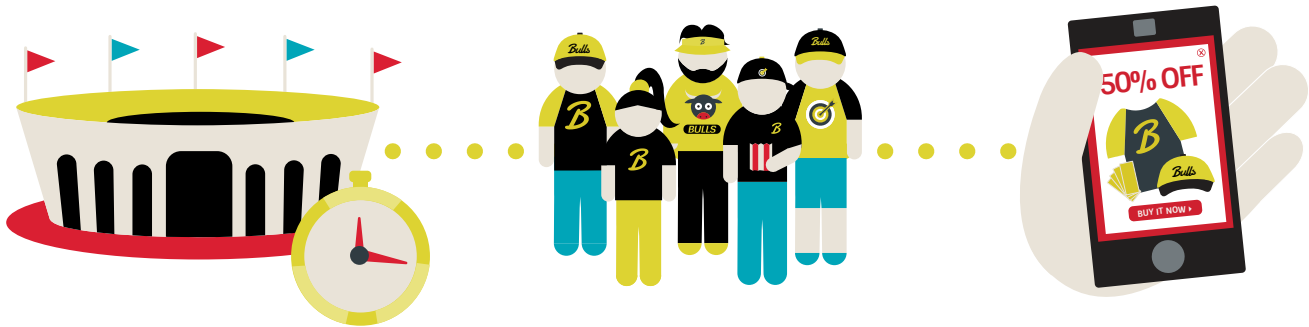
A virtual geo-fence is traced around an event location where the advertiser wants to build an audience based on user visits to a particular location during a set, scheduled timeframe.

When a user enters the geo-fenced location during the set timeframe, they will then become part of an audience that can later be targeted following the event.

### Ideal Prospects for Event Targeting

Any advertiser wishing to target events or a group of events at specific locations, dates, and times.

- Conferences, Conventions, and Tradeshows
- Sporting Events — Pro Sports, NCAA, etc.
- Concerts & Tours
- Radio Remotes
- Performing Arts — Opera, Theatre, Musicals, etc.
- Festivals — Music Festivals, Renaissance Festivals, etc.
- Fairs — State Fair of Texas, Oktoberfest, etc.
- Community & Cultural Events
- Fundraisers & Benefits
- Parades
- Venues — Madison Square Garden, Daytona International Speedway, etc.





## Use Case

# B2B Conference

An electronic supplier might be interested in targeting tech executives with a campaign promoting the latest electronics. Using Event Targeting, the advertiser could geo-fence a convention center hosting a conference for tech execs over a specific date and time range, and then later serve ads relevant to that audience.



**SELECT START/END DATES AND TIMES.**

Name	Geo Type	Event Dates
Electronics Convention (9:00AM CT Start)	Event	10/09/16 9:00am 10/09/16 6:00pm

Start Date: 2016-10-09 9:00am

End Date: 2016-10-09 6:00pm

Download GeoJSON

Close



## Addressable Geo-Fencing

### What is Addressable Geo-Fencing?

Simpli.fi's Addressable Geo-Fencing brings to advertisers a powerful, efficient, and accurate new way to target specific households and businesses with digital advertising.

Addressable Geo-Fencing can be used both as a stand-alone tactic and to improve the results of addressable TV campaigns, direct mail campaigns, and other marketing efforts that target specific households. By extending the reach, improving the frequency, and providing foot traffic attribution, Addressable Geo-Fencing makes all household targeting efforts more effective.

To use Addressable Geo-Fencing, advertisers upload up to 1 million street addresses per campaign into the Simpli.fi platform. The address lists can be CRM - 1st party data lists or Simpli.fi will curate the lists on your behalf. Those street addresses are then automatically converted into geo-fences that conform to the plat lines of each address. Then, devices seen within those plat lines are targeted with mobile, video, and/or OTT/CTV ads. Additional data targeting overlays can also be applied.

### Why Use Addressable Geo-Fencing?

- Highly precise. Targeting is based off of plat line data from property tax and public land surveying information to maximize precision of addresses being targeted.
- Highly scalable. Up to 1 million physical addresses can be targeted per campaign.
- Simpli.fi curated lists can be created by selecting from 12 standard demographic categories and over 130 interest-based categories, or from an expanded list of over 1,500 variables.
- Improved reach over IP-based solutions, which are being limited due to truncation of IP addresses in programmatic advertising.
- Provides foot traffic attribution. Conversion Zones can be used with Addressable Geo-Fencing campaigns to track uplift in foot traffic to the advertiser's location.
- Improves performance of addressable TV, direct mail, and other campaigns that target specific households by extending their reach, improving their frequency, and providing attribution.



- Personalize creative based on address level intelligence.
- Granular reporting. Report and break down campaign performance by ZIP+4 level.
- Cross Device. Targets all individuals at the address on multiple devices by leveraging Simpli.fi's cross-device graph, and enables targeting of devices for up to 30 days after they have left address.
- Effectively and efficiently onboard offline data. Create granular audiences from CRM systems and other offline databases (e.g. automotive lease renewals, households using internet but not video/cable, etc.).
- Audiences are updated on a daily basis.

### How Addressable Geo-Fencing Works

1. Physical addresses which an advertiser wants to target are uploaded into Simpli.fi's platform.
2. The addresses are then matched against plat line data to collect the exact physical location, size, and shape of the individually matched address.
3. The system then geo-fences each matched address to collect and target users specific only to that distinct address location. If desired, desktop, laptop, and OTT/CTV devices are also targeted through Simpli.fi's cross device graph.
4. Audiences at every single address are updated on a daily basis.

Within Simpli.fi's programmatic platform, lists of addresses are easily onboarded, matched and scrubbed of any personally identifiable information so that there is no risk of a privacy breach.

### Addressable Geo-Fencing Specs

- **File Type:** .CSV, limited to one million addresses.
- **Address Format:** Address, city, and state required. For best match results, please use USPS formatting.
- **Creative Types:** Addressable Geo-Fencing can be deployed using any creative types in our system.
- **Anticipated Match Rate:** 90% or above.



## Ideal Prospects for Addressable Geo-Fencing

Any business that has access to physical address lists where address-level targeting is valuable, such as:

- **Utility Providers** – Cable, Internet, Electric, etc.
- **Auto Industry** - Car Dealerships, Auto Services, etc.
- **Real Estate** – Brokers, Agents, etc.
- **Restaurants** - Fast Food Restaurants, QSR, etc.
- **Charities** – Fundraising, Event Awareness, etc.
- **Healthcare** – Dentists, Physicians, Veterinarians, etc.
- **Politics** – Political Parties, Campaign Awareness, etc.
- **Financial Services** – Banks, Credit Card Companies, Financial Planning, etc.
- **Direct Mail Companies** - Catalog, Post Card, All-In-One, Standard, etc.
- **And more.**

## Use Case - Cable/Internet

A cable company that provides residential cable and internet services is interested in targeting addresses that are current cable subscribers, but not internet subscribers.

By partnering with Simpli.fi, the company could geo-fence each physical address that is not an internet subscriber and serve the household digital ads promoting special offers about their internet services.



## Use Case - Automotive

A local auto dealership is interested in targeting addresses that are due for an upcoming lease renewal.

By partnering with Simpli.fi, the company could geo-fence each physical address that is on their lease renewal list and serve them digital ads promoting special offers.



## Use Case - Healthcare

A local dentist office is interested in pushing a promotion to current patients about their new teeth whitening services.

By partnering with Simpli.fi, the office could geo-fence each physical address that is on their marketing list and serve them digital ads promoting special offers about their services.



## Use Case - QSR

A local franchise quick service restaurant is interested in pushing out a promotion to surrounding neighborhoods.

By partnering with Simpli.fi, the QSR could geo-fence each physical address that is on their marketing list and serve them digital ads promoting special offers.



## Use Case - Direct Mail Company

A direct mail company wants to advertise digitally to the same audiences that they are sending direct mail pieces.

By partnering with Simpli.fi, the company can use the same address-level data to reach web connected devices that reside within the residence or business through video, OTT/CTV, display, and native. Furthermore, visitation rates of targeted addresses to advertiser physical locations can be measured to validate total campaign impact on foot traffic.





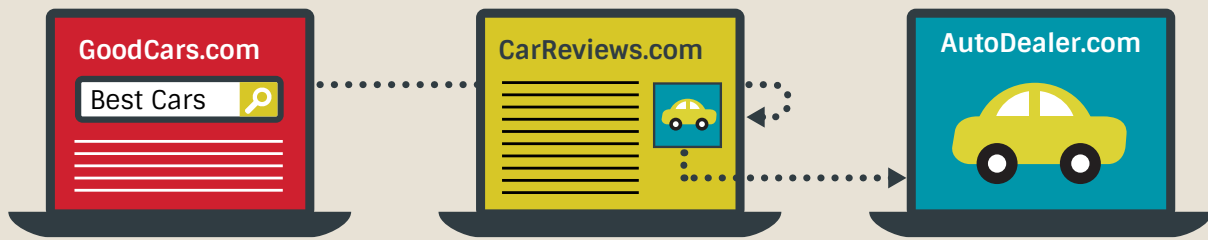
# KEYWORD SEARCH RETARGETING

Connect with more searchers more often and more effectively with Simplifi's industry leading keyword-level search retargeting. Simplifi's search retargeting enables advertisers to combine the effectiveness of search with the brand impact and reach of display. Intent data, such as keyword search terms, are the most effective targeting data available. Search retargeting gives advertisers the

ability to target potential customers with display ads based on the searches they perform across the web.

Simplifi captures over 13 billion search events per month from over 300 million users. Each individual search is date and time stamped.

## HOW SEARCH RETARGETING WORKS



A user performs a search.  
Simplifi collects data  
associated with the search.

Simplifi shows the  
user an ad based on  
the keywords searched.

The user clicks on  
the ad and converts.

## Simplifi Advantages

### Keyword-Level Bidding, Reporting, and Optimization

Simplifi offers full visibility and control for each targeted keyword. Just like in search marketing, the ability to vary bids for individual keywords is a must in order to achieve optimum results.

### Variable Recency

Recency is a major factor in optimizing towards CPA, CTR, and CPC goals, and Simplifi enables variable targeting and bidding based on the recency of the search event. For example, ads can be served to users who have searched within 15 seconds, 15 minutes, or 15 days of the time of their search.

### Total Transparency

Simplifi enables advertisers to know exactly how much of each dollar spent goes to media, data, and platform costs. In addition, advertisers are able to see the spend and performance of each keyword, domain, exchange, time of day, and more. In the spirit of this transparency, we do not engage in CPM arbitrage.



# FACEBOOK NEWSFEED

Boost reach with inventory from the leading social media site. Target users on their personalized Newsfeed using our massive data network for access to over 600 million user profiles.

We'll place your ads within Facebook Newsfeeds based on:

- Facebook Life Event Targeting
- Facebook Demographic Targeting
- Facebook Interest and Behavior Targeting





# NATIVE PROGRAMMATIC

Native ads are a responsive ad unit built in real-time to match a particular publisher’s content and design. Native offers improved user experience and greater performance than traditional display ads by providing users a cohesive browsing and ad experience.

A recent study by business analyst IHS forecasts that 63% of mobile display ads will be native by 2020. Simpli.fi brings the power of unstructured data to the emerging format of Native Advertising.

Native ads are available for both Simpli.fi service models: Managed and Self-Service.

### Simpli.fi Advantages

- Improved user experience with less intrusive ads
- Six times higher response rate than traditional display ads
- Personalized in real-time for each publisher’s site and individual user

- Delivers across all media types including mobile browser, in-app, desktop, etc.
- Aligns with IAB LEAN ad guidelines
- Ability to overlay Simpli.fi targeting tactics, including Geo-Fencing, for maximum reach potential
- Emerging ad format with limited competition and expanding inventory

### How it Works


Native ads are built from a variety of flexible components provided by the advertiser:

- Image: 1200x627, recommend for scaling
- Headline: 25 character max (including spaces)
- Body: 90 character max (including spaces)
- CTA: 15 character max (including spaces)
- Destination URL

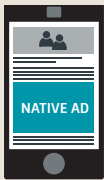
Simpli.fi uses these components to build a creative ad unit in real-time that blends seamlessly into a publisher’s content and design.

**SAMPLE NATIVE ADS**

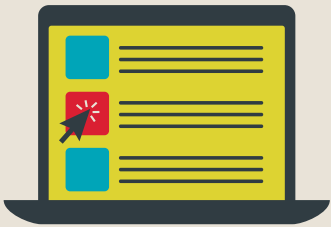
**In App**




**Mobile**



**Desktop**



**Image**



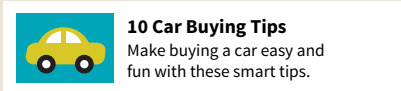
**Title Text**  
10 Car Buying Tips

**Body Text**  
Make buying a car easy and fun with these smart tips.


**CTA Text**  
Learn more

**Destination URL**  
www.example.com

**EXAMPLE 1**



**EXAMPLE 2**





# SITE RETARGETING

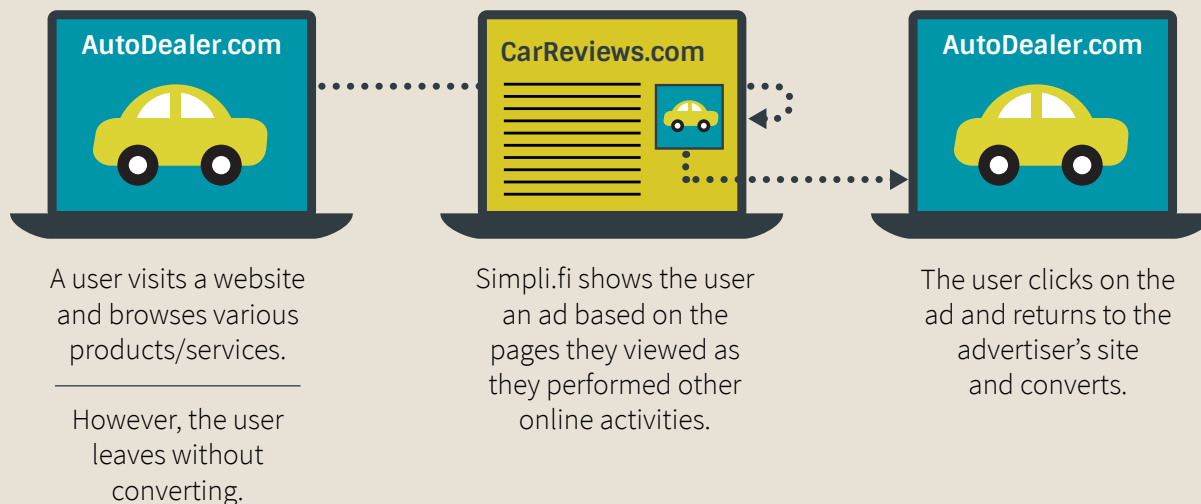
Roughly 98% of consumers will leave a site without converting. Here is your chance to re-engage those consumers with a completely new level of performance and insight.

Site retargeting serves ads to users who have already visited your site while they are visiting other sites across the web. Following users based upon their browsing behavior increases brand exposure and is an effective method of converting site visitors into purchasers.

Simpli.fi brings the edge of element-level marketing to site retargeting. While most retargeting companies still operate at the group segment level, Simpli.fi enables bidding, reporting, and optimization down to the smallest data elements such as products, categories, or even pages viewed.

**Simpli.fi also supports feeds and dynamic creative.**

## HOW SITE RETARGETING WORKS



## Simpli.fi Advantages

### Enhanced ROI

Simpli.fi's site retargeting campaigns outperform segment-based campaigns by bidding, reporting, and optimizing at the element level.

### Rich Resources

Simpli.fi campaigns have access to inventory from all major exchanges. Maximize the delivery of your site retargeting campaigns while delivering ads at the right time and place.

### Audience Expansion

Discover the search and site visitation patterns of your existing customers and target prospective customers based on similar browsing and search activity.

# CONTEXTUAL TARGETING

Connect with potential customers by showing relevant ads to users as they browse content related to their interests. Contextual targeting looks at the **category** or **keywords** of the page a user is viewing and serves them ads relevant to the page's content. This can be done based on the pages they are currently viewing or pages they have visited in the past. Users will only see ads they are interested in, saving valuable impressions for the right potential customers.

## Contextual Targeting Options

### Keyword Contextual Targeting

Create a custom list of keywords relevant to your product

or business and Simpli.fi's contextual targeting technology will scour the Internet to find sites with content containing those keywords on which to serve your ad.

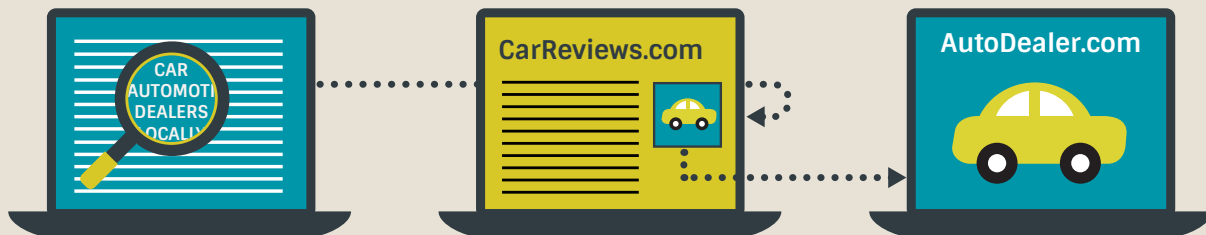
### Category Contextual Targeting

Serve your ad only on pages categorically relevant to your target audience, product, or business. Maximize the delivery of your ads with an extended selection of over 300 categorical contexts defined by the IAB (Internet Advertising Bureau).

### Keyword/Category Contextual Combination

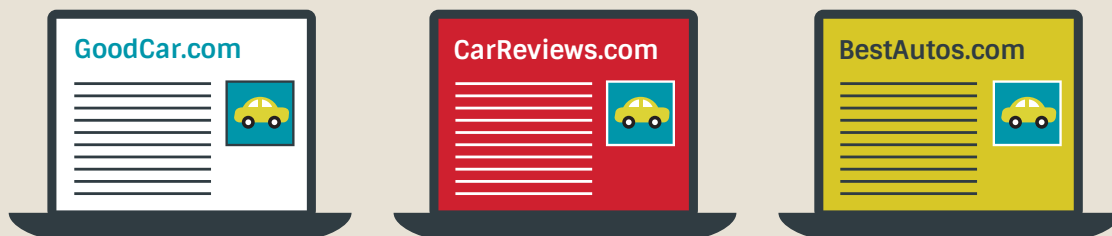
Combine keyword and contextual targeting to create a fully customized solution to target only the users interested in the content of your ad.

## HOW KEYWORD CONTEXTUAL TARGETING WORKS



Target users viewing content with keywords that have been designated by the advertisers.

## HOW CATEGORY CONTEXTUAL TARGETING WORKS



Target users viewing content within specific categories that have been defined as relevant to what the advertisers offer.

## Simpli.fi Advantages

### Maximized Efficiency

Creating your own relevant audience with keyword and category contextualization means maximum return for your marketing dollars.

### Custom Scale

Simpli.fi's contextual targeting lets advertisers target users on a broadband scale through categories or get granular by targeting on the keyword level.

### Total Transparency

Know exactly how each keyword and category performs through Simpli.fi's standard transparent reporting. Adapt and optimize campaigns on the fly to leverage the top performing keywords and categories to increase campaign effectiveness.

**Example of the type of contextual data a keyword contextual campaign takes into account.**

Find The BestTravel Fares x

BestTravel.com/HawaiiSunsets

BestTravel.com search now

BEST FARES DESTINATIONS TRAVEL RESOURCES ABOUT NEWS

# HAWAII'S

## Beautiful Cliffside Sunsets

The **Hawaiian** sunset , you've heard about it, you've seen photos of it, and now you can finally see for yourself what all the hype is about! A large part of **Hawaii's** spiritual draw can be attributed to its unique and inspirational sunset views. **Travel** to see gorgeous red, orange, pink and blue hues leave spectators in awe as the sun makes its way toward the horizon. The ubiquitous sunshine that provided 12 hours of life-giving light and **beach** and outdoor fun sinks peacefully into the sea as if being tucked in after a hard day's work.

The heating process during the day has created a high number of particles in the air, which are able to scatter more light. The geography of **Hawaii**, tropical temperatures, humidity levels and a variety of other factors combine to give us the original



# CRM TARGETING

Bring your offline data online with CRM targeting from Simpli.fi. CRM targeting allows advertisers to upload data from an existing or purchased database of names, email and postal addresses, etc. into the Simpli.fi platform and show ads to those users as they surf the web.

## How CRM Targeting Works

Customer data is onboarded into the Simpli.fi platform.

Users are matched with their online profiles and served the advertiser's ad(s) across the web.

## Simpli.fi Advantages

**Direct Advertising**—Users are matched one-to-one to build a relevant, targeted audience for an advertiser's campaign(s).

**Boost Brand Exposure**—By bringing offline data into the Simpli.fi platform, advertisers are able to show ads to their offline audience while they are online, creating a second customer touch point.

**Data Privacy**—CRM data onboarded into the Simpli.fi platform is anonymized and scrubbed of any personally identifiable information, so there's no risk of a privacy breach.

### HOW CRM TARGETING WORKS



Target users from an offline list across the internet.



# PROGRAMMATIC VIDEO

Programmatic video is an excellent medium for reaching users on desktops and mobile devices. Engage new customers by streaming video ads across a wealth of premium publishers. Real-time bidding allows Simpli.fi to target users based on geography and online behavior.



## Programmatic Video Options

### Pre-Roll Video Ads

Video ads appearing before free video content from publishers such as local news sites, CNN, Forbes, ABC Family, and MLB.com.

### Mid-Roll Video Ads

Video ads appearing within longer video content such as streaming complete television episodes.

### Post-Roll Video Ads

Video ads appearing at the end of online video content.

### Non-Skippable Ads

Video ads 15 seconds or less in length ensuring users must completely view the ad before continuing to their free video content.

### Skippable Ads

Video ads longer than 15 seconds in length with the option to skip after the first five seconds.

### In-Banner Video

Video ads converted to run in standard display banner spaces.

### Targeting

Layer on other Simpli.fi targeting tactics to optimize performance to reach the right user at the right time. With a large enough geo, Simpli.fi can target users with site and search retargeting as well as keyword and category contextual targeting.\*

## Simpli.fi Video Advantages

### Premium Inventory

**17 billion auctions per month  
across 200 premium publishers**

Although total programmatic video inventory is less than display's (only around 1% of all programmatic inventory), Simpli.fi works with exchanges such as SpotXchange and AdX (DoubleClick) to ensure your video ads are seen by users on premium publishers and mobile apps.

\*Increasing the number of targeting tactics may decrease availability of inventory.

### Ad Placement

Video ads appear above the fold for the best viewability in programmatic advertising.

### Transparent Reporting Metrics

Video ads include completely transparent reporting:

- Number of impressions served
- Number of clicks
- Where the ads were served
  - Interstitial
  - In-stream
  - In-stream Pre-Roll
  - In-stream Mid-Roll
  - In-stream Post-Roll
- Number of users who watched the ad completely
  - First quartile
  - Midpoint
  - Third quartile
  - Total completions
  - Completion Rate
- Number of users who muted or unmuted the ad
- Number of users who paused or unpaused the ad
- Number of users who watched the ad full screen

### Global Distribution

Simpli.fi can serve video ads across the globe including the United States, other English-speaking countries, Latin America, and Europe.

## The Advantages of Adding Video

Create a programmatic video audience to match your TV audience.

Leverage your TV budgets and creative assets to extend into digital advertising. If you don't have the assets for TV, programmatic video is a more cost effective alternative.

Extend your TV audience's reach online using look-alikes through search, keyword contextual, and whitelist targeting tactics.



## Case Study

# SIMPLI.FI STREAMS SUCCESS WITH VIDEO CAMPAIGN

## Overview

A local auto dealership wanted to use programmatic video to drive awareness and increase message retention among their target audience. By utilizing a variety of Simpli.fi's targeting tactics, the advertiser hoped to see a 65% video completion rate.

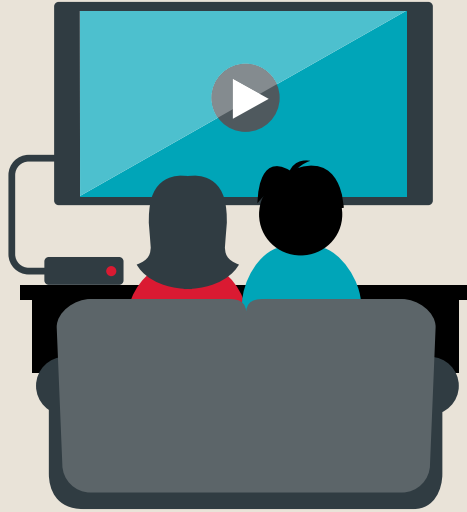
## Solution

Simpli.fi created custom keyword lists to reach relevant potential buyers with search retargeting and also utilized site retargeting to reinforce the brand message. The Simpli.fi team and our multivariate algorithms continually optimized the campaign post-launch by fine-tuning keywords, blacklisting underperforming domains, and adjusting recency to drive up video completion rate.

## Results

The programmatic video campaign achieved a completion rate of 72% with 84% of viewers reaching the video's midpoint, exceeding the advertiser's goal of 65% completion rate. Furthermore, the Simpli.fi platform allowed the advertiser to manage its entire programmatic spend across multiple channels including mobile, video, and display.





# OTT/CTV

With Simpli.fi's OTT/CTV solution, advertisers have access to the most advanced solution in the market. Powered by three distinct methods of audience targeting, getting the right message in front of the right person at the right time has never been more effective.

Unmatched audience targeting paired with the ability to target both the big screen and small screens, OTT/CTV with Simpli.fi is the most effective and impactful way to deliver video creative to a specific audience.





## Audience Targeting Methods

### Addressable

Target physical addresses using GPS data to serve OTT/CTV ads with unmatched precision and scale.

### Behavioral

Bring the precision of digital targeting to OTT/CTV with the ability to target users based on keywords, context, and other online behaviors.

### Demographic

Take advantage of numerous combinations of demographic variables to target your ideal audience.

## Benefits

- Ability to target at screen size.
- Vast, accurate reach.
- Unmatched scalability of audience targeting.
- Non-skippable, immersive content format that allows advertisers to engage with a unique audience that is committed to the content they are consuming.
- Reach a unique group of video consumers that advertisers can't target with traditional TV commercials.
- Serve video ads pre-roll, mid-roll, and post-roll within streamed content on the big screen and other connected devices.
- Access to inventory for both short- and long-form content on the big screen and other connected devices.
- Allows advertisers to combine the impact of TV with the precision of digital.
- Seamless way to access and buy premium OTT/CTV inventory on the same centralized platform as your display, mobile, video, and native campaigns.

## Simpli.fi OTT/CTV Inventory

Simpli.fi has access to the following devices, exchanges, and publishers to provide premium OTT/CTV inventory:

### Devices

- Amazon
- Apple
- Asus
- Google
- Hisense
- JadooTV
- LG
- Microsoft
- MiniX
- NVIDIA
- Roku
- Samsung
- Sony
- Xiaomi

### Exchanges

- AdapTV
- Beachfront
- Freewheel
- Rubicon
- SpotX
- 75+ PMP Deals

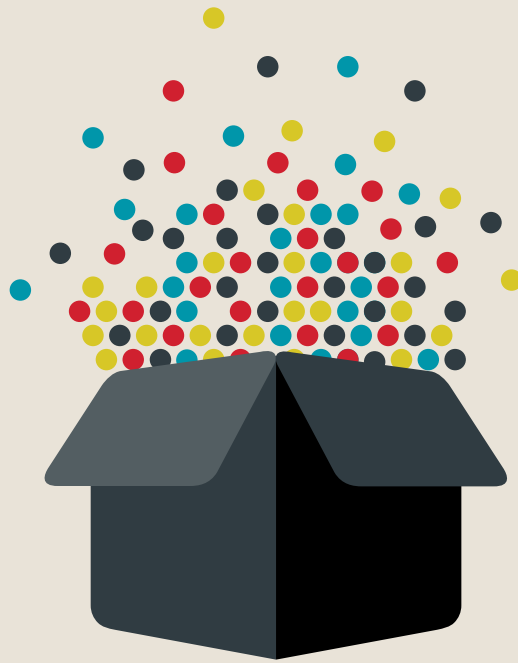
### Publishers:

Simpli.fi has access to hundreds of top publishers to provide premium OTT/CTV inventory, including:

- 120 Sports
- A&E
- Select ABC Affiliates
- Accent Health
- Anthem Sports & Entertainment
- AOL
- AT&T/DirectTV Now!
- BigStar.TV
- Bravo
- Select CBS Affiliates
- CNBC
- CNN
- Comcast
- Cooking Channel
- Crackle
- Digital Media Rights
- Discover Channel
- DiscoveryGo
- Dish
- DIY



- DramaFever
- E!
- ESPN
- E.W. Scripps Newsy
- Film on TV, Inc.
- Flickstream
- Flipp Media
- Food Network
- Select Fox Affiliates
- Fox Networks Group
- FX Now
- Fox News
- Fox Sports
- Funimation
- Future Today Inc.
- Gold Line Temangement
- Haystack.tv
- HGTV
- History Channel
- Looke Digital
- MAZ
- Select NBC Affiliates
- Lifetime
- MTV
- NFL Network
- One by AOL Ad Network
- Oxygen
- Plex
- PlutoTV
- Resignation Media, LLC
- Screen Media Ventures LLC
- Scripps Network, LLC
- Sling TV
- Smart Roll Media, LLC
- TBS
- Time, Inc.
- The Weather Channel
- TNT
- Toon Googles
- Travel Channel
- TubiTV
- Turner Digital
- USA
- Vevo
- Vidillion
- WeatherNation
- Xumo
- Yahoo!



# THE DATA DIFFERENCE

The Simpli.fi platform was built to give marketers the ability to take advantage of a wide spectrum of data elements through multiple channels and across multiple device types, all through a single platform. The Simpli.fi unstructured data network allows us to extract more value from audience and campaign data than traditional segment-based platforms.



# THE SIMPLI.FI DATA NETWORK

## Supported Data Types

### 1st Party Data

- **Online Unstructured Data**—Install a Simpli.fi smart pixel on your website and collect data for targeting, suppression, personalization, consumer insights, and monetization.
- **Offline 1st Party Data Onboarding**—Upload your data securely through Secure File Transfer Protocol (SFTP) or LiveRamp GO.

### 2nd Party Data

Create a Data Consortium; share selected data with partners.

### 3rd Party Data

Bring your own segments; Simpli.fi can onboard your existing third-party audience segments onto our platform. However, you will not receive the benefits of

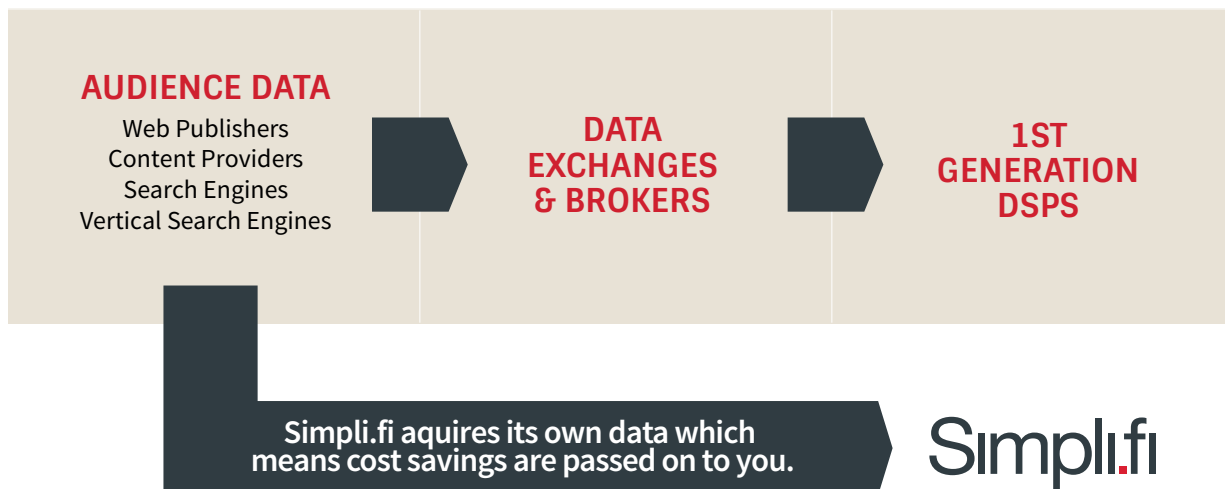
unstructured data for targeting, optimization, reporting, or yield maximization. Simpli.fi gives you access to the leading 3rd party data providers including but not limited to:

- Acxiom
- BlueKai
- Oracle
- Exelate
- D&B
- Integral Ad Science
- Picalate
- LiveRamp
- Lotame
- Krux
- Neustar
- Nielsen
- Adobe
- Datonics

## Access to the Simpli.fi Data Network

Simpli.fi has developed a proprietary data network based on unstructured data. We collect data from search engines, vertical search engines, content providers, and a vast publisher network.

- Mobile device data from over 90% of smart phones
- 13 billion search events
- 7 billion unique IDs





# SIMPLI.FI'S DMP

Simpli.fi's proprietary DMP (Data Management Platform) is the only DMP built for managing both unstructured data and GPS data in the same audience profile. These capabilities are essential for executing multi-channel campaigns, providing online-to-offline attribution, and allowing deep insights into both online and offline behavior of targeted users.

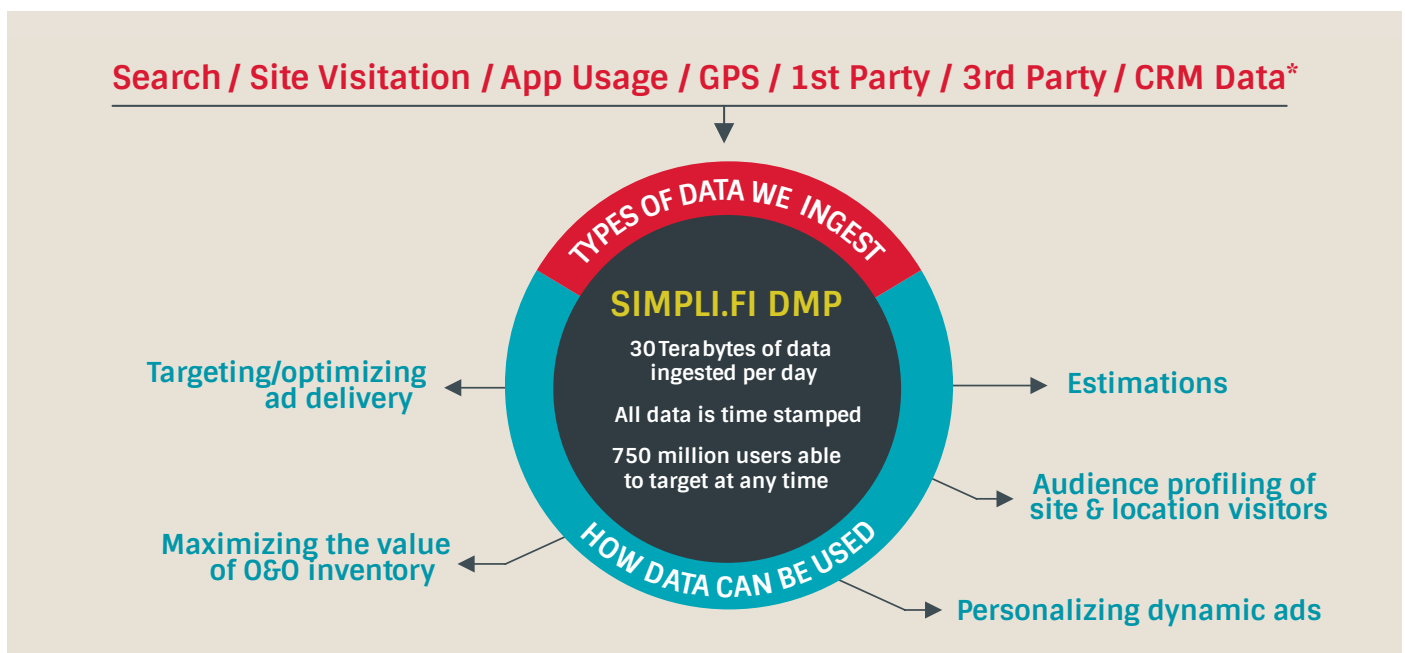
- Provides up to 750 million users to target at any given time
- Collects 30 terabytes of timestamped data per day, including 1.4 billion keyword activities and 3 billion GPS-location activities
- Built to work with Simpli.fi's DSP (Demand-Side Platform), whose bidders, interface, and analytics can handle the scale of unstructured data
- Integrated with our own audience management system for building audiences at the unstructured data-element level
- Integrated with major 3rd party DMPs and able to integrate with your existing DMP if not already integrated with Simpli.fi

## Types of Data We Collect

- 1st-Party data
- 3rd-Party data via integrations
- Keywords Searched
- Contextual Keywords
- Contextual Categories
- Domains
- Link and Tag Data
- Apps Used
- GPS Locations
- CRM data via LiveRamp or other onboarder

## How Data Can Be Used

- Targeting and optimizing ad delivery
- Maximizing the value of O&O (Owned and Operated) inventory
- Estimating campaign performance
- Audience profiling of site and location visitors
- Personalizing dynamic ads



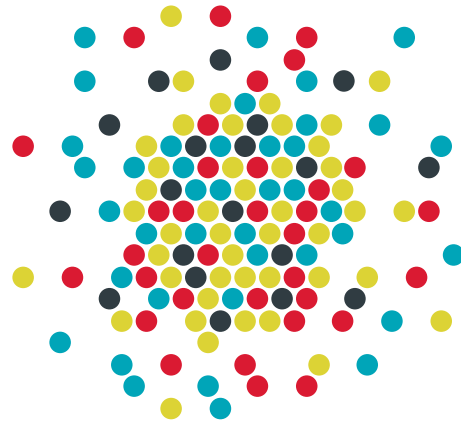


# WHAT IS UNSTRUCTURED DATA?

## The Data of Everyday Life

The IDC (International Data Corporation) estimates the digital universe will contain more than 40 zettabytes of data by 2020. That's 40,000,000,000,000,000,000 data bytes. The IDC estimates 90% of what we call "Big Data" is unstructured data.

Unstructured data consists of email, tweets, electronic documents, video and audio files, webpages, and their metadata. Almost all the data we produce in the digital realm is unstructured, yet most programmatic companies can only handle structured data. More specifically, the pre-packaged audience segment.

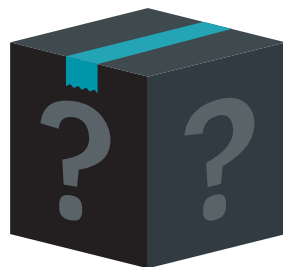


## The Segment Workaround

Audience segments have been used since the rise of targeted marketing in the late 1990s. Since then, sophisticated technologies have been developed to create better, more efficient data in the form of unstructured data. Although they were a breakthrough at the time of their development, audience segments have significant limitations when it comes to programmatic marketing, including:

- Unknown data sourcing
- Invisible data
- Limited insight into recency of intent or action
- Optimization can only occur at the segment level

In fact, segments were created by data brokers on arbitrated business models. The more segmented and targeted the data becomes, the more expensive the segment. The cost of data increases while its value decreases, and marketers aren't able to see the data within the segment. Simpli.fi has a better solution.



## A Better Solution: Direct, Unstructured Data

As the need for more accurate and efficient audience buying methods grew, technologies designed for processing unstructured data evolved to counteract the audience segment arbitrage. At Simpli.fi, we purpose-built a direct data network and a complete programmatic marketing platform made specifically for unstructured data. The result: marketers can break free from the black box of audience segments, making every individual data element, including recency, visible and valuable again.



## The Types of Unstructured Data Collected

The image shows a browser window with the following elements and callouts:

- Link & Tag Data:** Points to the browser tab 'Good Garden lawn care tips'.
- Contextual Category:** Points to the search bar containing 'tips for a green lawn'.
- URL Data:** Points to the address bar containing 'GoodGarden.com/lawn-care-tips'.
- On Site Search:** Points to the search bar containing 'tips for a green lawn'.
- Date & Time Stamp:** Points to the browser's address bar.
- Keyword Level Content:** Points to the main article text under the heading 'LAWNS & LANDSCAPES'.

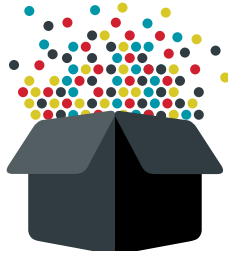
The webpage content includes:

- Site logo: **GoodGarden.com**
- Navigation menu: FLOWERS, FRUITS & VEGETABLES, **LAWNS**, SHRUBS, TREES
- Section Header: **Lawn Care**
- Text: Keep your lawn beautiful year-round with lawn care tips for every season.
- Illustration: A man in a yellow shirt and blue overalls.
- Section Header: **LAWNS & LANDSCAPES**
- Text: Lawns and gardens add joy, beauty and comfort to our lives. As the places where friends gather and children play, you want them to be as safe as possible. Our selection of safe, effective landscaping supplies and lawn care products — from organic fertilizers to natural weed control — will guarantee you've created the healthiest and best-kept outdoor environment possible.



# BREAKING THE BLACK BOX

## Audience Segments are Like Black Boxes



Users are put into invisible audience segments based on online actions like buying a baby gift online and they are forever in the “New Moms” segment. Segmentation “stereotypes” users based on predicted intent. Second-generation programmatic marketing platforms can do a lot to optimize your campaign, but none of them can answer this one important question: **What was the data that justified putting that user into the segment in the first place?**

Unless you have visibility into the pre-impression data, you only know half the story. Don’t make decisions based on assumptions when you could be making them on facts.

## Why Don’t They Know?

Second-generation demand-side platforms can’t answer that question because they didn’t see the data before it got put into the segment. By the time they get a segment, the data has been obscured. Putting

unstructured data into segments makes legacy platforms easier to manage, but decreases the value of the data while increasing the price.

## Making a Meal vs. Ordering From the Menu

With Simpli.fi’s programmatic platform, clients don’t select from a pre-selected menu of audience segments. Like a master chef, we use individual data elements like location, contextual content, keywords searched, browsing behavior, and more to create a custom audience for your campaign, optimizing along the way with the same element-level control.

And because we do all this in real-time, the audiences we create are dynamic. As you learn more about what is working and what isn’t, your audience evolves with your campaign. Such programmatic freedom allows you to optimize your campaign to maximum effectiveness and efficiency as you gain deeper audience insights.

Using unstructured data, we retain the timestamp associated with every piece of data. In other words, we’ve invented “The New Rules of Recency.”

AUDIENCE SEGMENTS		SIMPLI.FI AUDIENCE BUILDER
Actual Behavior Unknown	<b>ACTUAL BEHAVIOR</b>	Actual Behavior Known
Data Sourced via Brokers	<b>DATA SOURCE</b>	Data Sourced Directly
Old Data With New Data	<b>DATA RECENCY</b>	Data Recency Known
Good Data with Bad Data	<b>DATA QUALITY</b>	Better Data Identified
Fixed-segment Optimization	<b>OPTIMIZATION LEVEL</b>	Element-level Optimization
Fixed Audiences	<b>AUDIENCE FLEXIBILITY</b>	Dynamic Audiences





# AUDIENCE BUILDING

The ability to execute highly targeted campaigns relies on your ability to build the correct audience. There are two options available for this process: buying a pre-packaged, fixed segment from a 3rd party or utilizing Simpli.fi's unstructured data network to create a fluid, dynamic audience that can be optimized throughout a campaign.

**You can build an audience based on any of the factors available in our system, including:**

- State
- Hour
- Day of Week
- Time of Day
- Campaign
- Company
- Advertiser
- Cost Type
- Exchange Category
- Exchange Product
- IAB Category
- Campaign Type
- Ad Size
- Ad Position
- Ad Domain
- Ad File Type
- Content Type
- Pacing
- Frequency Capping
- Number of Times Viewed
- Recency
- Domain ID
- City
- Region
- Country
- DMA
- Postal Code
- Keyword
- Data Provider
- Keyword Data Provider
- Segment
- Context
- Exchange
- Browser
- Operating System
- Device Type
- Geo-Fence
- Geo-Fence with Recency
- Viewability
- Mobile App
- Mobile App ID

Simpli.fi also offers an Audience Expansion feature for Search Retargeting campaigns. When a campaign is projecting to spend below 90% of budget, the feature (when turned on) will expand your audience based on multiple data points of online behavior to create a custom audience that mirrors that of the original keyword audience.

## Unstructured Data Processing Capabilities

Simpli.fi is the only programmatic platform with its own proprietary key value store designed specifically for rapid lookup, retrieval, and updating of unstructured data.

**SIMPLI.FI**  
1,000 X Targeting Elements

**SEGMENT-BASED DSP**  
10-20 Targeting Elements



Third party audience segments don't take into account local knowledge, preferences, nomenclature, and buying habits. This makes the application of a pre-packaged segment to a campaign dramatically less effective than a campaign where the individual data elements are not only visible but can be optimized mid-campaign.



With Simpli.fi's use of unstructured data as opposed to pre-packaged segments, every data element is visible. In the example below, advertisers can see that not all potential customers across the country are interested in the same type of vehicle, even though all of them would be contained in the same pre-packaged auto segment. This enables advertisers to target customers at a far more accurate and granular level, thus making their campaigns more effective.





# THE NEW RULES OF RECENCY

## Recency is Relevant

If you ran a pizza delivery service, who would you pay more to advertise to: a person locked into a “Pizza Lovers” segment, or someone you know searched for pizza delivery in your ZIP code two seconds ago? In this case, the old saying “timing is everything” turns out to be true. Audience targeting value varies significantly based on when an action or behavior took place.

## Variable Recency

Second-generation demand-side platforms work around this issue by creating micro-segments based on time, but we live in a real-time world. By the time these micro-segments are made, users may have moved on from

their intent. Using unstructured data, we retain the date and time stamp associated with every piece of data we can target, bid, optimize, and report on, allowing us to offer variable recency from instant recency up to 30 days.

Range of recency is important because not everyone needs to target someone who just took an action. Some marketers need to target people while they are researching a purchase. Others want to catch them at the point of purchase. And yet others might want to time a message for after a purchase as part of a loyalty strategy. Being able to leverage recency in programmatic marketing makes it possible to place the right ad in front of the right person at the right time. Isn't that what advertising is all about?

### Example View of Simpli.fi's Recency Filter

The screenshot displays the 'Keywords' section of the Simpli.fi interface. It features a search bar at the top right with the text 'None' and a close icon. Below the search bar, there are two main sections: 'Keyword Recency' and 'Target Keywords'. The 'Keyword Recency' section includes a dropdown menu with the following options: 'Within 1 month', 'Within 2 weeks', 'Within 1 week', 'Within 1 day', 'Within 1 hour', 'Within 30 minutes', 'Within 15 minutes', 'Within 10 minutes', 'Within 5 minutes', and 'Instant'. The 'Target Keywords' section has two buttons: 'Upload Keywords' and 'Paste Keywords'. Below these sections, there is a table with a header 'Bid' and a row containing 'No Data'. At the bottom right of the table, there is a 'Show 5 Rows' control. At the bottom left, there are 'OK' and 'Cancel' buttons.



# DATA TRANSPARENCY

## What Marketers Need To Know

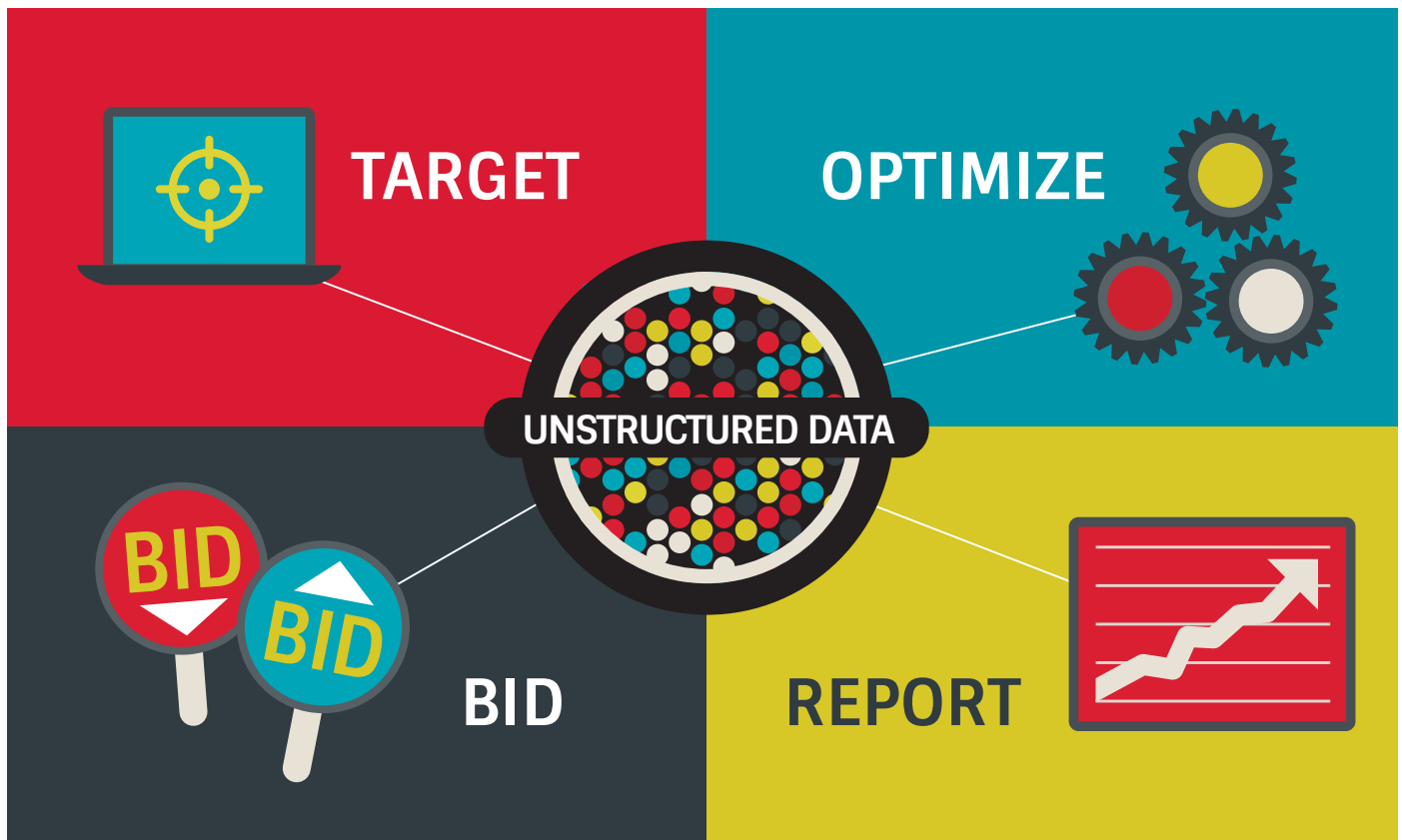
In order to make informed decisions marketers need to have a full understanding of their campaigns. With the Simpli.fi data network and unstructured data, this needed data transparency is finally possible.

Here's what every programmatic marketer deserves to know:

1. Exactly who you are targeting (no opaque, pre-packaged audience segments).
2. The precise costs – the data costs, media costs, and your costs.
3. That the results you see are real and brand appropriate.
4. Why your campaign worked or why it didn't.

## A Simpler Approach

At Simpli.fi, we use unstructured data to enable marketers to target, bid, optimize, and report at the data element level. Unstructured data gives marketers the freedom of transparency to deliver effective, relevant advertising.





# OPTIMIZATIONS

Simpli.fi can optimize both the campaign and the audience in real-time, throughout the duration of a campaign.



# OPTIMIZATIONS

Simpli.fi's use of unstructured data allows real-time optimization to the audience of the campaign at the individual data element level. Segment-based platforms only have the ability to optimize based on the best performance of the segment; they cannot change the fixed audience within the pre-packaged segment itself.

The Simpli.fi platform utilizes multivariate optimizations that take into account a massive set of factors and data combinations to evaluate each individual impression. Through decile bidding, Simpli.fi is able to utilize thousands of data variable combinations to only bid on the most valuable impressions that meet individual campaign objectives.

Our algorithms and models are all based on unique and specific campaign goals. These algorithms are tested against hold out (control) groups and show consistent lift against those sets.



## Auto Optimizations

Campaign goals such as CPC, CTR, CPA, and Viewability can be toggled on or off for Auto-Optimization

**Goals**  
Unsaved

CTR 0.10%

**Campaign Goals** ?

- None
- CPC
- CTR
- CPA

**Auto Optimize** ?

On

**Campaign Goal Value** ?

\$ 0.10

**CPA Settings** ?

View Thru Percentage: 0 to 100

Click Thru Percentage: 0 to 100

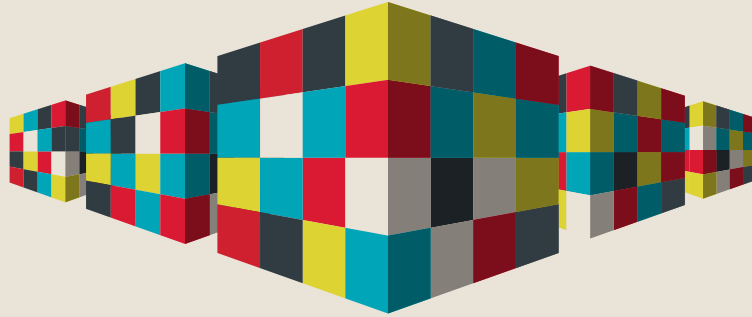
**Attribution Windows**

View Attribution Window by Days: 0 to 30

Click Attribution Window by Days: 0 to 30

OK Cancel




















# INVENTORY

Our targeting capabilities are second to none, but our success wouldn't be possible without a rich repository of data. Simpli.fi's data network is made up of the top data providers in the world to bring programmatic precision to your localized campaigns.





## Simpli.fi's Core Inventory Partners

			
			
			
			
			... and many more

Simpli.fi has access to more than 350 exchanges, networks, and publishers.



## In addition, Simpli.fi has access to more than 350 exchanges, networks, and publishers.

152 Media Select  
1World Online, Inc  
24/7 Media France  
33Across Real Display  
33Across Real Impact  
7Hops.com, Inc

### A

A Plus  
A1 Platform Co, Ltd  
ACC Ventures LLC  
Access  
Ad.net, Inc.  
AD2ONE LTD  
Adaptive Media (Tailwind)  
Adap.tv  
AdAsia Holdings Limited  
Addkt LLC  
AdExtent  
AdGage  
Adgorithms  
Adgorithms DSP  
Adhood  
Adhub Limited  
AdinTop (Tailwind EMEA Ltd.)  
AdKarma, LLC  
Adlantic Online Advertising B.V.  
Admaru Network LLC  
Admeta AB  
AdMetrics Media Ltd Premium Exchange  
Adnanny GmbH (The Edge Initiative)  
AdnBoost  
Adrizer LLC  
Adrun  
Adscale GmbH  
AdSeven  
Adsiduous Media  
Adsparc  
AdTaily Group  
AdThrive, LLC  
Advance Internet  
Adverline SAS  
Adversal.com  
Advertise.com  
Advertise.com\_Premium  
Advertised Media Group Inc.  
Affinity.com  
Afilio  
Agency X LLC  
Agora S.A.  
Aim4Media BV  
All Day Media, Inc  
Altitude Digital Partners  
Alveo  
Ambient Digital Pte Limited  
Amobee, Inc.  
Amplify  
AndBeyond.Media  
Antevenio S.A.  
Apex  
AppNexus  
Aranzulla Srl  
ASQ Brand

Audience Square  
Auto Trader Limited  
Automated Publisher Platform  
Automotive Exchange Pty Ltd  
Avantis Team Ltd.

Axel Springer Schweiz AG

### B

Bannerconnect  
Batanga Media Exchange  
BH Media Group, Inc  
Big Mobile Group Pty Ltd  
Big Scale Media  
Blogo.it.srl  
bluTonic Inc.  
bRealTime  
Brightcom  
Builder Homesite Inc

### C

Canadian Programmatic Marketplace  
CBS Interactive Inc.  
CBT Sports LLC  
Centro Media, Inc.  
Chitika, Inc.  
ClearPier  
Click Performance GmbH  
Clique Media FZ LLC  
CMI Marketing Inc  
CodeFuel  
Coed Media Group LLC  
Collective Exchange  
Collective Exchange (UK)  
Colony 66  
conceptCPH ApS  
Connect Ads For Programming & Advertising  
SAE  
Conversant, Inc  
Coolmath.com, LLC  
CPM Only  
CPXInteractive  
Criteo  
CULTURE G SARL  
Curiosity Media, Inc.

### D

Daily Engage Media Group LLC  
DataWrkz Direct  
Defy Media  
Delivery Media, S.L.  
Deseret Digital Media Inc.  
Desire AdMedia LLC  
Digimosaic, Inc.  
Digital Space  
Digital Throttle  
DigitalMarCom  
Digitize  
District M  
DMWD GmbH  
Doodle AG  
DraftKings, Inc.  
Drugsite Trust  
DTCN

### E

e-Healthcare Solutions LLC  
eBay Advertising Germany  
eBay Kleinanzeigen  
eBay Southern Europe  
Edge Media Group (The Edge Initiative)  
Education.com Holdings, Inc.  
Elbrit - Premium  
Engage:BDR  
Exent Technologies Ltd.

### F

Fairfax Digital  
Feature Forward Ltd.  
FemmeFab  
Figaromedias  
Floor6  
Foursquare Labs, Inc.

### G

Gay Ad Network  
Generation Premium, Inc.  
Geniee, Inc.  
Gigales S.A.  
Glassdoor Inc  
Global Digital Markets (Ve Interactive)  
Goldbach Digital Services AG  
GoodRX, Inc.  
Google  
Gorilla Nation Media, LLC  
Gourmet Ads Pty Limited  
Grandex Inc  
Graphiq Inc  
Gravity4 Inc.  
Grupa Wirtualna Polska S.A.  
Grupo de Diarios America (GDA)  
Guardian+  
Gunggo Co. Ltd

### H

HABERTURK GAZETECILIK A.S  
Hashtag Labs  
Here Media, Inc.  
Hi-Media  
HitCh Digital Media (Pty) Ltd.  
HitFox ad2games GmbH  
Hometalk LLC  
Horyzon Media  
Hot Pink Media  
Httpool  
Hypercentage Ltd.

### I

iAvatarZ Digital  
IB Times Media Ltd.  
IDG Tech Network Inc.  
iMediaSalesTeam  
Imonomy Interactive Ltd  
Improve Digital  
IMS Connect  
Index  
Infolinks, Inc.  
Infospace LLC  
Inneractive LTD  
Innity Corporation Berhad  
Insticator, Inc.



Intag DW LLC  
Interactive Media CCSP GmbH  
Intermarkets Inc.  
Internet Brands Inc.  
IP Luxembourg SARL

**J**

Jenjo LLC - ASI  
Just A Pinch Recipe Club, LLC

**K**

Kiosked  
Komli Media Inc.

**L**

Lifestreet  
LinkdotNet KSA  
LinkedIn Corporation  
ListenOnRepeat, Inc.  
Livingly Media Inc  
Local World Limited  
Local Yokel  
Lyfe Media

**M**

Madison Logic  
MailOnline (Rest of World)  
MailOnline Publisher Network  
Mainstream Advertising, Inc.  
Mamamia.com.au Pty Ltd.  
Mannenmedia  
Mark 1 Media (PTY) Ltd.  
Matomy Content Network  
McCann Disciplines LTD.  
Media Response SL  
Media.Net Ltd  
Mediahub.com (The Edge Initiative)  
MediaShakers  
Mediavine, Inc.  
Merriam-Webster, Incorporated, a Delaware Corporation  
Metric Science  
Microsoft & Mi9 AU NZ  
Microsoft Advertising Exchange  
MobFox  
Mobile Network Group - MNG (M-Brand3)  
MobileFuse LLC  
Mojiva II  
MonPar B.V.  
Mth Sense Inc  
Multi Channel Network Pty Ltd.

**N**

Nefir SA  
Netpoint Media GmbH  
NetSeer Inc  
Neutrino Media Group, LLC  
News Limited  
News UK & Ireland Limited  
Newsday LLC  
NewsNow Publishing Limited  
Northern & Shell  
NRC  
Numbate (Mozoo)  
NumberFire, Inc.

**O**

Olihargon LLC  
One Advertising AG  
OnScroll Limited  
Optimal Fusion  
Orange Ad Market (France)  
Orbits Digital LLP  
orbyd GmbH

ORN (The Edge Initiative)

**P**

PageScience Inc  
PBH Network Inc  
Pelmorex Canada Inc.  
Perform Media Sales Ltd.  
PG Publishing Company, Inc.  
Photobucket  
playbuzz Ltd.  
PopMarker  
Premio  
Prime Real Time BV  
Primia Digital  
Prodege LLC  
Profound  
Programmatic Mechanics  
Programmatic Mechanics (Select)  
Programmatic s.r.o.  
Project Agora (Tailwind EMEA Ltd)  
Proper Media LLC  
Protein UK Limited  
PT Adplus Digital Solusindo  
PT Adskom Indonesia  
PubMatic  
Pub Ventures Media Corp  
Publicidad.net  
Publpress Media  
PubSquared LLC  
Purch

**Q**

Q1Media Inc.

**R**

RadiumOne Inc  
Ranker, Inc.  
Rant Inc  
Reader's Digest  
RealVu Inc.  
Red Blue Media, LLC  
RedMas Argentina S.A.  
Redview Media (TailWind EMEA Ltd.)  
Reklam Portali Internet  
ReklamStore  
RhythmOne Owned & Operated  
Riot New Media Group  
Rocoto Media  
Roket Media Ltd.  
rtbdemand.com  
RTK.io (Phaedrus Media, LLC)  
Rubicon Project

**S**

Schibsted Classifieds  
Schibsted Media Group  
Scout Media Inc  
Secco Squared, LLC  
Securenet Systems, Inc.  
Semilo B.V.  
Setupad (TailWind EMEA Ltd)  
Shareaholic, Inc.  
Shazam Entertainment Limited  
SHEFA Media Ltd.  
Slader, LLC  
Smart RTB+  
Smartclip Hispania, SL  
SMX E-Ventures Pvt. Ltd. - 2  
Snaport Inc.  
Social Game Media LLC  
Social Reality Inc.  
SouthernX

Spanfeller Media Group, Inc.  
Sparc Media Pty Ltd  
SparkPeople Inc  
Spiroox Media s.l.  
Spiroox VPI  
SpotXchange  
Stailamedia AG  
StreamAMP Ltd  
StudyBreak Media  
Suite66

**T**

Tailwind 1  
TapTica LTD  
Technorati Media  
The Blogger Network  
The Daily Dot LLC  
The Edge Initiative  
The Globe and Mail Inc.  
The Moneytizer SARL  
The NASDAQ Inc.  
The New York Times  
The Publisher Desk LLC  
Tightrope Interactive  
Time Inc. (UK) Ltd  
Times Internet Limited  
To Media Group BV  
Topix LLC  
Tradespotting  
Traffiq Exchange Performance  
Travel Reservations SRL  
Travel Spike, LLC

**U**

Unanimis Consulting Limited  
UnderDog Media  
Ureka Media Corporation

**V**

Velis Media  
Venatus Media  
Vexigo Ltd  
Vibrant Media Inc.  
Vibrant Media, Inc

**W**

Waypoint Media  
WebAds IT  
WebAds NL  
WebAds SP  
WEBEDIA  
WebFinance Inc.  
Wilcom LLC  
Wise Ad Media

**X**

X.M. Performing Media Ltd.  
Xaxis - Miami  
Xaxis - Philippines  
Xaxis - US  
Xplore, Inc.

**Y**

Yahoo Ad Exchange  
Ybrant Digital  
Yellowhammer Media Group Inc.  
Yoki Network B.V.  
ZDH Consulting Inc

**Z**

Zedo  
Zeternet  
Ziff Davis Inc.  
Zodiak Active  
Zynga



## Simpli.fi Is Integrated With All Major Inventory Partners

The platform averages in excess of 2MM QPS (Queries per second.) These represent opportunities for Simpli.fi to bid on an impression.

## Leaders In Inventory Integrity

Simpli.fi leads the way in impression quality and reporting transparency.

### Verified

- 100% verified inventory from partners
- Impression-based and IP-based fraud prevention measures
- Global blacklists

### Viewable

- Proprietary probabilistic viewability scoring
- Third-party viewability scoring with Integral Ad Science

### Brand Safe

- No adult or hate inventory
- Custom blacklists and whitelists

## Inventory Integrity Partners

### Integral Ad Science

- TRAQscore
- Viewability
- Brand Safety

### RiskIQ

- Malware detection

### DoubleVerify

- Impression Quality
- Brand Safety

### Pixalate

- Non-human traffic detection

## Mobile Inventory

Simpli.fi has access to in-app and browser-based mobile inventory through all of our exchange partners as well as mobile-specific exchanges like MoPub and Millennial Media.

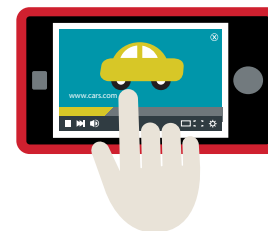
- 1.5+Trillion Auctions (Per Month)
- 1.3+Billion Unique Devices
- 11,000+Publishers
- 600,000+Applications



## Video Inventory

Simpli.fi has access to in-stream and interstitial video inventory through our integrations with multiple exchanges.

- 1.2 Trillion Auctions (Per Month)
- 4,000+Publishers
- 1 Billion Desktops
- 1.3 Billion Mobile Devices



## Social Inventory

Personalize your reach with the leading social media site, Facebook. Target users on Facebook within their Newsfeed using our access to their massive data network of over 600 million user profiles.

We'll place your ads within Facebook Newsfeeds based on:

- Facebook Life Event Targeting
- Facebook Demographic Targeting
- Facebook Interest & Behavior Targeting





## Global Reach

### Simpli.fi can serve ads to users within the following countries:

#### A

Angola  
Antigua and Barbuda  
Argentina  
Australia  
Austria

#### B

Bahamas  
Bahrain  
Barbados  
Belgium  
Belize  
Bolivia

#### Brazil

#### C

Canada  
China  
Columbia  
Costa Rica

#### D

Dominican Republic

#### E

Ecuador  
Egypt  
El Salvador

#### F

Falkland Islands (Malvinas)  
Finland  
France  
French Guiana

#### G

Germany  
Great Britain  
Guam  
Guatemala  
Guinea  
Guyana

#### H

Honduras  
Hong Kong  
Hungary

#### I

India  
Indonesia  
Ireland  
Israel  
Italy

#### J

Japan

#### K

Kenya  
Kuwait

#### M

Macao  
Malaysia  
Mexico

#### N

Netherlands  
New Zealand  
Nicaragua  
Nigeria  
Norway

#### O

Oman

#### P

Pakistan  
Panama  
Paraguay  
Peru  
Philippines  
Poland  
Puerto Rico

#### Q

Qatar

#### R

Romania  
Russian Federation

#### S

Saint Lucia  
Saint Martin  
Saudi Arabia  
Sierra Leone  
Singapore  
Sint Maarten  
Slovakia  
Slovenia  
South Africa  
South Korea

#### Spain

#### Suriname

#### Sweden

#### Switzerland

#### T

Taiwan  
Trinidad and Tobago  
Turkey

#### U

United Arab Emirates  
United States  
Uruguay

#### V

Venezuela

### The Simpli.fi platform can operate in the following languages:

English  
Portuguese  
Danish  
Dutch

French  
Hungarian  
Italian  
German

Norwegian  
Romanian  
Spanish  
Swedish



# SIMPLI.FI STANDARD CREATIVE SPECS

## Traditional Desktop

Simpli.fi works with several exchanges and has compiled a list of best practices regarding creative.

**1. FILE SIZE:** Max file size is 200kb

**2. AD SIZES:** Simpli.fi offers 30+ different ad sizes. The most popular ad sizes requested (based on inventory) are: 300x250, 728x90, 160x600, 300x50 and 320x50.

Other ad sizes available include: 88x31, 120x60, 120x90, 120x160, 120x240, 120x600, 125x125, 160x90, 160x600, 180x90, 180x150, 200x90, 200x200, 234x60, 240x400, 250x250, 300x50, 300x100, 300x250, 300x600, 300x850, 320x50, 320x480, 336x280, 450x50, 468x15, 468x60, 468x728, 480x320, 600x315, 640x100, 700x500, 728x15, 728x90, 768x1024, 970x90, 1024x768

Interstitial Display Ad Sizes: 320x480, 768x1024, 480x320, 1024x768

Companion Ad Sizes: 300x250, 300x100, 468x60, 728x90, 300x60

### 3. ANIMATED ADS:

- Simpli.fi recommends a maximum of 18 frames per second
- Simpli.fi recommends a maximum animation length of 30 seconds with no more than two loops
- These ads can be run in “in-banner”, pre-roll, and standard video

**4. CLICKTAGS:** Clicktags should be set up in the following format: clickTag

- For further clarification, please visit <http://www.html5clicktag.org>
- Ads serving within an IFrame should open in a new window when clicked
- Example: ClickTag Actionsript Code: on (release) {getURL (clickTAG, "\_blank");

- Tip: Please only implement one clicktag in each HTML5 file, as our platform does not support multiple click tags within one HTML5 file.

### 5. FACEBOOK NEWSFEED CREATIVE:

- 600x315, 1200x628 recommended for scaling
- Headline: 25 characters (including spaces)
- Body Text: 90 characters (including spaces)
- Destination URL
- \*\*\*3rd party ad tag tracking is available on Facebook

### 6. NATIVE:

- Image: 1200x627, recommend for scaling
- Headline: 25 character max (including spaces)
- Body: 90 character max (including spaces)
- CTA: 15 character max (including spaces)
- Destination URL
- Logo: 128x128

### 7. CREATIVE BACKGROUNDS AND BORDERS:

On all ads with partially black, white, or transparent backgrounds, you must add a visible border of contrasting color to the majority background color of the creative.

**8. SENSITIVE CATEGORIES:** Simpli.fi is able to deliver inventory on sensitive categories listed below. There are exchange restrictions. Please contact your Simpli.fi Client Success Account Manager for details.

- Medically sensitive campaigns: These campaigns contain advertisements referencing: a specific medical ailment or condition, treatment program for a specific condition, a facility that serves patients with specific conditions, a medicine or pharmaceutical product that is used for a specific condition, or a graphic or image that could be considered medically sensitive to a potential patient.
- Alcohol: Simpli.fi is able to advertise some campaigns that contain creatives with alcohol.



- Weapons: Some weapons are allowed with restrictions (examples: gun advertisers may not link to pages with ammunition). Examples of allowed content: gun ranges, paintball guns, books/magazines promoting guns/ammunition, swords, knives.
- Tobacco: Allowed with exchange restrictions.

### 8. ADS MAY NOT:

- Contain fake hyperlinks
- Resemble Windows, Unix, or Mac dialog boxes
- Simulate fake interactivity
- Contain audio (exception: user initiated)
- Initiate downloads
- Be intrusive
- Contain misleading content

## Video & OTT/CTV Standards

- Dimensions: 960x720px and 960x540px
- Audio bitrate: 128 kbps or higher
- Video bitrate: 2.0 Mbps or higher
- Preferred format: mp4 (h.264)
- Max video file size: 10MB with a max final load size of 200MB

## In-Banner Video Standards

- Dimension: 300x250
- Preferred format: mp4 or HTML5 coded as 300x250
- Audio bitrate: 128 kbps or higher
- Video bitrate: 2.0Mbps or higher
- Max initial payload file size: 200kb
- Max total video file size: 5MB
- Restrictions: Bound by display creative limitations. Video cannot exceed 30 seconds of run time and must start with audio off.

## HTML5 Standards

- 250kb or smaller per individual ad and 2MB or smaller for entire rendered ad
- ZIP File Type — should contain the HTML for the ad as well as any of the other following file types:
  - .CSS
  - .JS
  - .HTML
  - .GIF
  - .PNG

- .JPG
- .JPEG

- Expandable ads are not supported.
- Mobile Ad Networks (MoPub) must use target="\_blank" on links due to their limited support for IFrames. See here for further details: <https://dev.twitter.com/mopub-demand/marketplace/iframe>
- Zip files can contain up to 50 files
- Subfolders are not supported
- Primary file must be named index.html
- All images used in HTML5 ads must be local images, not referenced images, and should be part of the assets that comprise the ZIP file.
- HTML5 ads must include:
  - <!DOCTYPE html> declaration
  - <html> tag
  - <body>tag
  - Ad format size meta tag within the <head> tag. For example:
    - <meta name="ad.size" content="width=300,height=250">
- All code and assets must be referenced using a relative path to resources included in the .ZIP file. No external references are allowed.

## Facebook Video Standards

- Aspect Ratio: 16:9
- Text: 90 characters (including spaces)
- Headline: 25 characters (including spaces)
- Format: MP4
- Length: Max 45 minutes

## Other Items To Consider

### PLAYBACK METHOD

- Auto-play sound: on/off  
(Click to play is preferred by publishers)

### VIDEO TYPES

- Interstitial: Web page displays before or after expected content
- InBanner: Video built into a banner ad
- Instream: Pre-roll, mid-roll, post-roll



# BULK DFP/DFA UPLOAD

The bulk DFP/DFA upload tool allows self-service partners to easily create and update Simpli.fi campaigns from multiple ad tags and creatives they have hosted through either DoubleClick for Publishers (DFP) or DoubleClick for Advertisers (DFA). The tool takes Excel files directly from DFA/DFP and autopopulates campaign details and ad tags/creatives into a Simpli.fi campaign without manual entry.

## Campaign Details Imported:

- Campaign Name
- Campaign Flight Dates (campaign start and end date)
- Creative Type (display or video)
- Creative Name
- HTML Tag or VAST Tag

## Advantages

- Creates campaigns within the Simpli.fi UI from multiple DFA/DFP creative and ad tags
- Reduces user error from manual entry of campaign details
- Expedites the process of launching campaigns within the Simpli.fi UI
- Updates multiple creative and ad tags at once, automatically
- Increases continuity between DFA/DFP and the Simpli.fi platform

### Example View of Simpli.fi's DFP Upload


#### DFP Uploads

##### New DFP Campaign

1. Select Company

Simpli.fi ▾

2. Upload DFP files to start creating your campaigns



**Drag & Drop**  
Single or Multiple DFP Excel files or [Browse](#)

File Name	Campaign Name	Date Added	Status
Tags_Columbia International University Programmatic Display Campaign_Columbia International University (1).xls	Columbia International University Programmatic Display Campaign	09/26/2016	<a href="#">View Campaign</a> ↻





# PROSPECTING DYNAMIC CREATIVE FOR AUTO

Introducing the most powerful tool for auto advertisers to engage their audience during upper-funnel purchase behaviors. Prospecting Dynamic Creative is a turnkey solution to dynamically serve ads to your target market as they enter the research phase of buying a car. These online ads are personalized and served in real-time for specific users based on the keywords they search and the contextual content they read.

**No site visit is required to serve dynamic ads.**

**No integration with inventory software is typically required.**

## Benefits

- Turnkey solution for the Auto Industry
- Only dynamic creative solution for upper-funnel purchasing activity. No site visit is required to serve dynamic ads
- No integration with inventory software is typically required
- Dynamically serve ads based on keywords searched and contextual content read


- When user clicks on dynamic ad they are taken to Dealer's VDP
- Customizable fields within dynamic creative ad templates
- True 1:1 marketing, a dynamic creative for a dynamic audience
- No setup costs, third-party provider costs, or high margins

## How It Works

Our new Prospecting Dynamic Creative goes beyond standard programmatic by not only matching the audience to the creative, but also adjusting the content of the advertisement to the individual based on upper-funnel behaviors such as keywords searched and contextual elements. It takes into consideration the nuances of a buyer's search intent such as color, car classifications, new vs. used, certified vehicles, etc. No site visit is required to dynamically serve the ads.

## EXAMPLES OF DYNAMIC CREATIVES BASED ON KEYWORD


XJ1 SUPER SEDAN  
\$40,246



BIG TOWN AUTOPLEX [VIEW DETAILS](#)

Keyword: Yellow Sedan

HEAVY DUTY TRUCK  
\$50,987



BIG TOWN AUTOPLEX [VIEW DETAILS](#)

Keyword: White Truck

4WD SUV  
\$30,332



BIG TOWN AUTOPLEX [VIEW DETAILS](#)

Keyword: Certified SUV

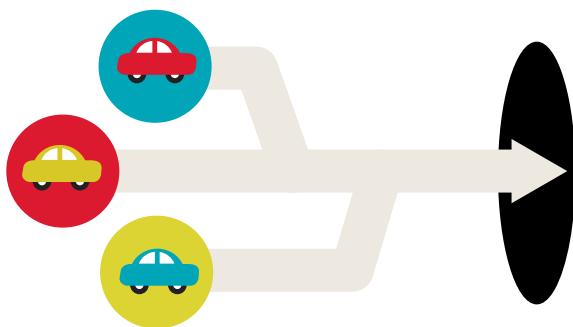


## Feed Types

(Not Required, but Available)

Simpli.fi currently supports the below feeds and can work towards custom integration:

- Google Product Feed
- VIN Solutions
- VAuto
- Carbase
- Custom Integrations



## Prospecting Dynamic Creative Ad Templates

Simpli.fi supports the following templates for Prospecting Dynamic Creative:

- Carousel — User can interact with the ad unit and the creative will change in real-time based on vehicles interacted with within the carousel.
- Bring-Your-Own Custom Template

## A Dynamic Creative For A Dynamic Audience

Other solutions serve dynamic creative across a fixed audience. Thanks to unstructured data, Simpli.fi brings Dynamic Creative together with dynamic audiences.

- Audiences are optimized on-the-fly throughout the life of the campaign along with the ads they are being served.
- By leveraging optimizations on the audience and the ad, Dynamic Creative is the closest advertisers can get to 1:1 marketing.

Customize the following fields within a Dynamic Creative template:

Labels pointing to the ad components:

- Logo**: METROPOLIS AUTO SALES
- Tagline**: Built to last! Price to Sell!
- Headline**: 2017 Maximus L3 \$22,998
- Primary Color**: The blue background of the call-to-action button.
- Secondary Color**: The white background of the call-to-action button.
- Call-To-Action**: Find Your New Car!



# FIXED FEED DYNAMIC CREATIVE

Simpli.fi's Fixed Feed Dynamic Creative serves geo-specific ads to relevant users in relevant markets. The ad displays contact information for nearest local agent, representative, or franchise for the services users are searching for online. The content of the ad is adjusted to the individual users based on multiple data points, such as:

- Geo-Fence
- Lead-Gen
- DMAs
- Countries
- Product-Viewed
- Keyword Searched
- Countries

## Who are ideal clients for Fixed Feed Dynamic Creative?

- Financial Services
- Quick Serve Restaurants
- Insurance Agents
- Retailers
- Automotive
- Hospitality



## Use Case



### Financial Services

Financial planning companies with regional agents can utilize geo-fence data from their locations to serve Fixed Feed Dynamic Creatives. When a user is searching for a particular service, they will be served a Fixed Feed Dynamic Creative ad for a local agent or representative.



### Real Estate

Real Estate agencies or individual agents can utilize geo-fence data or DMA data to serve Fixed Feed Dynamic Creatives to users that are searching for homes near their agency location or in the areas where agents have homes listed for sale.



### QSR

Quick serve restaurants and franchises can serve Fixed Feed Dynamic Creative ads that display contact information for the nearest restaurant or franchise based on geo-fence data, DMA data, keyword searched, and more.



# REPORTING AND ANALYTICS



# REPORTING AND ANALYTICS

The Reporting and Analytics Center is a full ad-hoc custom reporting suite available within the Simpli.fi UI that provides the most transparent and richest data set available.

- Access the richest data set in programmatic
- Extract data in real-time through the UI
- Create custom data visualizations to make data easier to consume and analyze
- Create custom ad-hoc reports or choose from 60+ pre-built reports in real-time
- Customize reports based on filters, pivot tables, and more than 100 unique dimensions and measures
- Schedule reports for daily, weekly, and monthly automatic delivery to a single email address or schedule group reports for a department or team

## Flexible Functionality

All reports from the Reporting and Analytics center have the option of a 92-day lookback window, and report data can be exported in the following data types:

- tab-separated text
- Excel 2007 or higher spreadsheet
- CSV (Comma Separated Value)
- JSON
- HTML
- Markdown
- PNG image file for visualization

## Unstructured Data, Visualized

The Reporting and Analytics Center's powerful engine allows partners to create reports using the visualization types below to make data easier to consume, analyze, identify trends, etc.

- table
- column
- bar graph
- scatterplot
- line graph
- pie charts
- heat maps
- single-value
- donut multiple
- pivot tables

New Geo-Conversion reporting functionality tracks conversions by campaign and targeting fence.

Sample standard metrics for customized reports include:

- Spend
- Impressions
- Clicks
- Actions
- CTR
- CPM
- CPC
- CPA
- Budget

Or, customize reports using 100 unique dimensions and measures, such as:

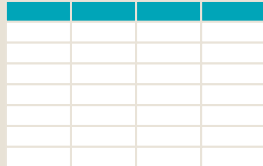
- Ad File Type
- Audience Insights (Demographics)
- Goal Type
- Daily Spend
- Max Bid
- Media CPM
- Behavioral Cost
- View Through Visits
- Click Through Visits
- Total Visit Rate
- Daily Total Conversion Zone Visits
- Video Completion Rates
- And more . . .



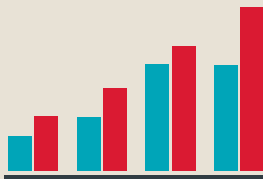
## UNSTRUCTURED DATA, VISUALIZED

The Reporting and Analytics Center's powerful engine allows partners to create reports using the visualization types below to make data easier to consume, analyze, find trends, etc.

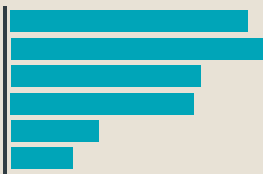
TABLE



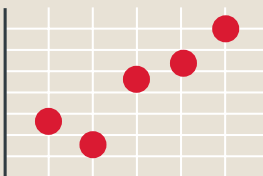
COLUMN GRAPHS



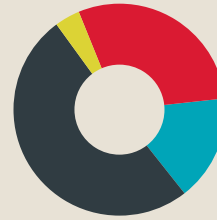
BAR GRAPHS



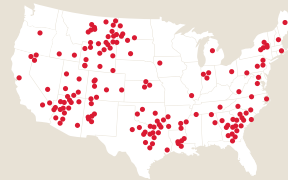
SCATTER PLOTS



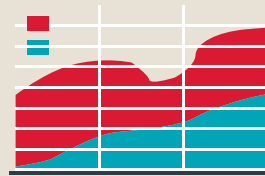
LINE GRAPHS



PIE CHARTS



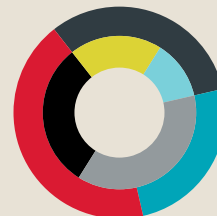
HEAT MAPS



AREA GRAPHS



SINGLE-VALUE



DONUT MULTIPLES



## Pre-Built Reports

Below is a comprehensive list of the pre-built report types available in the Reporting and Analytics Center:

### Ad/Campaign Reporting

- Account Conversion by Campaign
- Account Conversion by Campaign by Day
- Account Performance by Ad
- Account Performance by Ad by Day
- Account Performance by Campaign
- Account Performance by Campaign by Day
- Ad Position Performance By Ad
- Ad Position Performance by Ad by Day
- Ad Position Performance by Campaign
- Ad Position Performance by Campaign by Day
- Campaign Ad Conversion by Ad
- Campaign Ad Conversion by Ad by Day
- Campaign Ad Conversion by Campaign
- Campaign Ad Conversion by Campaign by Day
- Campaign Ad Performance by Ad
- Campaign Ad Performance by Ad by Day
- Campaign Ad Performance by Campaign
- Campaign Ad Performance by Campaign by Day
- Hourly Performance By Ad
- Hourly Performance By Ad by Day
- Hourly Performance By Campaign
- Hourly Performance By Campaign by Day
- Organization Ad Position Report
- Organization Ad Position Report by Day
- Organization Ad Report
- Organization Ad Report by Day
- Organization Campaign Performance Report
- Organization Campaign Performance Report by Day
- Organization Conversions by Campaign
- Organization Conversions by Campaign by Day
- Organization Hourly Performance By Campaign
- Organization Hourly Performance By Campaign by Day
- Organization Pacing Report

### Audience Insights (Demographics Reporting)

- Age
- Education
- Gender
- Household Income
- Marriage Status
- Race

### Context Reporting

- Context Performance by Ad
- Context Performance by Ad by Day
- Context Performance by Campaign
- Context Performance by Campaign by Day
- Organization Context Performance by Campaign
- Organization Context Performance by Campaign by Day

### Data Provider Reporting

- Data Provider Performance
- Data Provider Performance by Day

### Device Reporting

- Device Type by Ad
- Device Type by Ad by Day
- Device Type by Campaign
- Device Type by Campaign by Day
- Organization Device Type by Campaign
- Organization Device Type by Campaign by Day

### Domain Reporting

- Domain Conversions by Ad
- Domain Conversions by Ad by Day
- Domain Conversions by Campaign
- Domain Conversions by Campaign by Day
- Domain Performance by Ad
- Domain Performance by Ad by Day
- Domain Performance by Campaign
- Domain Performance by Campaign by Day
- Organization Domain Conversions by Ad
- Organization Domain Conversions by Ad by Day
- Organization Domain Conversions by Campaign
- Organization Domain Conversions by Campaign by Day
- Organization Domain Performance by Ad
- Organization Domain Performance by Ad by Day
- Organization Domain Performance by Campaign
- Organization Domain Performance by Campaign by Day



## Geo-Fence Reporting

- Geo Fencing by Ad
- Geo Fencing by Ad by Day
- Geo Fencing by Campaign
- Geo Fencing by Campaign by Day
- Organization Geo-Fencing Conversions by Campaign
- Organization Geo-Fencing Conversions by Campaign by Day

## Keyword Reporting

- Keyword Conversions By Campaign
- Keyword Conversions By Campaign by Day
- Keyword Performance
- Keyword Performance by Ad
- Keyword Performance by Ad by Day
- Keyword Performance by Campaign
- Keyword Performance by Campaign by Day
- Org Keyword Conversions By Campaign
- Org Keyword Conversions By Campaign by Day
- Org Keyword Performance By Ad
- Org Keyword Performance By Ad by Day
- Org Keyword Performance By Campaign
- Org Keyword Performance By Campaign by Day

## Location-Based Reporting

- Location Performance by Ad
- Location Performance by Ad by Day
- Location Performance by Campaign
- Location Performance by Campaign by Day
- Organization Location Performance by Campaign
- Organization Location Performance by Campaign by Day
- Postal Code Performance by Ad
- Postal Code Performance by Ad by Day
- Postal Code Performance by Campaign
- Postal Code Performance by Campaign by Day

## Retail Performance Reporting

- Retail Performance by Ad
- Retail Performance by Ad by Day
- Retail Performance by Campaign
- Retail Performance by Campaign by Day
- Retail Performance with Markup by Ad
- Retail Performance with Markup by Ad by Day
- Retail Performance with Markup by Campaign
- Retail Performance with Markup by Campaign by Day

## Segment Reporting

- Data Provider Segment Inventory
- Data Provider Segment Inventory by Day
- Organization Segment Performance
- Organization Segment Performance by Day

## Video Interaction Reporting

- Organization Video Interaction
- Organization Video Interaction by Day
- Video Interaction by Ad
- Video Interaction by Ad by Day
- Video Interaction by Campaign
- Video Interaction by Campaign by Day

## Viewability Reporting

- Viewability by Ad
- Viewability by Ad by Day
- Viewability by Campaign
- Viewability by Campaign by Day





# BRAND SAFETY, FRAUD PREVENTION, & VIEWABILITY



# BRAND SAFETY, FRAUD PREVENTION, & VIEWABILITY

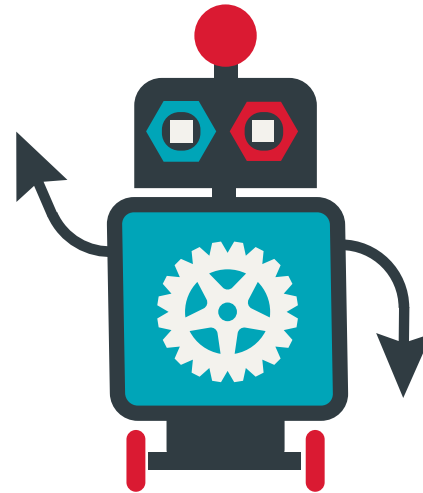
## Brand Safety

- Web traffic filtering begins at the exchange level
- Simpli.fi crawls all web traffic received and classifies it to determine the types of content within
- Simpli.fi utilizes Integral Ad Science for site scoring to judge site quality
- Simpli.fi can ensure an advertiser's ad is shown only on predetermined sites using:
  - Whitelists
  - Deal IDs
- Integration with Integral Ad Science that enables wrapper tag support upon request



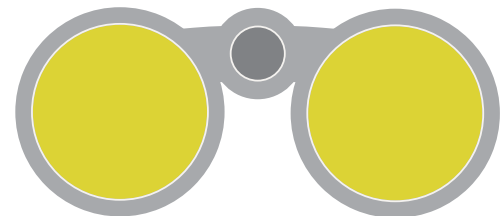
## Fraud Prevention

- Simpli.fi utilizes bot lists from:
  - IAB (Internet Advertising Bureau)
  - OTA (Online Trust Alliance)
- We have a bot detection integration with Picalate which provides user agent strings in real-time
- We are integrated with RiskIQ for malware detection, as well as standard exchange level malware filtering
- Simpli.fi is integrated with Integral Ad Science for site scoring to judge site quality
- Simpli.fi analyzes our own historical data for patterns to determine fraudulent traffic sources and bot net locations and notifies the proper exchanges



## Viewability

- Integral Ad Science provides site scores that allow Simpli.fi to bid on sites with the highest viewability
- Integration with Integral Ad Science and DoubleVerify that enables wrapper tag support upon request





# INDUSTRY COMPLIANCE

## Privacy, Data Collection, and Opting Out

- Privacy Shield—By being certified with Privacy Shield, Simpli.fi complies with EU data protection requirements when transferring data from the EU to the US
- TrustE—Simpli.fi works with TrustE to promote safe and ethical data collection and privacy practices
- Ghostery—Simpli.fi partners with Ghostery to ensure every ad we serve includes the AdChoices icon

Simpli.fi is also partnered with the following organizations:

- DAA (Digital Advertising Alliance)
- DAAC (Digital Advertising Alliance of Canada)
- NAI (Network Advertising Initiative)
- IAB (Interactive Advertising Bureau)
- TAG (Trustworthy Accountability Group)



**For more information or to get started today, please contact us at:**

---

**www.simpli.fi | hi@simpli.fi | (800) 840-0768**

---

**or your Simpli.fi Account Representative**

---

