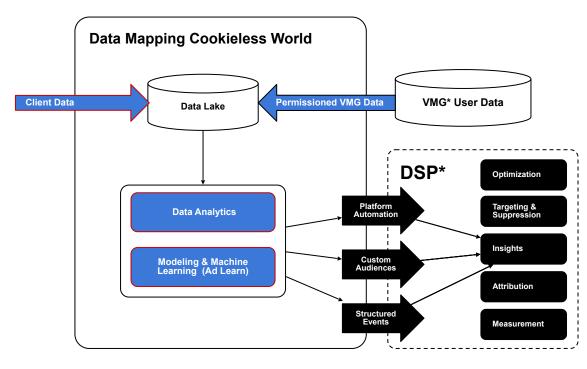
## Solutions

## Identity Solution to the cookieless world.

- We elaborated to the client how they can reach their target audiences in a the cookieless environment.
  - The approach to create identity is centered on consumer privacy and choice.
  - In this closed environment we aim to open up our 1st Party data for advanced, customized activation in a privacy-secured manner.
  - Our user and ads data is backed by our Connect unified identity(Ad Learn), and is made available in a granular fashion to supercharge ad buying.
  - Workflow is activated on our platforms for Automation, Custom Audiences, and uploading Structured Data for Measurement & Attribution.
  - Client's campaign management is backed by Optimization, Targeting, Insights, Attribution and Measurement.

Where in the diagram are we showing that the process is cookieless?

Text on the left should match the diagram on right.



DSP: Demand Side Platform, VMG: Verizon Media Group, ID: Identity

## Solutions

We gave a walk through of various tools on our Demand Side platform.



**Audience Insight** tool in the DSP provides helpful insights about the audiences relevant for optimization and targeting



**Omniscope** in the DSP is a forecasting tool for planning the campaign delivery.



**Audience Builder** tool in the DSP provides access to multiple targeting capabilities.