

The Leading Inventory Curation Service

Programmatic supply has grown complex, expensive, and overly reliant on buy-side platforms. Curation empowers agencies, publishers, and data owners to reclaim control of the supply chain and redefine their value in the marketplace.



PMP LIBRARIES | DEAL CUSTOMIZATION | DATA

Datapoint offers a curated, scalable solution for programmatic inventory in a combination of Display, Video, CTV, Audio, and Native channels across all verticals.

THE RIGHT PARTNERS

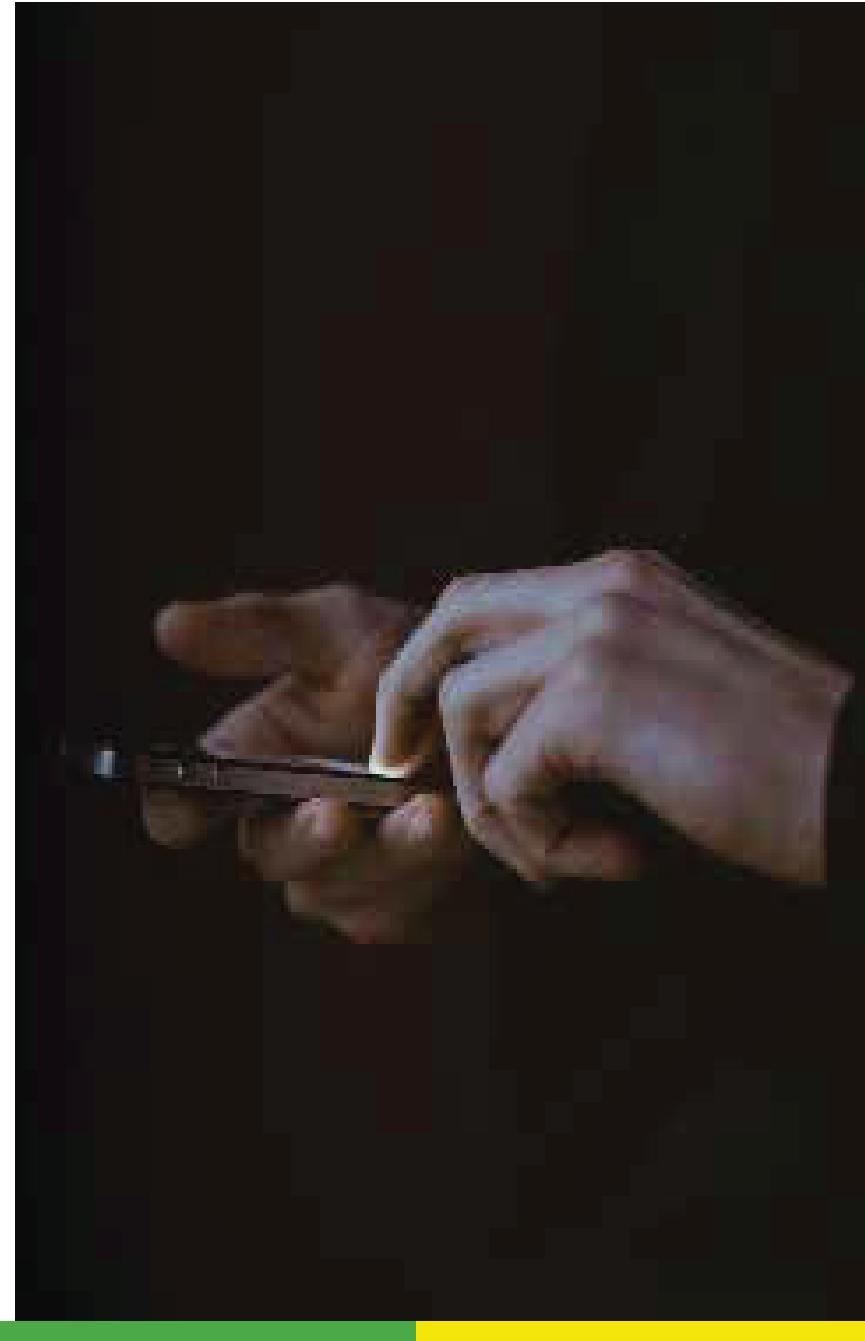
Our model is agnostic, so we can work with whatever data, DSP, publisher or exchange is going to drive the best results for you.

THE RIGHT TECHNOLOGY

Access and industry of programmatic capabilities all in one place with our layer of technology connecting data, platforms and inventory.

THE RIGHT PEOPLE

Our full-service team will help you every step of the way, listening to your business challenges and building exactly what's needed to solve them.



WHY DATAPPOINT?

Curation

We curate, QA, and optimize ad inventory on premium publishers for you.

No cost

We only get paid by SSPs and Publishers.

Easy setup

You can activate on your current DSP (The Trade Desk, Xandr, Yahoo!, DV360 and more).

No Contract

No signup, no added fees, no minimum spend.

Unlimited supply

We offer inventory for all programmatic channels: Display, Video, CTV, Audio, Native, Live Streaming.

WE WORK WITH

The Top Brands

Join some of the global brands that have run with us to more meaningfully engage their customers.



Microsoft

L'ORÉAL®

Southwest®



DIAGEO

HEWLETT
PACKARD



verizon®

TOYOTA



Premium Publishers

We work with the most premium sites to offer a better user experience, all around the world, more than 54 billion times a day.



WebMD®

Bloomberg

The Leading DSPs

Datapoint empowers brands and agencies to engage their target audience in meaningful ways. Now Available on:

Basis
Technologies

theTradeDesk

Google Display
& Video 360

PULSEPOINT®

OneView™
by Roku

yahoo!dsp

Integrations That Keep Your Impressions Safe

Integrated with nearly all of the world's top DSPs to provide you with easy access to the most engaging advertising experiences across formats and platforms.

MOAT
by ORACLE DATA CLOUD

HUMAN
formerly White Ops

bluekai

DV | DoubleVerify

NewsGuard

IAS Integral Ad Science

A stylized, low-key photograph of a person with a beard and sunglasses shouting into a megaphone. They are holding a tablet in their other hand. The scene is set against a dark, moody background with a blue and red color palette.

PROGRAMMATIC **INVENTORY**

Designed for flexibility
built for scale

OUR PROCESS

We make it easy to discover and activate deals of every stripe, including Private Marketplace (PMP), Programmatic Guaranteed (PG), and Auction Packages. From research to curation we work with your team in securing the best available inventory.

- **First**, we gather premium inventory across all formats, devices, and verticals.
- **Second**, our experienced Publisher Team has curated and incorporated top Comscore Websites, Whitelisted sites, or we can also take a brief and create a unique domain list for your campaign.
- **Third**, we layer third party data sets, to pinpoint your target audience.
- **Fourth**, we continuously optimize your deals to maximize performance (blacklist & whitelist management, audience testing & more).

All you do is add the Deal ID we create into your stack and that's it. All your business rules exist and are seamless from the buy side.

OUR BENEFITS

We put our unique spin on the programmatic marketplace, cherry-picking the data, technology, and intermediaries best suited for your particular objective. We design marketplaces to serve specific inventory, audiences, formats, devices, sales funnels, markets, DEI initiatives, trends, and so on. With the right partner, the opportunities are exectively limitless.



Easy Setup

Access unique inventory and premium audiences with negotiated PMPs and PG deals.



Curated Supply

Leverage scalable curated supply from the world's top leading publishers



Preferred Price Reductions

Negotiated discounts with sellers based on impression volume.



Greater Scale

Global reach across every format



More Efficient

All supply buys in one place.



Higher Quality

Strict traffic quality & brand safety control

ACCESS PREMIUM INVENTORY FROM THE TOP SSP's

Magnite

EQUATIV

OpenX®

Index[↗]
Exchange

TRITON™
D I G I T A L

triplelift

■ PubMatic

xandr

BID
SWITCH

AUDIENCES & AUDIENCE SEGMENTS

Datapoint offers a wide range of Third Party Data Audiences / Audience Segments ideal for every campaign that you need. Data Segments can be used to power Private Marketplace (PMPs) Deals to maximize campaign's performance. Reach your audience at scale, with no restrictions, minimum spends or limits.



PROGRAMMATIC INVENTORY

Datapoint offers customized deals to access premium inventory in a variety of digital channels such as Display, video, Connected TV, Audio and DOOH. We'll customize your PMP inventory focusing on the audiences, GEO, and demo targeting that you care about, more efficiently than ever.

DISPLAY



MOBILE /
TABLET



AUDIO



STREAMING

NATIVE

VIDEO



CTV



DIGITAL
DOOH



CTV

Reach your audience with the precision of Connected TV advertising.

We can help define your strategy and obtain access to premium inventory via customized private deals.



CTV - LIVE STREAMING

Elevate Your Brand with Live CTV Advertising

- **Live Sports Advertising**

Target fans with real-time ads during high-stakes games, enhancing engagement and brand visibility.

- **Live News Coverage**

Reach audiences as they stay informed with breaking news ads that capture attention in the moment.

- **Live Event Promotions**

Advertise during concerts or award shows, connecting brands to viewers during exciting, hightraffic events.



DISPLAY

Ads have the potential to significantly improve your brand

Deliver authentic impressions to real people. Ensure your campaigns are viewed by humans in a brand-safe environment with our suite of quality tools that rigorously vet inventory for invalid traffic.

Whether you're looking to drive brand awareness or increase engagement, website display ads can help you meet your goals.

BuzzFeed

USA TODAY

CNN

ebayTM

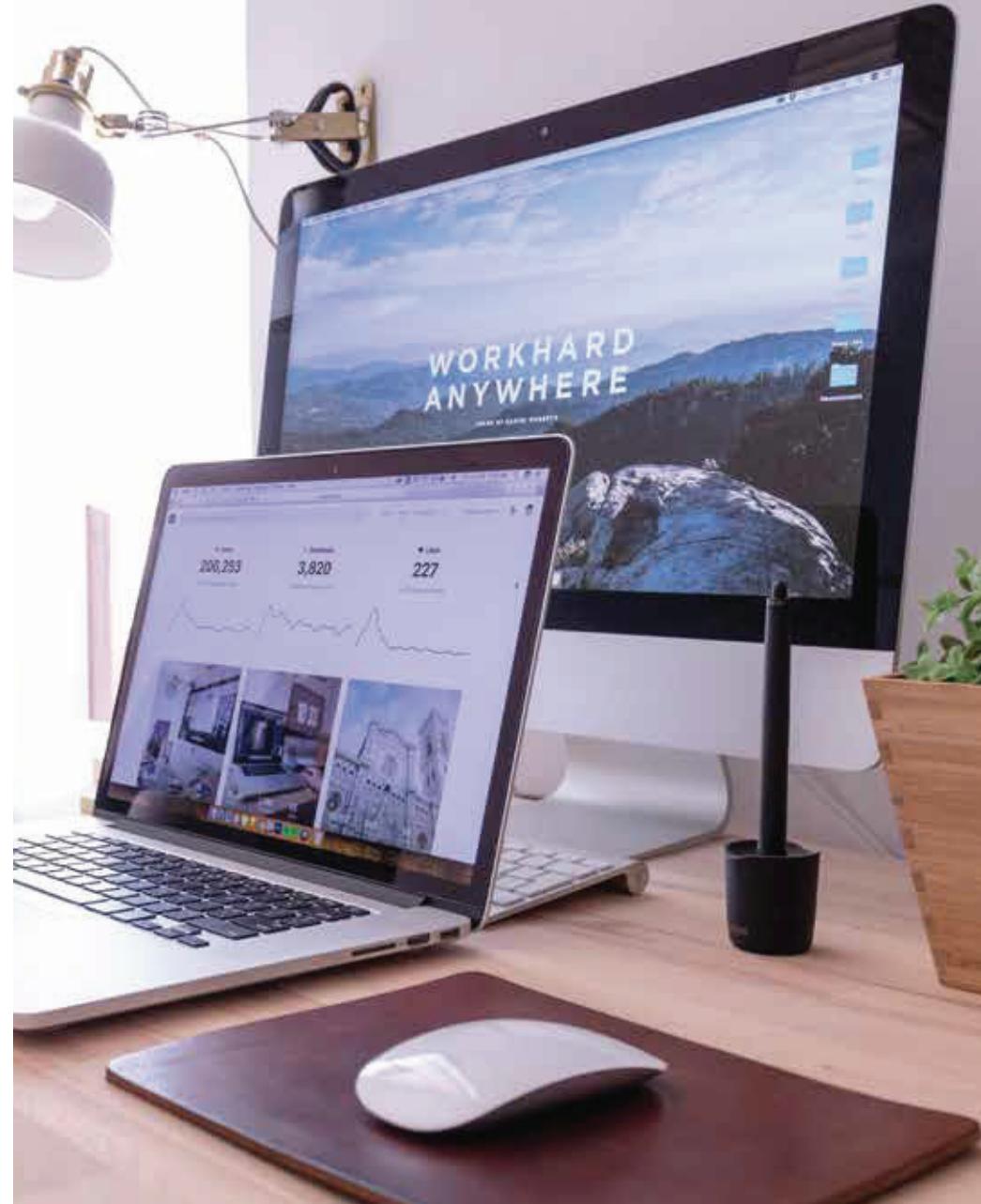
The New York Times

essence

BBC

The INDEPENDENT

The Weather Channel



VIDEO

Ads help a brand to tell its story better than other formats

Storytelling often has an emotional impact and through sight and sound, viewers can make more of a connection to a product or service. The most diverse supply of premium video. Get access to premium publishers and broadcasters. Learn how our technology powers programmatic video across all screens.

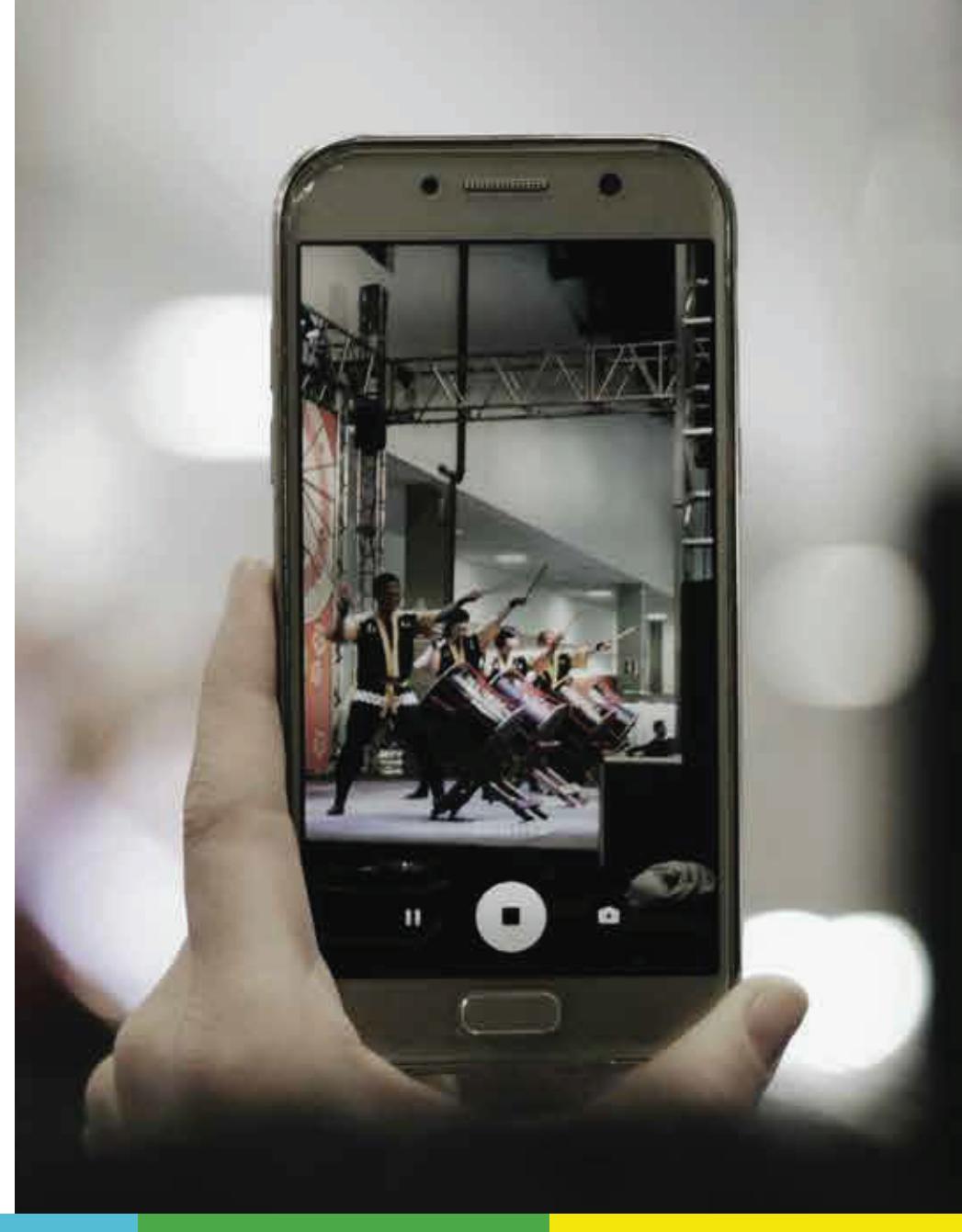
vimeo

dailymotion

**TV
GUIDE**

Mirror

TIME



AUDIO

ad the new era in programmatic

The rise of digital radio, music streaming platforms and podcasts allows you to reach highly engaged users wherever they are.

Datapoint is integrated with all major publishers and audio platforms providing one central access point to reach your audiences.



NATIVE

10X higher engagement than regular ad formats.

Increase brand awareness while reaching a more relevant audiences across the web's top publishers. Datapoint helps you reach your goal; attract engaged traffic to your blogs, articles, videos, apps, and more.

sharethrough

yahoo!

Taboola

outbrain

The image displays a grid of 12 different native advertising examples, each with a small image and a snippet of text. The examples are arranged in three columns and four rows. The first column includes a garden scene, a sunset over water, a waterfall, a winter scene, and a snow-covered path. The second column includes a winter scene, a travel guide's 'Go List', a South African Airways ad, a close-up of pink petals, and a person holding a smartphone. The third column includes a travel guide's 'Go List', a winter scene, and a travel guide's 'Favorite Places & Spaces'.

- Now that Oregon winter has passed (aka we got 4 days of snow), I can be excited for spring!
1171 115
- from Fodor's Travel
Fodor's 2014 Go List
- Sometimes we just can't even believe our eyes!
#SouthAfricanBeauty
- Promoted Pin
- Washington University Saint Louis
- from Fodor's Travel
Fodor's 2014 Go List
- from Kaitlyn Sands
Awesome Places!
- Washington University Saint Louis
- from Pamela Nangle
Favorite Places & Spaces

DOOH

Digital Out Of Home

Digital Out of Home (DOOH) Today, isn't limited to roadside billboards; ads can also be found running across screens in elevators, gyms, airports, office buildings and more. Now, marketers can execute DOOH advertising programmatically in real-time. Incorporating DOOH into your omnichannel approach and reaching consumers by the masses has never been easier.



 **Intersection**



INTRODUCING...

Our new Programmatic Inventory Curation Platform



PMP CURATION

Customize PMPs your way

Admatric provides flexibility to configure targeting criteria, apply advanced safeguards, and structure PMP deals aligned with your campaign objectives.



FEATURES

Do more with **AdMatric**

Solutions for every team. Powered by one platform.

- Deal Tracker
- Duplicate Deal
- Performance Analyzer
- Notifications
- Multi-User Collaborations
- Domain Library Organization



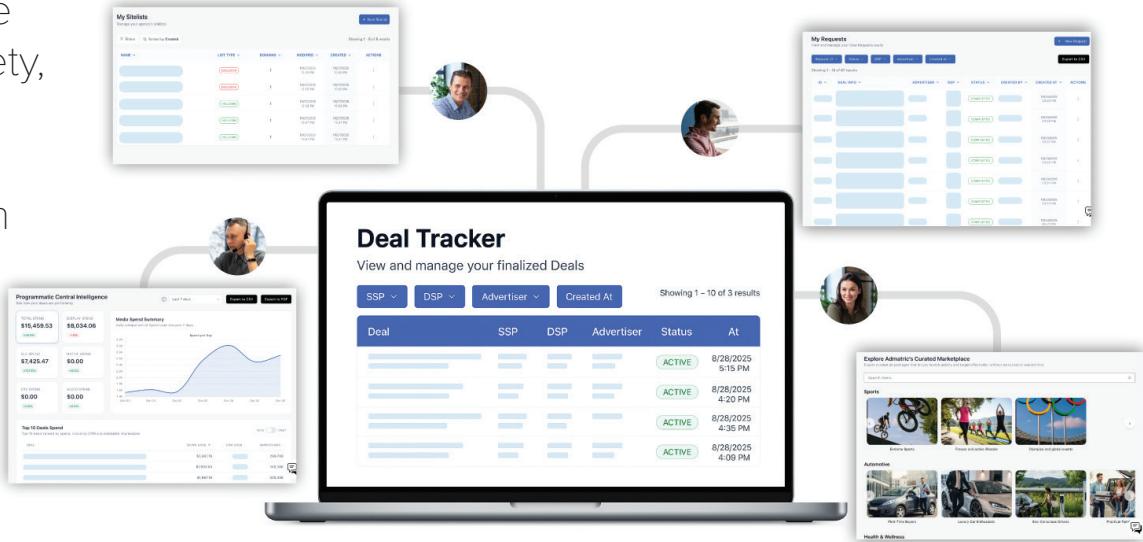
CURATED MARKETPLACE

Simplifying Access to Quality Media

Our experts craft and optimize ready-to-activate programmatic deals — ensuring quality, brand safety, and performance you can trust.

Pre-built, performance-ready packages you can browse by category.

- Travel
- Health
- Sports
- Retail
- Finance
- Education
- and more





Interested in our Inventory Curation Services?

Please contact:

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Or visit our website at www.datapoint.tech