



**The next generation Value Exchange
for the open internet**

We built the platform the industry is missing

Fusing quality media, high-impact creative intelligence, and AI-driven decisioning to deliver measurable business outcomes at scale.

QUALITY MEDIA

2,000+ premium publishers
50,000+ high-performing placements

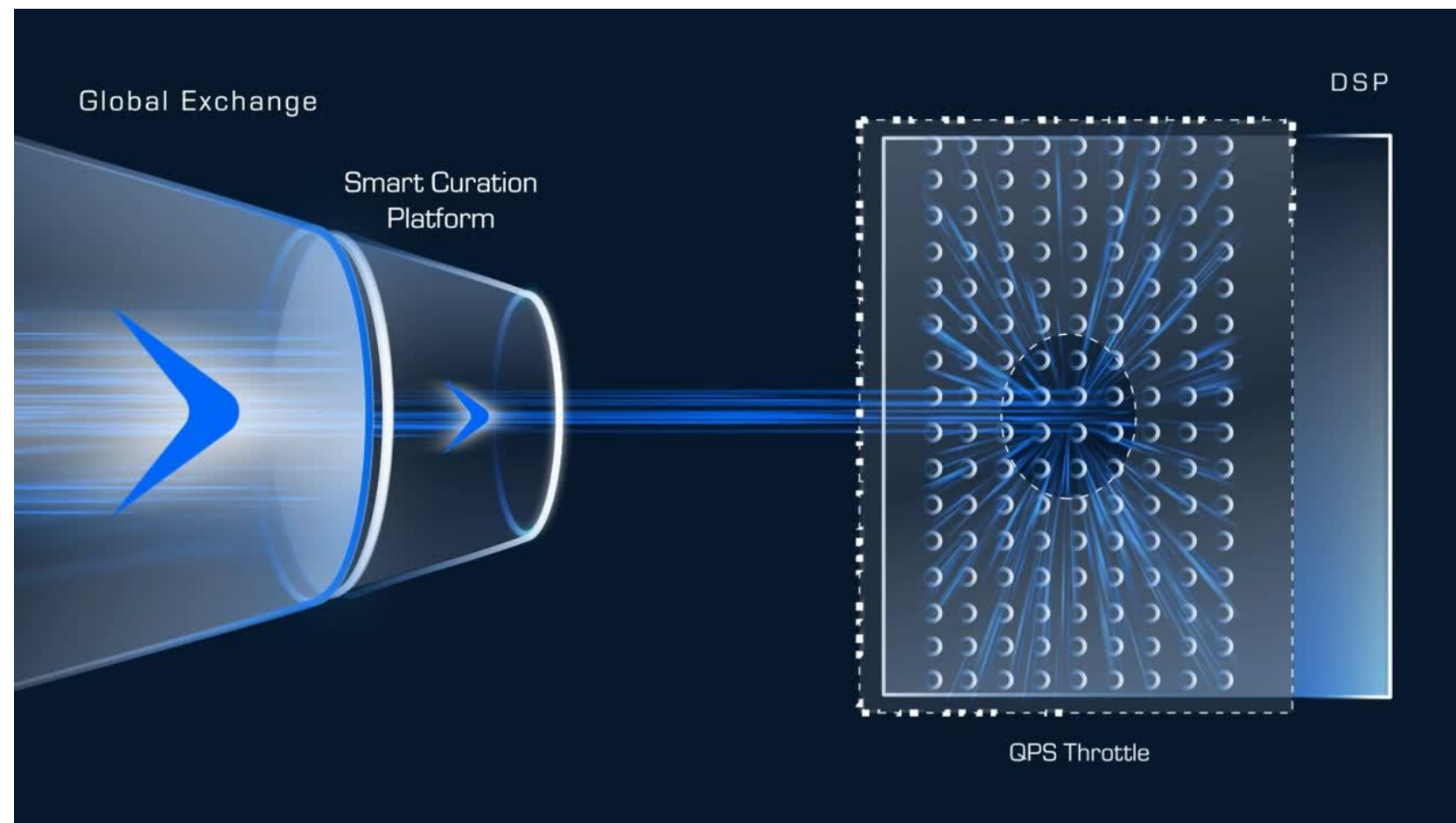
CREATIVE INTELLIGENCE

AR, VR, 3D, high-impact formats.
Powered by Aryel technology

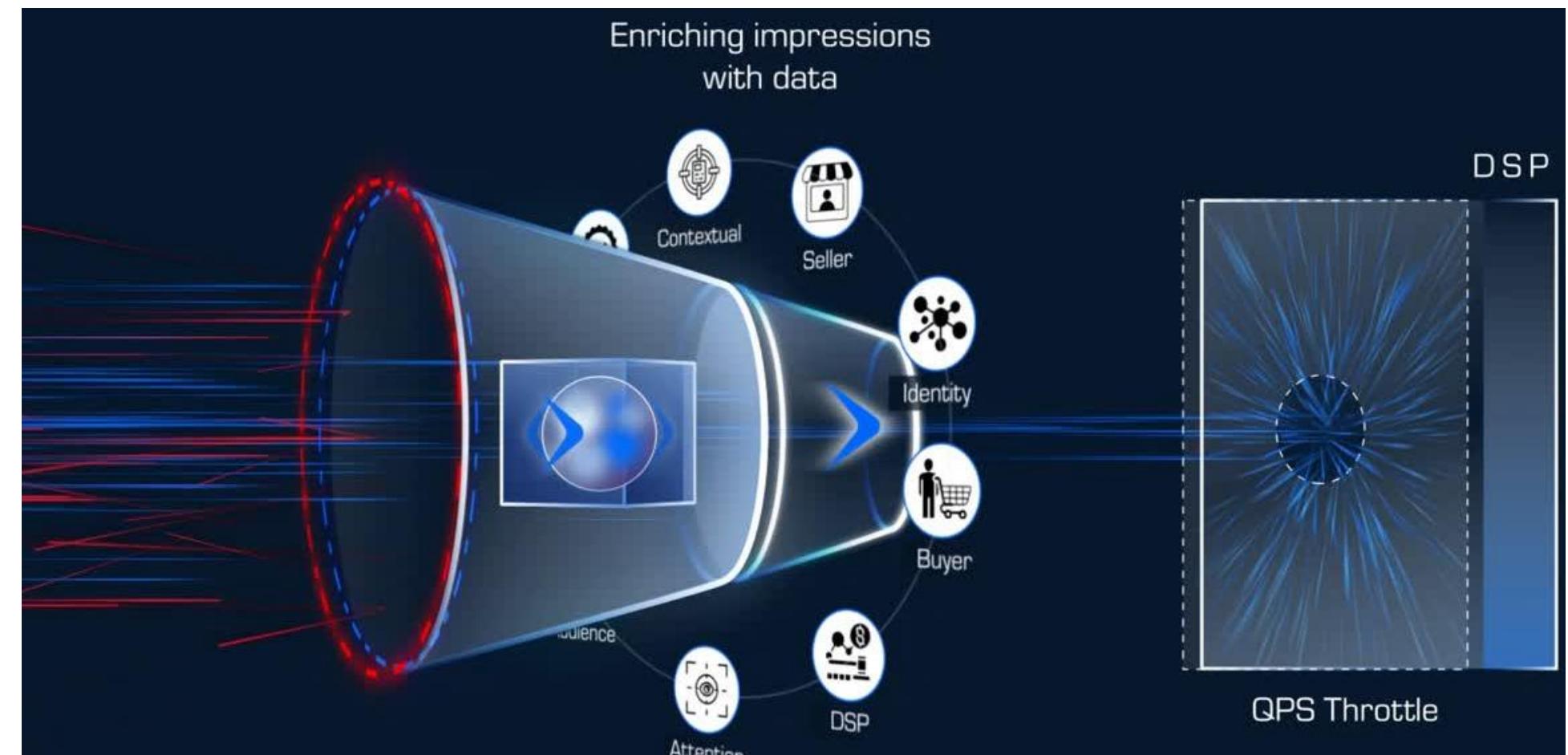
AI DECISIONING

Impressions enriched with data
Dynamic outcomes optimisation

How Quality Media Powers The Value Exchange



Improving media quality for every DSP seat



Enriching impressions with Data signals

Analyse & Filter

59% of impressions removed at source
83% imps removed for DSP traffic shaping

Enrich

Increasing impression value with
proprietary and industry-leading data

Optimise

25% lower web eCPMs than peerset
90% lower Carbon Emissions

Creative Intelligence for Brand Building

CPG
+24pp
Brand lift

Tech
+17pp
Brand lift

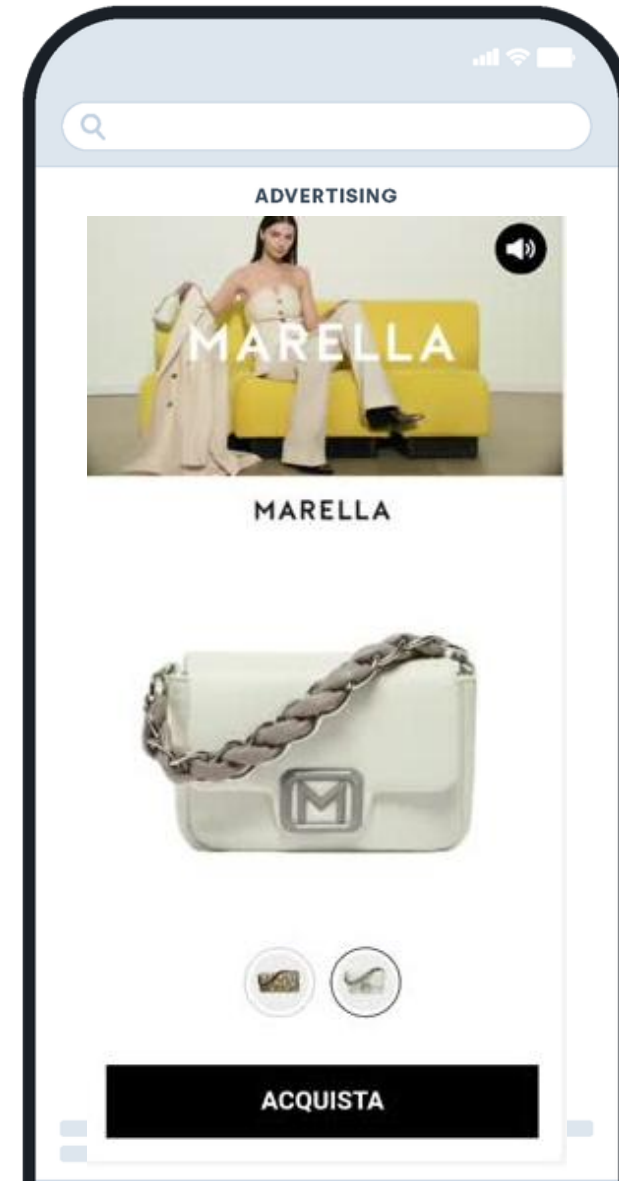
Fashion
+7.9pp
Uplift in brand consideratio

Fashion
+9.2pp
Uplift in brand consideratio

Advergame



Commercial Boost



Instant Try-On

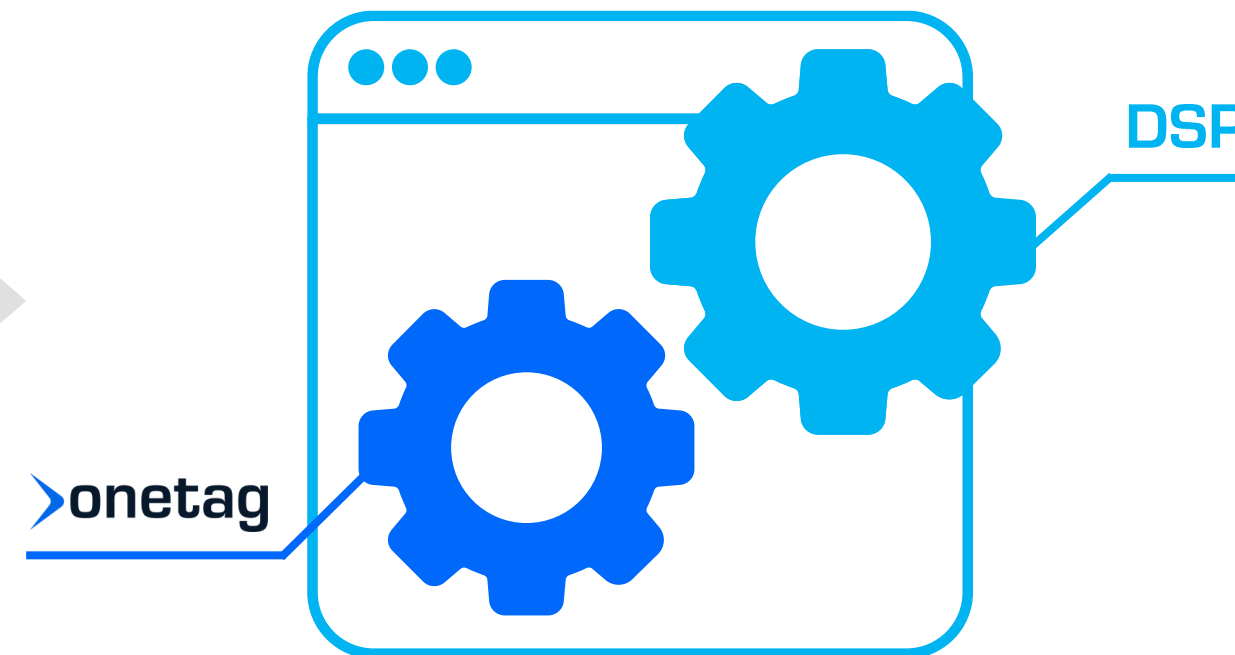


How AI Decisioning Powers The Value Exchange

Optimisation: Business Outcomes

Predictive Signals

- Creative
- Domain/Sub-Domain
- Device
- Location
- Time (Hour/Day)
- Audience
- Semantic Data
- Network Data
- 3rd Party Data



HIGHER CONVERSION PER IMPRESSION

Custom Scoring

Campaign Trends

Inventory Discovery



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