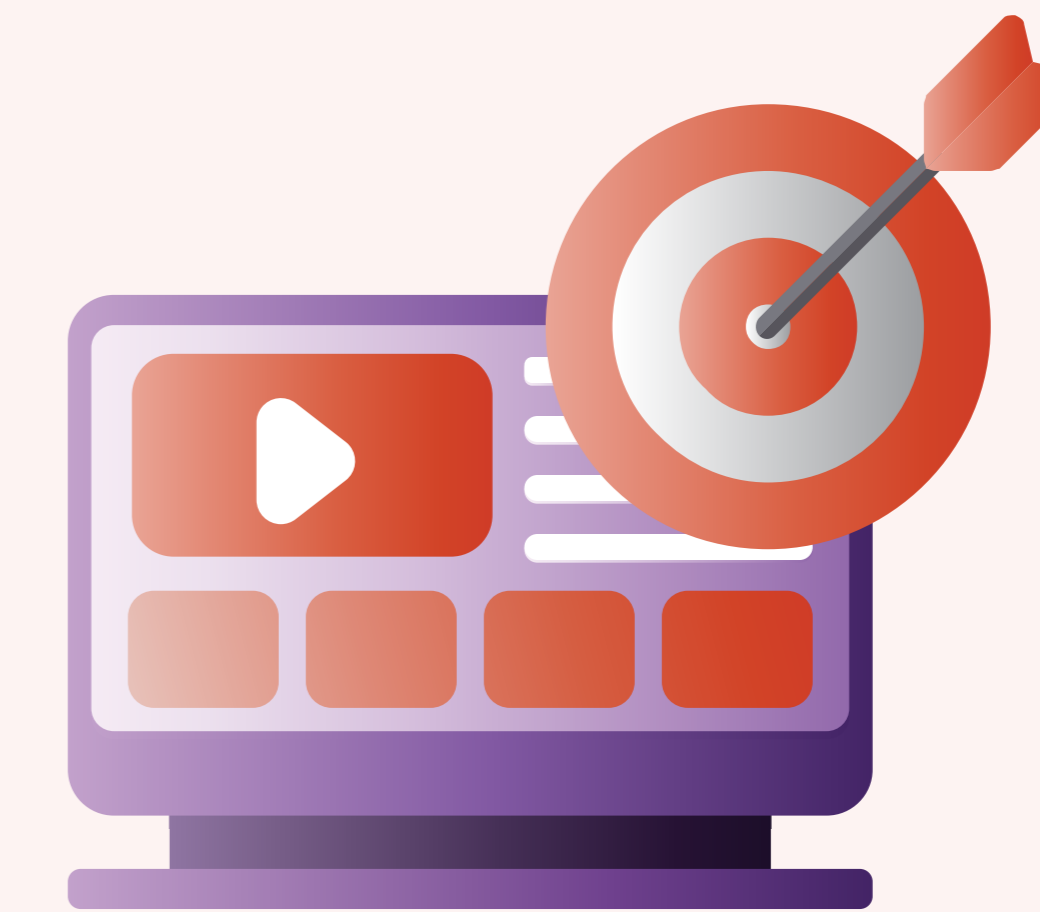
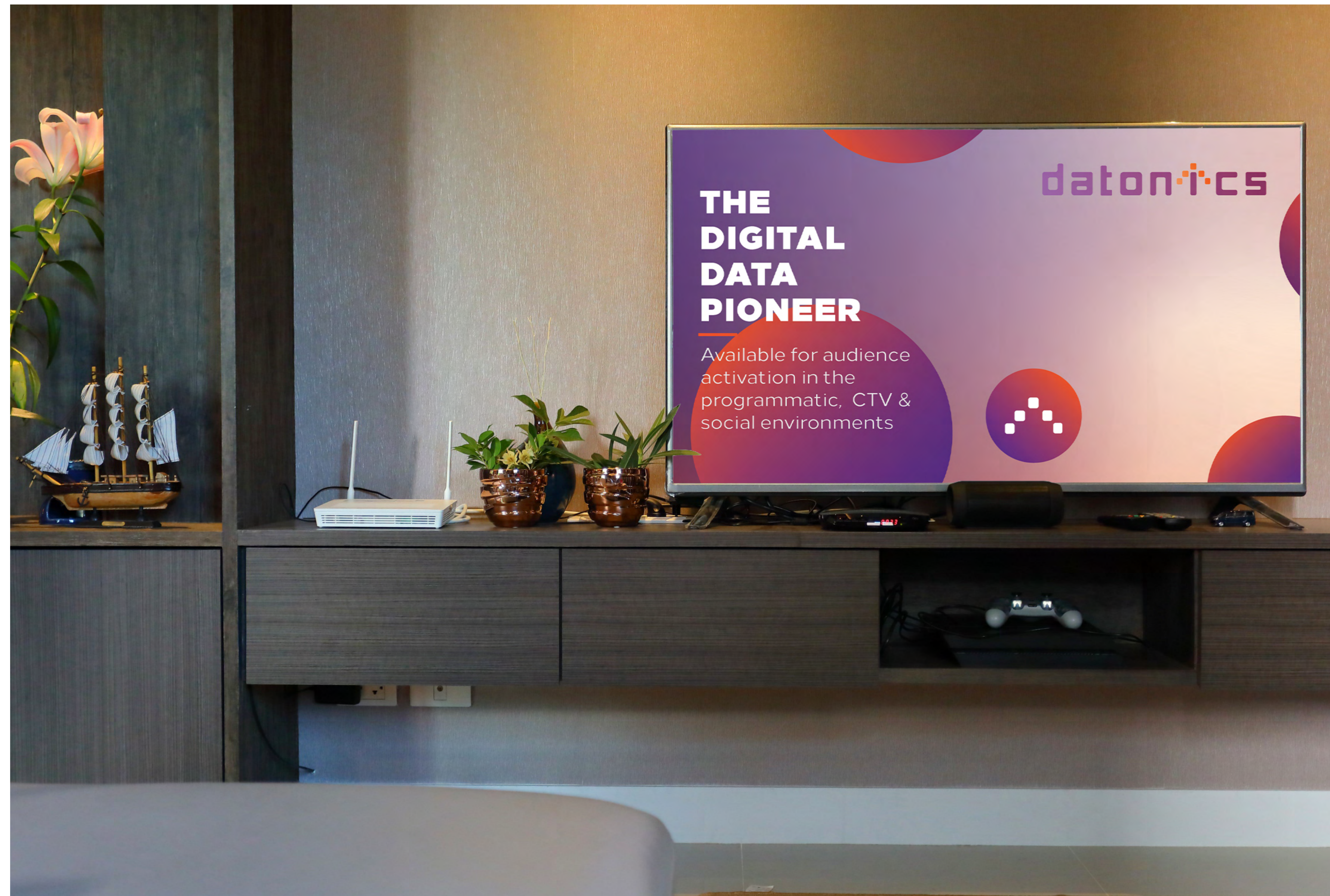


datonics CTV Audiences

In addition to enabling our data in standard DSPs with CTV targeting, Datonics data is integrated with CTV focused platforms such as TruAudience, Simpli.fi, Madhive, Atedra and Xandr's CTV data marketplace.



datonics
The future of
CTV
Targeting

DATONICS CTV INTEGRATIONS

Datonics datasets are linked to IP addresses for 110M households in North America. As IP addresses are constantly changing, thus causing inaccurate targeting as well as frequency capping challenges, Datonics utilizes proprietary technology tested daily against deterministic datasets at averages of 95% accuracy to dynamically identify the most recent IP address. Each household is set with a unique identifier allowing advertisers to confidently target a stable audience.

DATA SOLUTIONS TEAM

✉ data@datonics.com

- » General Overview
- » Request Taxonomy
- » Audience Recommendations
- » Custom Segments
- » Request A Data Plan



DATA ONBOARDING

- In a world where 3rd party cookies are facing an uncertain future and onboarding solutions are limited
- Datonics enables data providers to match online data with scale and accuracy to household IP addresses
- This data is enabled in the now mass adoption stage environment of smart TVs.



ACCURACY & COVERAGE

- Datonics datasets are linked to IP addresses for 110M households in North America.
- IP addresses are constantly changing thus causing inaccurate targeting as well as frequency capping challenges
- Datonics utilizes proprietary technology tested daily against deterministic datasets, at averages of 95% accuracy, to dynamically identify the most recent IP address.
- Each household is set with a unique identifier allowing advertisers to confidently target a stable audience.



SIMPLE INTEGRATION

- Datonics data can be accessed directly through a standard file drop or pick up integration.
- Files can be configured to be delivered hourly, daily or at customized intervals.
- All files will include household IPs tied to Datonics segment IDs as well as other configurable parameters.



PRIVACY

- Datonics is an NAI member and former NAI Board member.°
- Privacy is part of our DNA and we take a pro-active approach to protecting consumers.