

DATA PORTFOLIO

Intelligent, insight-driven targeting solutions for a cookieless world

With cookie depreciation on the horizon, marketers need a trusted technology partner that can provide informed targeting solutions that can drive success across channels and strategies. Only Amobee provides diversified targeting tactics that fuels consumer engagement and enhances campaign performance, both now and for the future.

Effective targeting solutions

The Amobee Data Portfolio offers marketers the ability to leverage tomorrow's solutions, now with:

- **Real-time, insight-informed targeting solutions** that drive better results across a multitude of strategies with or without identifiers.
- **Proprietary AI technology** that unifies disparate data sources to uncover meaningful insights that amplifies scale and performance with relevance and accuracy.
- **Flexible activation options** that puts the power of custom target creation and one-of-a-kind, AlwaysOn taxonomies at your fingertips.

Data intelligence + technology

Amobee's Data Portfolio is the culmination of our long standing history in providing marketers with versatile and effective targeting solutions that enhance consumer engagement. Leveraging our proprietary insights platform, Brand Intelligence, unifies disparate data sources across digital, social, and TV channels to uncover key insights that power one-of-kind data solutions.

- Real-time analysis of 3.4 billion content engagements and consumption trends daily.
- Global scalability with proprietary panel coverage of 8 million users from the world's leading markets.
- Unified data from cross-channel sources with additional availability to leverage 1st party data.
- Seamless integration that enables Brand Intelligence insights for instant activation in Amobee's DSP.

Streamlined and Optimized



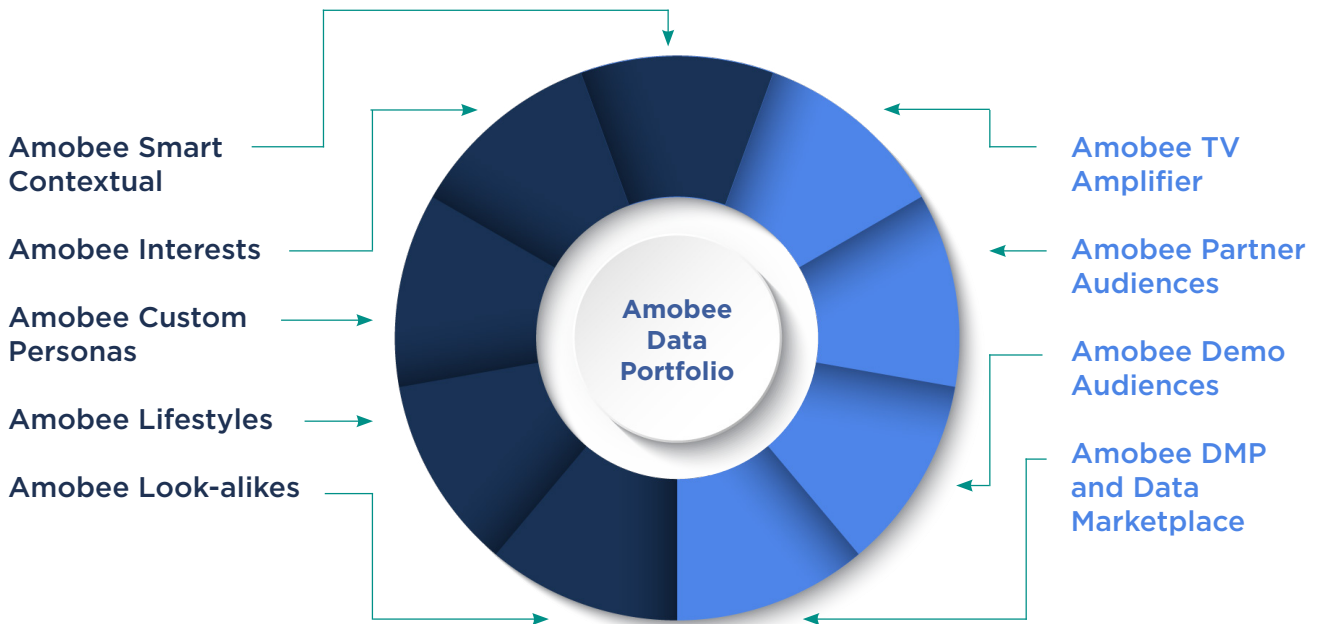
Amobee Proprietary Data Solutions

Leverage a suite of one-of-a-kind targeting solutions that enable advertisers to amplify their reach and enhance consumer engagement using trusted and compliant Amobee data. Advertisers have the unique ability to choose from a range of flexible targeting options that includes intuitive, custom target creation, access to a dynamic library of AlwaysOn taxonomies, as well as the opportunity to leverage their own 1st party data to activate tactics across programmatic, TV and social with or without identifiers.



Amobee Curated Data Solutions

Gain access to a set of Amobee Data Solutions enhanced by strategic partnerships that each have their own set of tailored and benefits. From creating bespoke targeting segments derived from consumer TV consumption, to an extensive 3rd party data marketplace from the industry's top data providers, Amobee Curated Data Solutions provide advertisers with easy, efficient and effective targeting options that enhance connection with strategic audiences while achieving better results.



Achieve better results

In a head-to-head comparison, **Amobee Smart Contextual** outperformed retargeting tactics.

43% lower CPM

15% lower CPA

How **Amobee Interests & Lifestyles** stacks up against similar in-class audience segments.

2.5x more conversions using Amobee Auto Intenders

2x more offline action rate using Amobee Alcohol Consumers

When measured against industry benchmarks, **Amobee Custom Personas** offers.

32% increase of desktop action rate

42% increase of mobile action rate

135% increase of mobile video action rate