

Programmatic

Real-time data and data-driven optimization
that allows for cost efficiency



- National & Geo-Targeted
- Behavioral and Contextual Targeting
- Audience Prospecting and Retargeting
- Category PMPs
- Inbox/Email: Newsletters, Eblasts
- Social: Influencer Marketing, Custom Content, Instagram, Facebook, Twitter



Programs



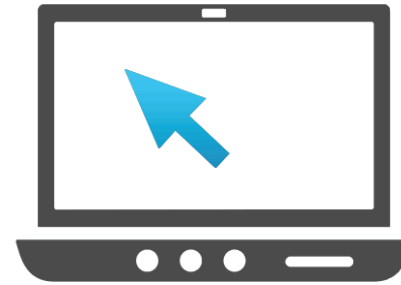
INBOX/EMAIL

Newsletters
Eblasts



SOCIAL

Influencer Marketing
Custom Content
Instagram
Facebook
Twitter



ONLINE

Custom Content
Native High Impact
Streaming Radio/TV
MAX IQ
Health Targeting
Travel Targeting
B2B Targeting
SEM



MOBILE

Max Conquesting:
Real Time
Consumer
Conquesting

