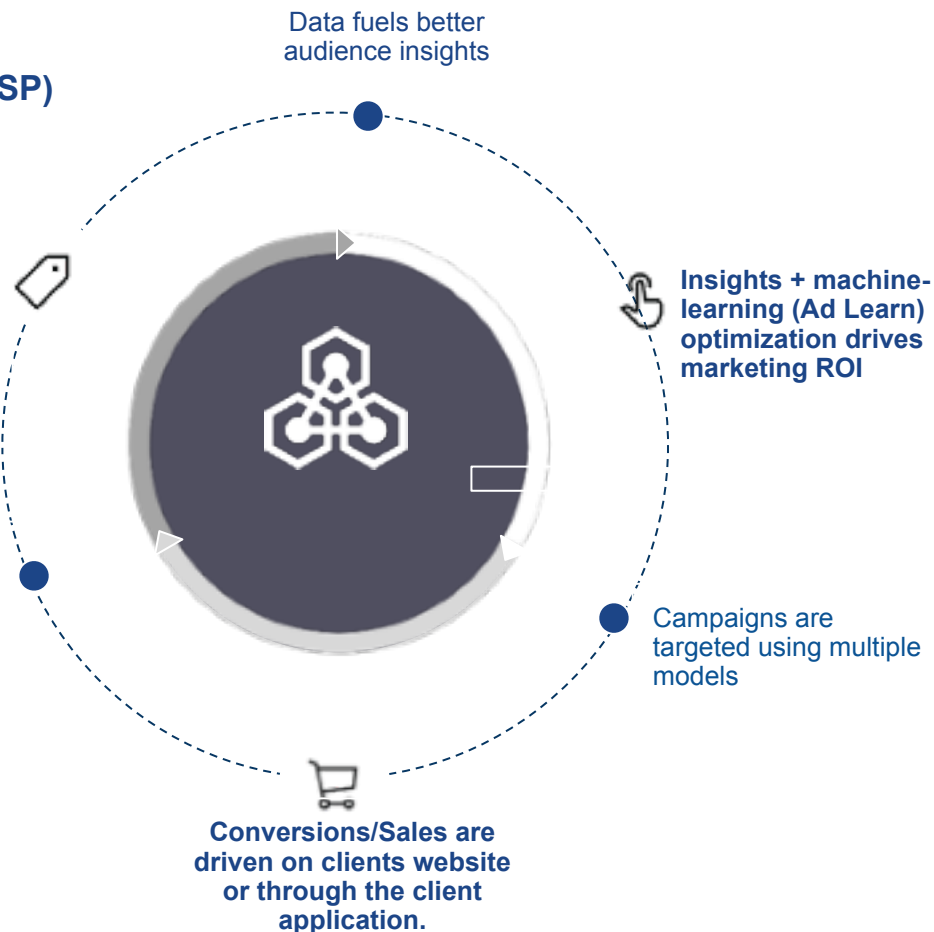


Showcased Verizon Media's Demand Side Platform (DSP)

- We created a detailed pitch for our Demand Side Platform and its capabilities to deliver value to the client.
 - Data Sources
 - Advertiser data flows in by placing a small code on client's website or by system to system integration with their applications.
 - Our platform's first data sources are many like search query, email, content consumption, and mobile data.
 - There are many third party data management platforms like Bluekai, Lotame that are integrated in the platform.
 - Machine learning and data insights are used to optimize the campaigns.
 - Data Insights from the converted audience is further used for profiling similar users.

Advertisers and Verizon Media 1st Party Data and Third Party Data is mapped by the DSP

Insights from the converted customers are used map similar audiences

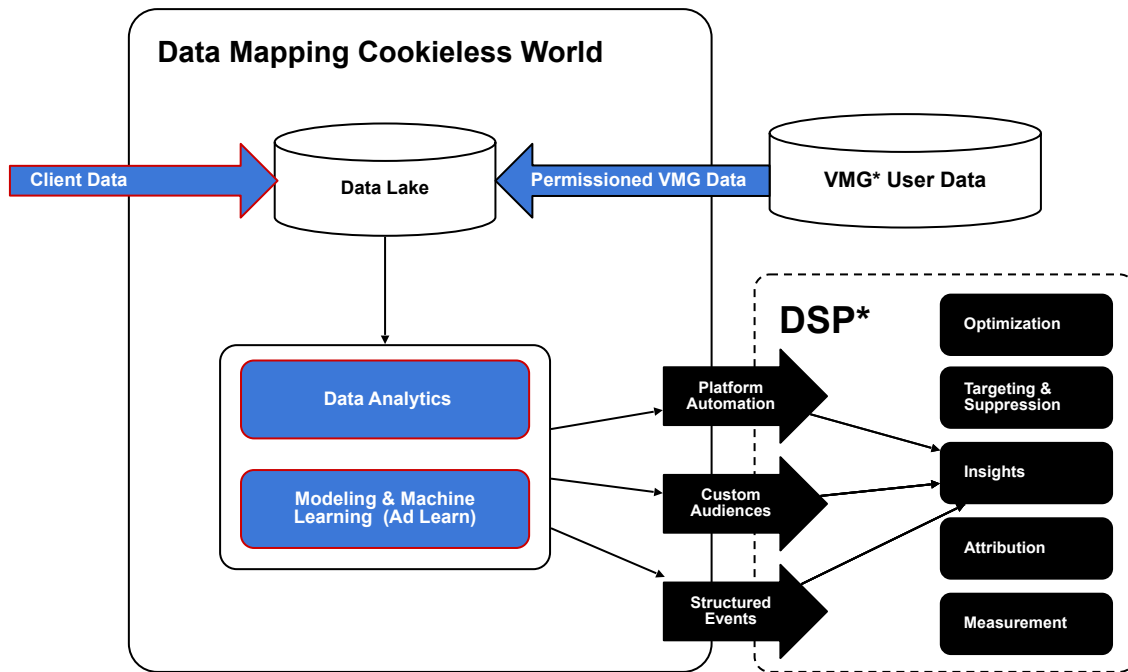


Identity Solution to the cookieless world.

- 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