Curation is the solution to solve for the unnecessary complexity of the Programmatic ecosystem

Curation Can Bring Simplicity And Order To The Supply Side

As The Open Web Wobbles, Index Exchange Is Betting On Curated Deals

Curation Unlocks First-Party Data's Value for Everyone In The Ad Tech Ecosystem
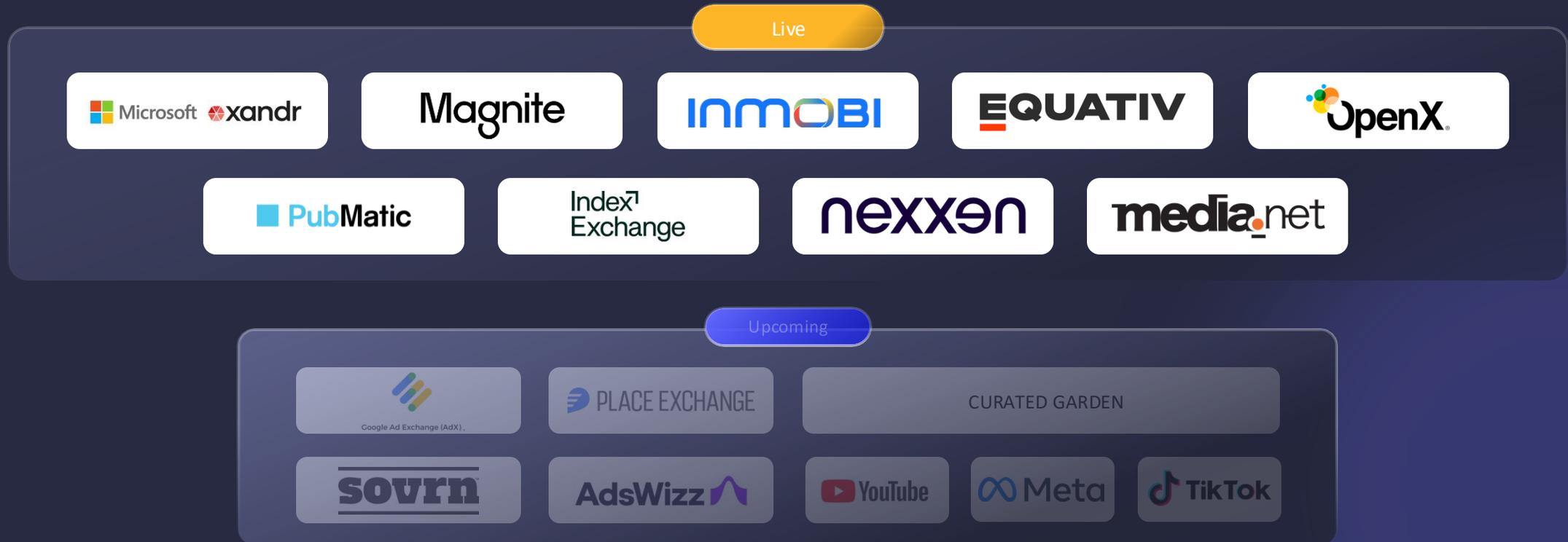
The Rise of the Curation House

"**The infrastructure and performance expertise within curational layers are poised to add value to the extensive inventory liquidity available on programmatic platforms**"

1 Platform to access the entire Supply-Side Ecosystem

Live

Microsoft ◆xandr	Magnite	INMOBI	EQUATIV	OpenX
PubMatic	Index Exchange	nexxen	media.net	

Upcoming

Google Ad Exchange (AdX)	PLACE EXCHANGE	CURATED GARDEN		
sovrn	AdsWizz	YouTube	Meta	TikTok

Supply Side Trader®: Humans over Machines

Programmatic media trading is an art and a science

Then

Now

A Programmatic trader optimizes campaigns in a DSP, buying on open auction and **manually negotiating/ trafficking/QAing/optimizing PMPs.**

MANUAL TRADING BEFORE

MANUAL TRADING AFTER

Let a Supply Side Trader™ continuously optimize media on the SSP side so that **the DSP trader can focus on other levers to drive performance.**

DSP algorithms do a decent job at optimizing campaigns based on supply but **it takes time, money and often still doesn't meet performance KPI goals.** SSPs have no visibility into what advertisers are trying to accomplish with their campaigns nor do they understand current performance.

AUTOMATION BEFORE

AUTOMATION AFTER

Bridge the gap between DSP and SSP by providing Supply Side Trader with DSP reporting so that your campaigns benefit from **automated daily supply optimizations.**

Advertisers and agencies get better performance **at no added cost**

> We deliver better outcomes thanks to **handpicked premium inventory** across all channels

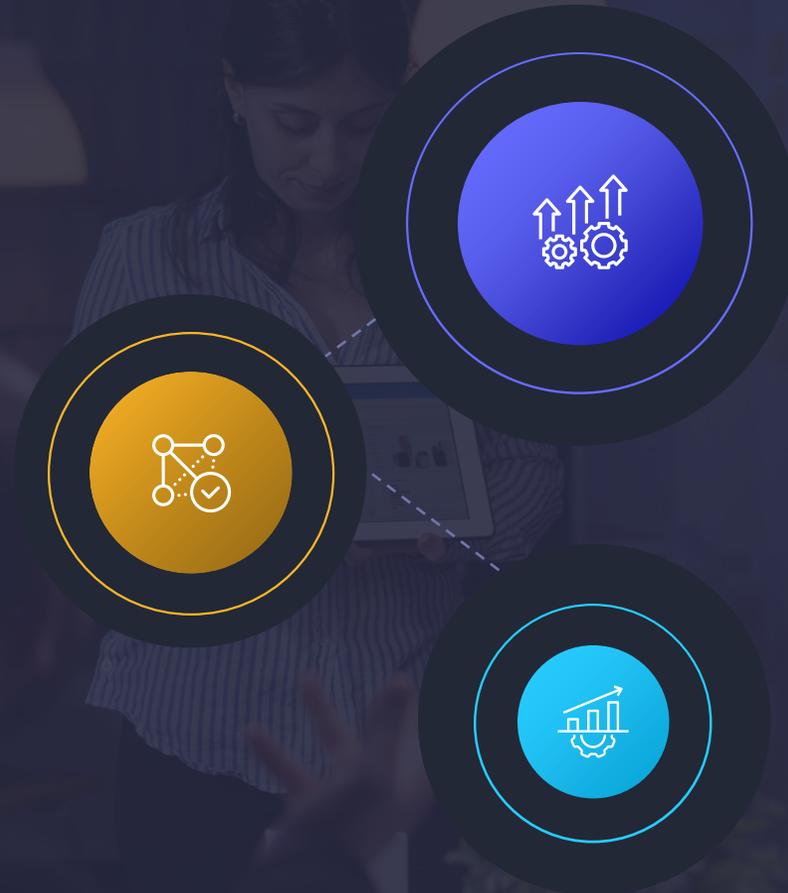> We continuously optimize curated inventory **to drive better performance** on your behalf

> **No more time wasted** negotiating, QAing and optimizing PMPs

Publishers get incremental revenue and transparency into advertiser's spend

We help publishers **monetize their Owned & Operated inventory and audiences**

Publishers are incentivized to curate **the most performant placements**

Publishers benefit from the **added contextual signals and audiences** we package with their inventory

No paperwork, no added fees, no minimum spend

Advertisers, agencies and DSPs do **not need to contract** with Curated.Media to use its services
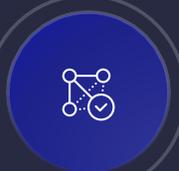
No paperwork is required on the demand side, we are contracting on the supply side with SSPs and Publishers

No need to even signup, the platform is non gated

Test our PMPs **without any minimum spend** commitment

We are compatible with your current DSP and setup

Use the DSP of your choice to run our PMPs, we are compatible with most platforms

Display & Video 360	theTradeDesk	Microsoft ✦xandr
StackAdapt	yahoo!dsp	and many more

No need to train employees on a new platform

Keep your existing campaign setup with

- ⊘ Brand safety pre-bid filters
- ⊘ Blocklists
- ⊘ Audience suppression
- ⊘ Frequency control etc.

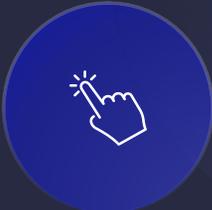# Scale across geos and formats

Access curated supply globally at scale

Channels Supported

Standard IAB, Rich Media and Interactive Formats

- ⊘ Audio
- ⊘ CTV
- ⊘ Display
- ⊘ DOOH
- ⊘ Native
- ⊘ Video
- ⊘ YouTube

Pick from our
curated supply libraries

Find curated inventory directly from our
PMP Library, **it is two clicks away**

Our libraries are self-service
allowing you to **receive PMP
deals quickly**

Contextual	Audience-layered	Scored Domains
Performance	Sensitive Categories	CTV Packages
	DOOH	

Sensitive Categories Library

Scale and Performance for Sensitive Verticals

Run ads at scale for **sensitive categories** such as

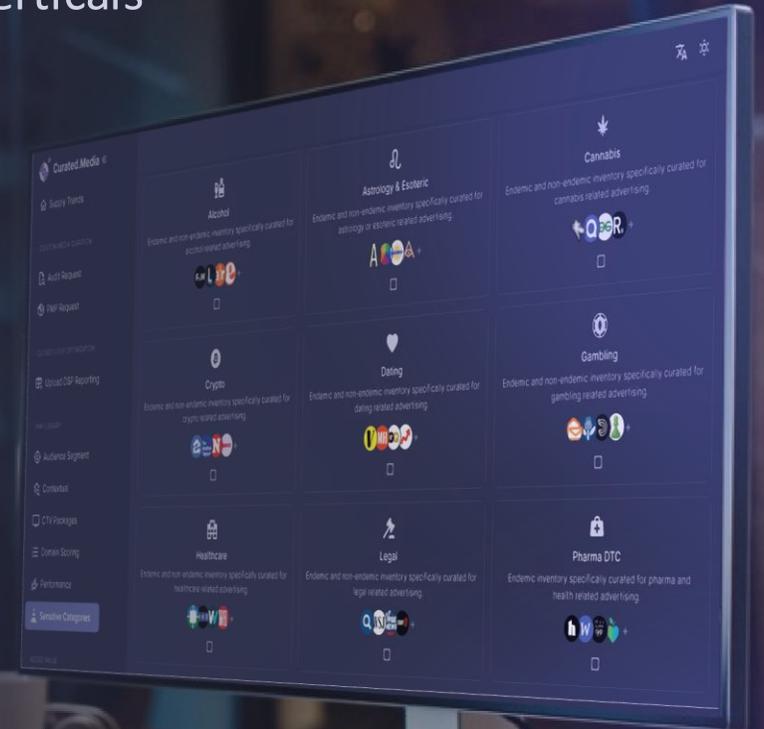| Pharma	Gambling	Cannabis
Political	Alcohol	Crypto

We go out and curate **endemic and non-endemic publishers** and placements that support your sensitive category

You no longer need to rely on open auction to scale, enjoy premium inventory **known to perform for your segment**

Audience Segment Library

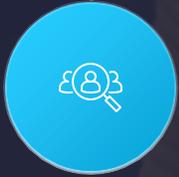## Publisher's First-Party and/or Third-Party Audiences Layered

Test PMPs layered

with publisher's first-party data and/or third-party audiences

Review estimated reach

on the geo and audience(s) selected per device

Request custom audiences

if the segment you are looking for is not available off-the-shelf

Performance Library

Inventory Known to Perform for your KPIs

PMPs specifically curated to **drive towards the KPI of your choice**

We consistently curate publishers and placements that drive performance towards key performance indicators

Choose from **Upper Funnel or Lower Funnel KPIs** such as
- Attention
- Viewability
- Click-Through-Rate
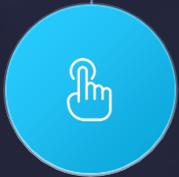- Video Completion Rate
- CPA or ROI

Contextual Library

Select the Right Context for your Campaigns

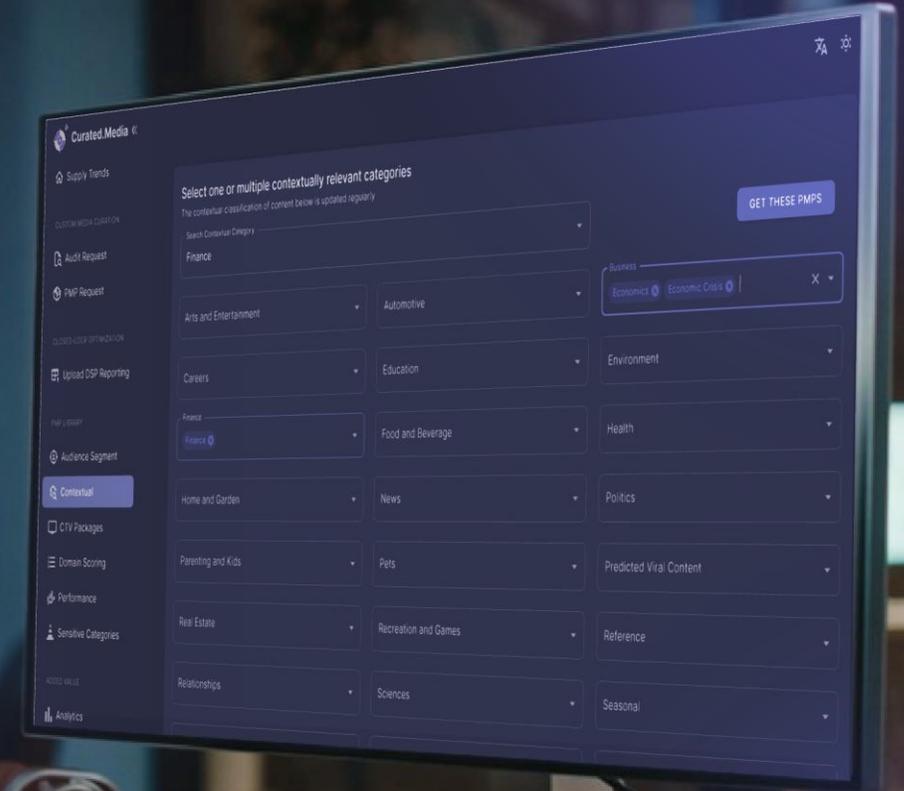Select **contextually relevant categories** from our own contextual classification

Test different context separately or combine them in a single PMP for scale

Request custom contextual PMPs if you are not finding what you need off-the-shelf

Domain Scoring Library

Publishers who Over-index Towards your Core Audience Demographics

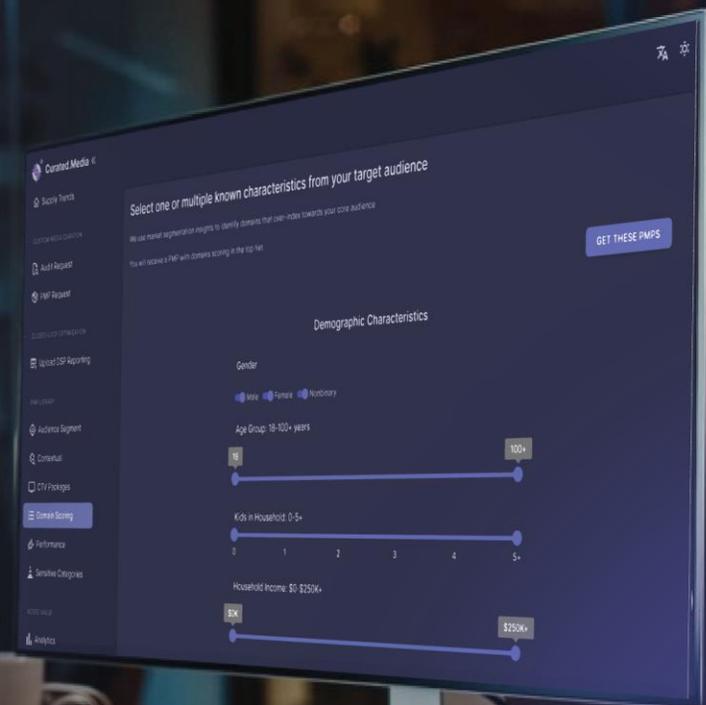Select one or multiple **known characteristics from your target audience**

We use **market segmentation insights to curate inventory** that over-index towards your core audience and score them in three tiers

Leverage **known demographic information** to focus your ad spend on publisher who aligned best with your ideal customer profile

DOOH Library

Browse 800K+ DOOH screens globally by location and venue type

Select a **location down to Zip Code level** and browse the map to select screens

Pick from **90+ venue** types to find the most relevant billboards
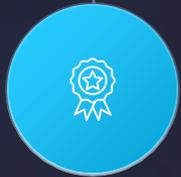
Choose segments to **identify areas over indexing towards your audience** target

Request Custom Curation

Request **custom PMPs based on your KPIs**

Ask for specific formats, publishers, geos, context and more

Share insights on what you are looking for and **we will create performant PMPs on your behalf**

Let a Supply Side Trader
Continuously Optimize for You

Upload DSP reporting and we will take care of the rest

We optimize curated supply daily leveraging supply side data points such as domain, app, device type, channel, format and sizes, operating system, browser, viewability, ad duration, placement and contextual signals from content

Free up time for your DSP trader so that it can focus on other levers to drive performance
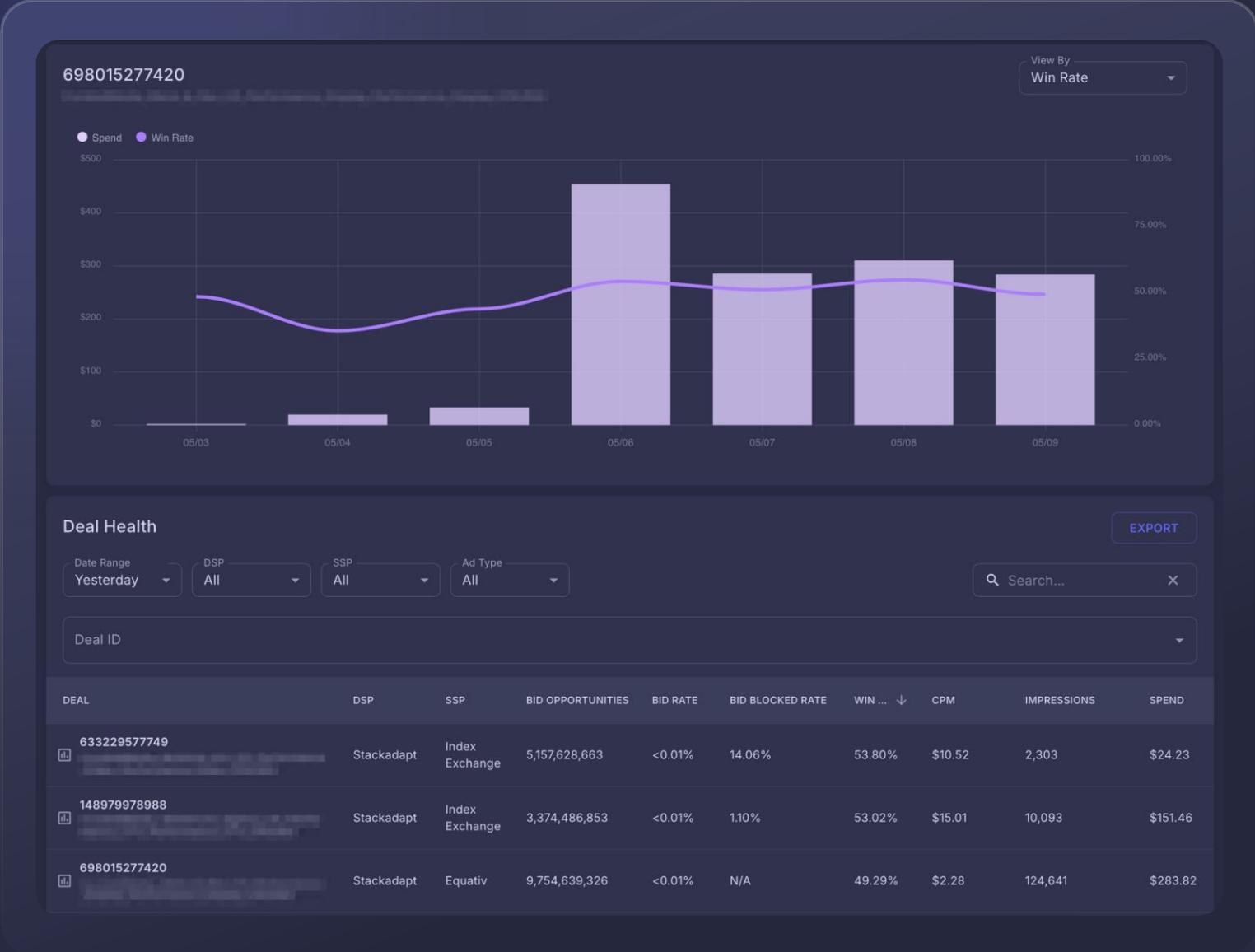
Deal Health
Reporting

Monitor:

Bid Opportunities

Bid Rate

Bid Blocked Rate

Win Rate

698015277420

View By
Win Rate

● Spend ● Win Rate

DEAL	DSP	SSP	BID OPPORTUNITIES	BID RATE	BID BLOCKED RATE	WIN ... ↓	CPM	IMPRESSIONS	SPEND
633229577749	Stackadapt	Index Exchange	5,157,628,663	<0.01%	14.06%	53.80%	$10.52	2,303	$24.23
148979978988	Stackadapt	Index Exchange	3,374,486,853	<0.01%	1.10%	53.02%	$15.01	10,093	$151.46
698015277420	Stackadapt	Equativ	9,754,639,326	<0.01%	N/A	49.29%	$2.28	124,641	$283.82

Deal Health

EXPORT

Deal & Publisher Reporting

Review Performance across:

DSPs

SSPs

Ad Type

OS

publishers

and more

Key Metrics

196,323 Impressions	$15.57 CPM	98.07% VCR	0 Clicks	0.00% CTR	$3,057.67 Spend

Deal Trend — View By: CPM

- 148979978988 / DIRECTV
- 148979978988 / Tubi: Free Movies & Live TV
- 148979978988 / The Roku Channel

Deal Reporting — EXPORT

Date Range: Last 30 Days   DSP: All   SSP: All   Ad Type: All   OS: All   Search...

Deal ID: 148979978988

PUBLISHER NAME	DEAL	DSP	SSP	IMPRESSIONS	CPM	VCR	CLICKS	CTR	SPEND ↓
☑ DIRECTV	148979978988	Stackadapt	Index Exchange	87,592	$15.24	98.86%	0	0.00%	$1,334.81
☑ Tubi: Free Movies & Live TV	148979978988	Stackadapt	Index Exchange	64,318	$16.02	98.71%	0	0.00%	$1,030.11
☑ The Roku Channel	148979978988	Stackadapt	Index Exchange	44,413	$15.60	96.50%	0	0.00%	$692.75

**Block Publishers,
Domains, App or Bundle
IDs from Live PMPs in
Two Clicks Directly
from Reporting**

Live PMP Management

Edit Live PMPs

Ask us to troubleshoot deals on your behalf

Edit PMP Deal ✕

Deal Information

Deal Name

Deal ID
730797869791

Required Fields

Select Geo
UNITED STATES ▼

Select Ad Type
CTV ▼

Floor *
5 $

Optional Fields

Primary KPI ▼

Secondary KPI ▼

Device ▼

Deal Status

○ Requested ⦿ Live ○ Paused ○ Auto-Paused

Publisher Inclusion or Exclusion ⌄

SAVE   CANCEL

Ask us to Troubleshoot ✕

Deal ID: 730797869791

☐ Unable to spend

☐ Not enough scale

☐ CPM is too high

☐ Not hitting KPI

☐ Other

SUBMIT   CANCEL

Build Your Own Curation House
With Enterprise Controls and Reporting

Build Your Own Curation House
With Revenue Monitoring and Margin Controls

Revenue Monitoring

Margin Controls

Results speak **for themselves**

-42%

Cosmetic Retailer

Saw **-42% lower CPA** compared to open auction

-21%

Independent Agency

Running campaigns for a B2B brand saw

-21% lower bounce rate compared to open auction and other PMPs

+58%

Pharma Brand

Saw **+58% longer time** spent on site for traffic driven from our PMPs compared to open auction

Clients say it best

Curated.Media provides a unique data curation experience often missing from other partnerships. Their user-friendly dashboard allows for building customized PMPs with full targeting control, minimizing the need for back-and-forth communication. The result is premium, high-quality inventory that **has delivered some of the best performance I've seen across video and display campaigns.**

Mike McDonald
Sr. Partner Solutions Manager

♦ VIRAL**GAINS**

Curated Media has been a great partner for us as we create a premium experience for our Turn It Blue Ads platform users. Pre-bid filters on the DSP side just weren't cutting it anymore, especially when trying to weed out bad actor mobile app inventory. Cedric and his team have worked with us to curate more than 200+ curated inventory **packages to ensure we only end up on quality sites, platforms and apps across the display, online video and CTV ecosystems**. Both us and our end clients couldn't be happier with this added layer of supply side curation.

Nick Passanante
Managing Partner

turnitblue
digital

Clients say it best

Curated Media has been a game-changer for our clients. Their commitment to brand safety and premium inventory has **significantly boosted our clients' return on ad spend, averaging a 6X ROI**. Partnering with Curated ensures our clients' ads are placed in secure, high-quality environments, leading to real bottom-line results. Plus, it's just a slick platform.

Andrew Barrow
Founder & President

REVENUE ARC

Version2 experiences **20% decrease in negotiated PMP pricing** by utilizing Curated.Media, while also **saving an average of $1,000 in agency hours per PMP** by not having to manage the negotiations per exchange.

Shane Taylor
Founder & COO

VERSION2