

# FULL SERVICE STACK

# Your in-house programmatic partner

Wherever you are on your in-housing journey, we can help. Whether you need a fully managed service, or you're looking for consultation to help you scale, our in-housing programmatic experts can help you deliver the business outcomes you're looking to achieve.



# As your in-housing partner, we'll help you:

- Launch and scale activity faster.
- Deliver unbeatable performance.
- Retain transparency and control over your campaigns.
- Drive cost efficiencies without compromising on innovation.

# When you're bringing programmatic in-house, there are always challenges

- ➊ Recruiting and retaining campaign management talent.
- ➋ Accessing data science resources.
- ➌ Staying on top of and managing multiple DSPs.
- ➍ Managing a growing number of channels, formats and platforms.
- ➎ Adapting to the post-cookies world.

# HOW WE CAN HELP YOU?

If those challenges sound familiar... here's how we can help

## | The right people

For scalable trading power and data science expertise.

## | The right technology

For DSP-agnostic, omnichannel campaigns.

## | The right partnerships

For scalable trading power and data science expertise.

# | Your Full-Service Team

**Scalable trading and data science expertise.**

Our team of agile digital marketing experts can provide end-to-end campaign management in a variety of Programmatic, Social Media and SEM platforms, or become an extension of your in-house team.



Microsoft Edge



How we work with you

# Our tech

A full-service solution with Datapoint trading experts and DSP licenses

- ✓ Accelerated campaign launches.
- ✓ Unbeatable performance.



# Your tech

Enlist Datapoint trading experts to manage campaigns within your own licensed DSPs.

- ✓ Maximum transparency and control.



# Hybrid

**Test new platforms, managed by Datapoint,  
alongside your own DSP licenses and staff.**

- ✓ Drive innovation and cost efficiency.





## Interested in our Inventory Curation Services?

Please contact:

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Or visit our website at [www.datapoint.tech](http://www.datapoint.tech)