

# Media Kit



# About Us

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TripleLift is the advertising technology company reinventing ad placement at the intersection of creative, media and data. Our marketplace serves the world's leading brands, publishers, streaming companies and demand-side platforms, executing over 1 trillion ad transactions every month. Customers choose us because of our addressable offerings from native to online video to connected television, innovations that insert brands into content in real-time, and supportive experts dedicated to maximizing partner performance. Part of the Vista Equity Partners portfolio, TripleLift has appeared on both the Inc. 5000 and Deloitte Technology Fast 500 for five consecutive years, has been named to Business Insider's list of Hottest Ad Tech Companies for three straight years and was awarded Most Innovative TV Advertising Technology by AdExchanger in 2021. Find out how TripleLift is shaping the future of advertising at [triplelift.com](https://triplelift.com).



# The Marriage of Scale and Safety

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Verified for Safety

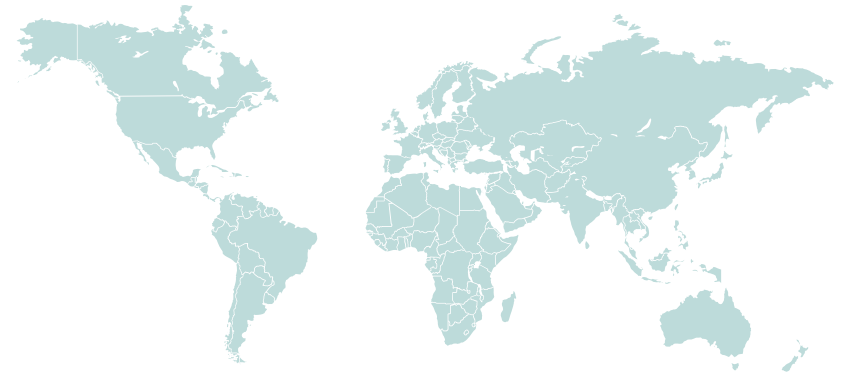
MOAT

 NewsGuard

**IAS** Integral  
Ad Science

 **HUMAN**  
formerly White Ops

**IDV**  
DoubleVerify



2.5 Trillion Monthly Impressions

North America	South America
1.4 Trillion	102 Billion
Middle East	Asia
48 Billion	260 Billion
Europe	Africa
621 Billion	43 Billion
Australia/New Zealand	
62 Billion	

# Premium Supply

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TripleLift maximizes working media dollars on behalf of your advertisers by working directly with publishers:

## Most Direct Path

Our 33 billion daily impressions are sourced via the most direct paths to supply.

100%

ads.txt publisher file coverage, with consistently updated sellers.json file available publicly

## Supply Chain

support to identify the source of every impression  
opportunity for DSPs

3.8x

higher win rate compared to A/B test on same placements through an intermediary exchange

**GANNETT**

*The Washington Post*

**FOX**

*Los Angeles Times*

**H E A R S T**

 **meredith**

**turner**

*The New York Times*

# Quality Demand

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TripleLift brings direct-sold, intentionally-targeted advertiser demand to DSP partners:

## Team of 100+

individuals in Global Demand Sales

## Directly selling

programmatic campaigns to agencies and brands through their DSP of choice

## Over 50%

of total platform spend is directly influenced by TripleLift Demand Sales team

## 67%

of programmatic spend driven by Demand Sales is transacted via deal ID



DIAGEO



PUBLICIS GROUPE



P&G

verizon<sup>✓</sup>



# Suite of Modern Ad Products

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## Online Video

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- Branded Video
- In-Stream Video
- Outstream (OMP only)

HIVE (BETA)



## CTV

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- CTV Spots
- CTV Integrated Ad Experiences BETA



## Display

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- Display



## Native

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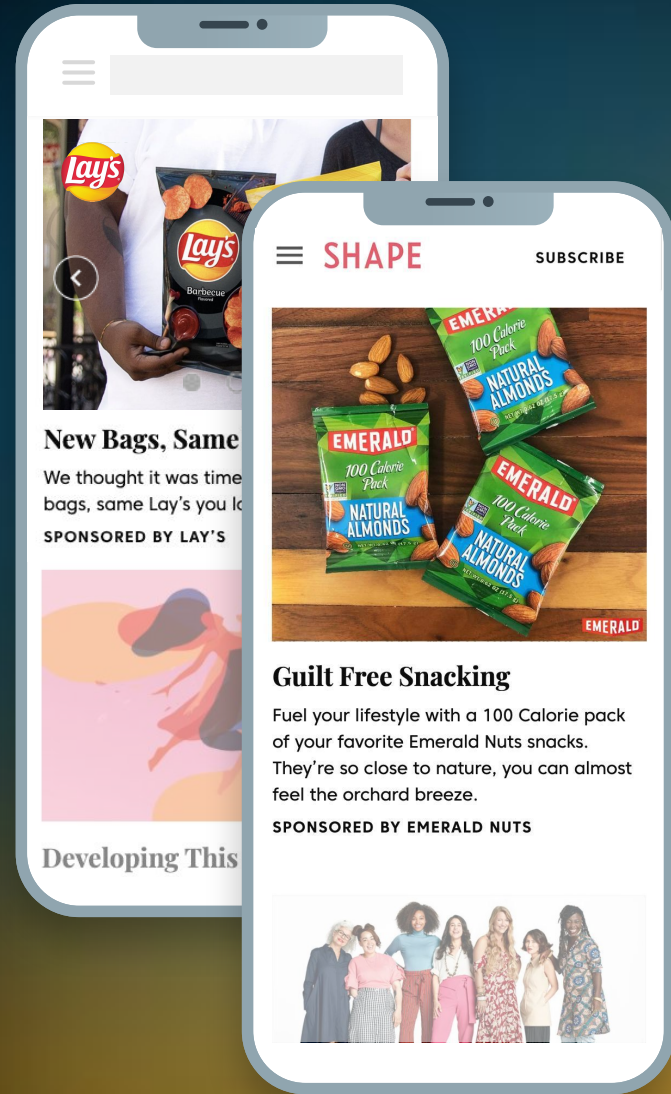
- Image
- Cinemagraph
- Carousel
- Scroll
- Reveal
- Window
- Pharma

# In-Feed Native

*Flawlessly deliver beautiful, engaging and respectful advertising experiences.*

We combine our patented computer vision and dynamic templating technologies to create ad placements that match the unique look and feel of each content environment.

*See our formats in action*



# Native Advertising: How It Works



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## Simple Building Block Tools

With one set of creative assets, buyers can use their preferred DSP to seamlessly activate ads that dynamically render across thousands of publisher placements. To ensure creative integrity, our proprietary computer vision technology scans each image to detect and protect key focal points.

The resulting high-quality ads scale beautifully within the feed of content to ensure consumer attention is earned. Users are given the option to click through to the advertising landing page if they wish to learn more.

## Creative Assets

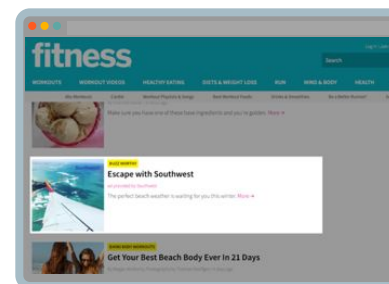
1 Creative	2 Logo	3 Copy	4 URL
		<i>Escape with Southwest! The perfect beach weather is waiting for you this winter.</i>	<a href="http://www.southwest.com">www.southwest.com</a>



## Dynamic Templating & Computer Vision Technology

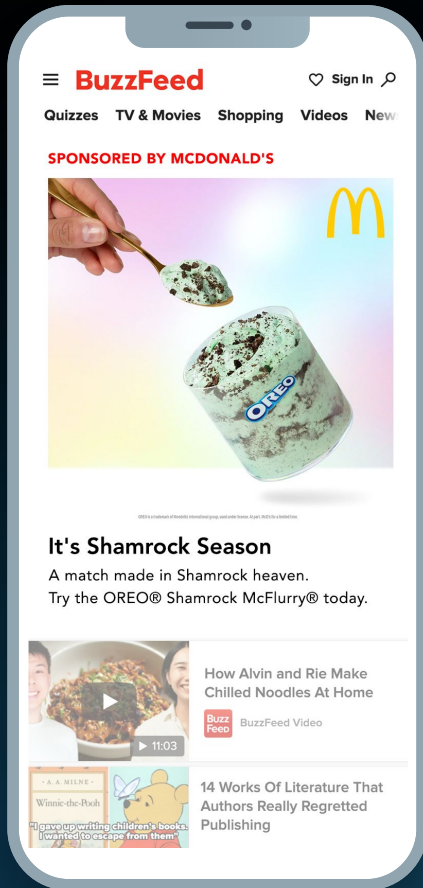


## Unique Native Ads Across Desktop, Mobile, and In-App



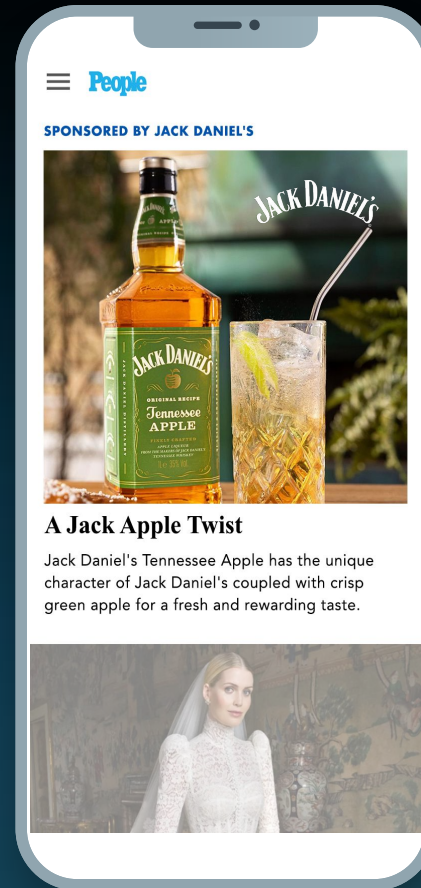


# Native Formats



## Image

Incorporate your brand's visual content and copy directly into the publisher's feed on the world's best sites. Image ads allow users to discover your brand message and click through to your website to engage further.

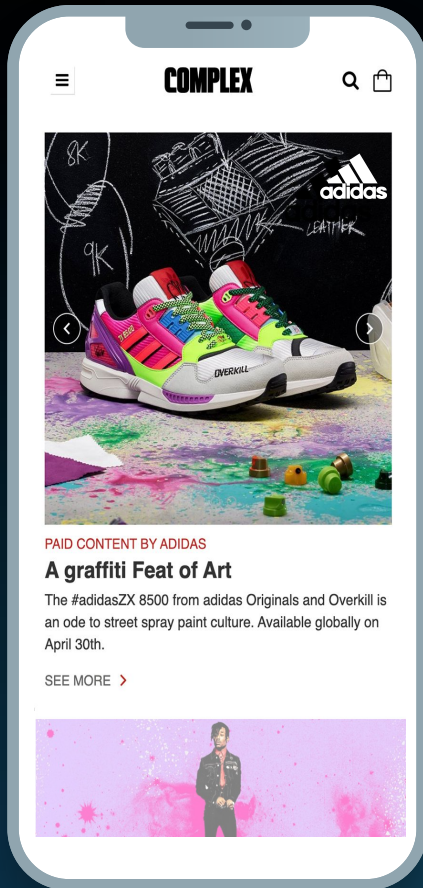


## Cinemagraph

Engage your audience with subtle movement that captures attention and draws the user into your brand message. Cinemagraph ads provide a unique experience that brings still images to life.



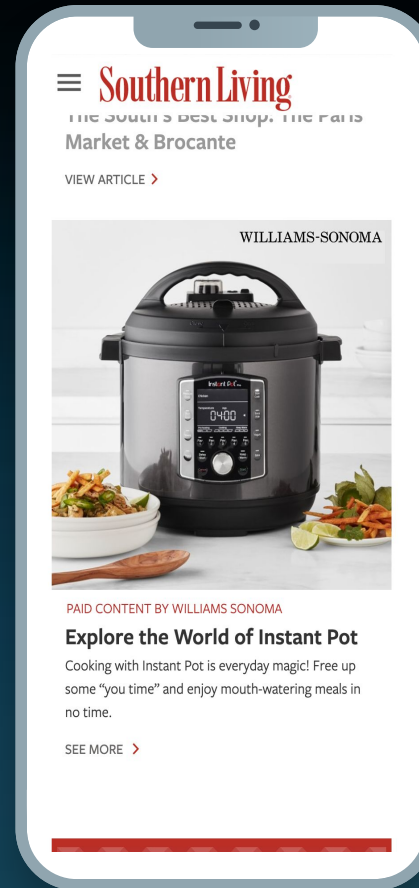
# Native Formats



## Carousel

Showcase multiple products, highlight specific features, or tell your story with multiple images in a single ad. Carousel ads allow five unique images the user can explore before clicking to learn more or making a purchase.

*Carousel image sequence*



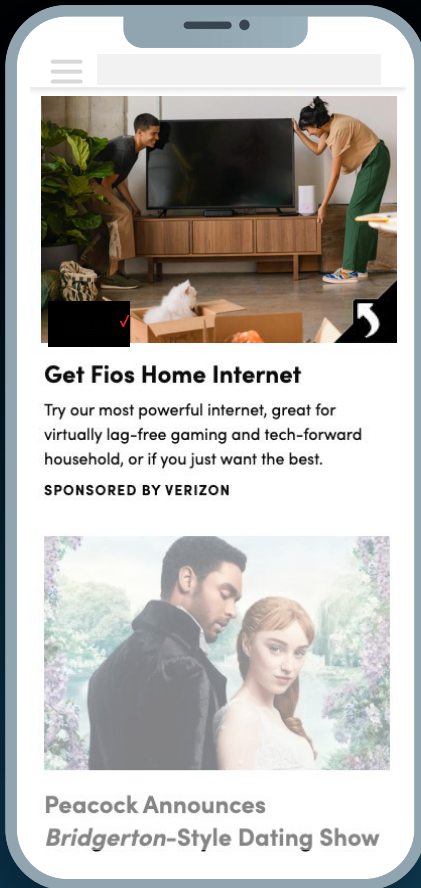
## Scroll

Let your ads tell a story through this user-activated ad experience. Scroll ads showcase up to three images that change based on the user's movement up and down the page.

*Scroll image sequence*



# Native Formats



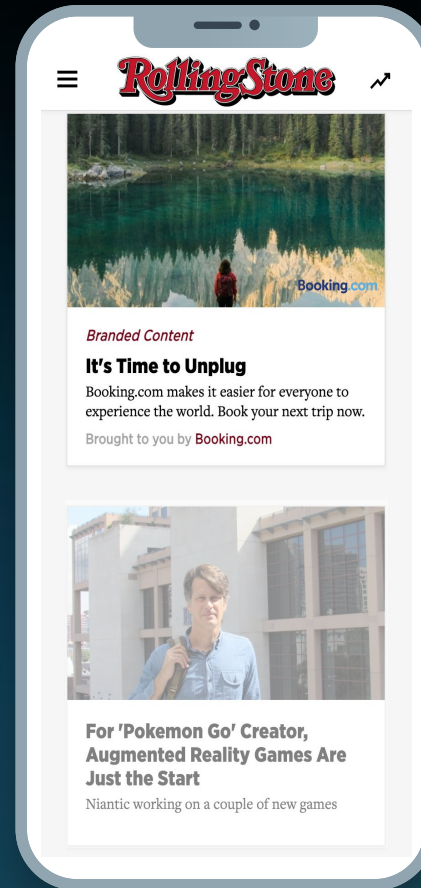
The smartphone screen displays a 'Reveal' ad. At the top, there is a hamburger menu icon and a grey bar. Below is a photo of a man and a woman in a living room. A black box with a white 'i' icon is overlaid on the bottom left of the photo. Below the photo, the text reads: **Get Fios Home Internet**, followed by a paragraph: 'Try our most powerful internet, great for virtually lag-free gaming and tech-forward household, or if you just want the best.' Below that, it says 'SPONSORED BY VERIZON'. At the bottom, there is another photo of a man and a woman, with the text: **Peacock Announces Bridgerton-Style Dating Show**.



## Reveal

Seamlessly address disclosures and offer additional information by adding on a Reveal to any format.

**Reveal Text:**  
Starting at \$39.99 per month. With Auto Pay + taxes & equipment charges. only for 200/200 Mbps.



The smartphone screen displays a 'Window' ad. At the top, there is a hamburger menu icon, the 'Rolling Stone' logo, and a share icon. Below is a large vertical image of a lake with a person on the shore. A 'Booking.com' logo is in the bottom right of the image. Below the image, the text reads: **Branded Content**, **It's Time to Unplug**, 'Booking.com makes it easier for everyone to experience the world. Book your next trip now.', and 'Brought to you by Booking.com'. Below that is another vertical image of a man in a blue shirt. Below the image, the text reads: **For 'Pokemon Go' Creator, Augmented Reality Games Are Just the Start**, and 'Niantic working on a couple of new games'.



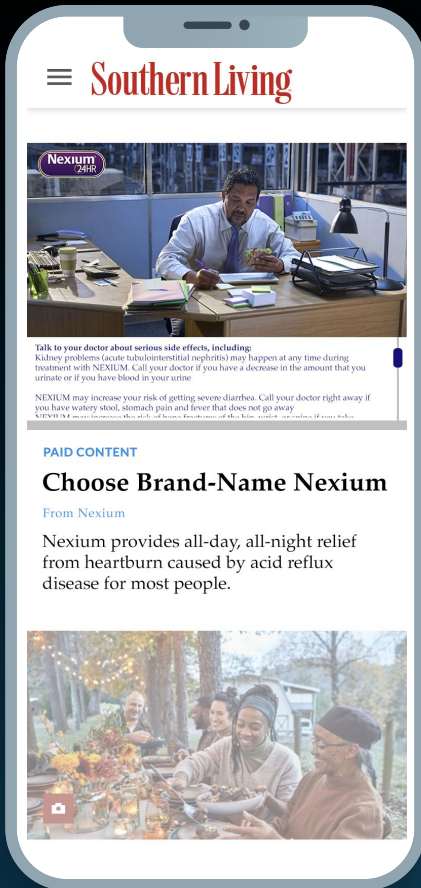
## Window

Capture your audience with vertical images that follow the user as they scroll through the page. Ad creative moves up and down the ad slot with page movement.

Window full image



# Native Formats



## Pharma

Engage and educate users with native creative that features a non-intrusive scrolling ISI section that is FDA compliant.

### Pharma Scrolling Text:

Talk to your doctor about serious side effects, including: Kidney problems (acute tubulointerstitial nephritis) may happen at any time during treatment with NEXIUM. Call your doctor if you have a decrease in the amount that you urinate or if you have blood in your urine NEXIUM may increase your risk of getting severe diarrhea. Call your doctor right away if you have watery stool, stomach pain and fever that does not go away NEXIUM may increase the risk of bone fractures of the hip, wrist, or spine if you take multiple daily doses for a year or longer Some people who take Proton pump inhibitors (PPIs), including NEXIUM, develop certain types of lupus erythematosus or have worsening of the lupus they already have. Call your doctor right away if you have joint pain or rash on your cheeks or arms that gets worse in the sun Low vitamin B12 if you have been on NEXIUM for a long time (more than 3 years) Low magnesium levels if you take NEXIUM (for 3 months or more) Stomach growths (fundic gland polyps), especially if you take PPIs for more than 1 year.

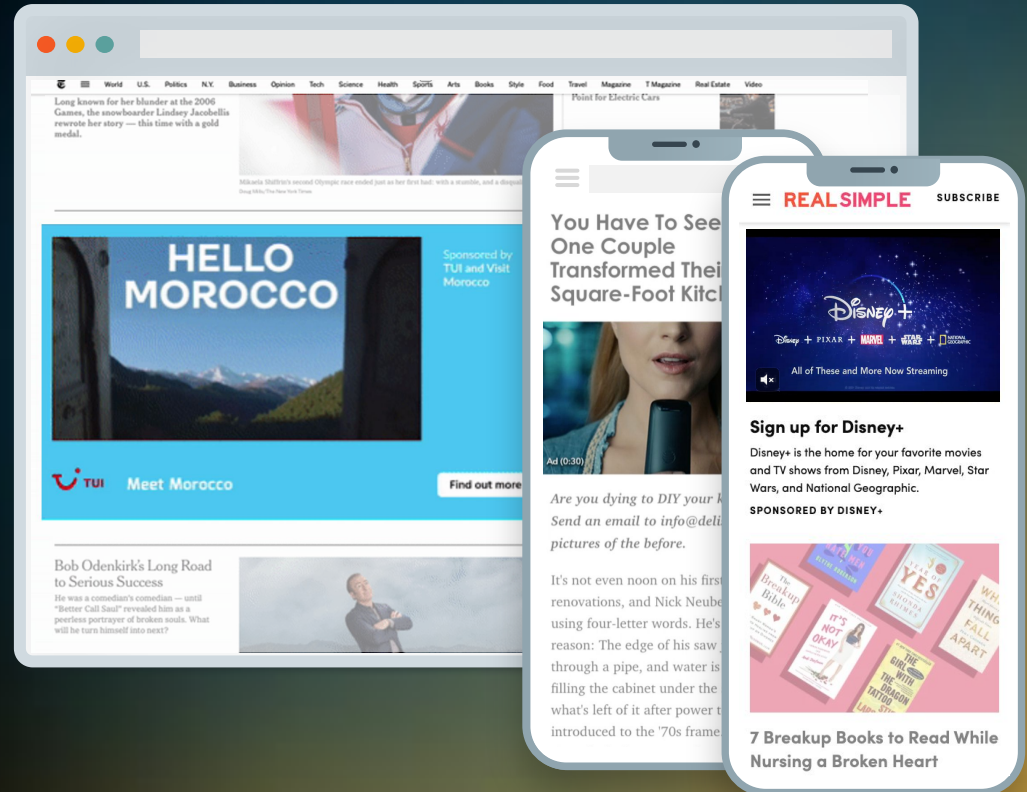


# Online Video

*Direct, performant, and scalable inventory across premium in-feed and in-stream environments.*

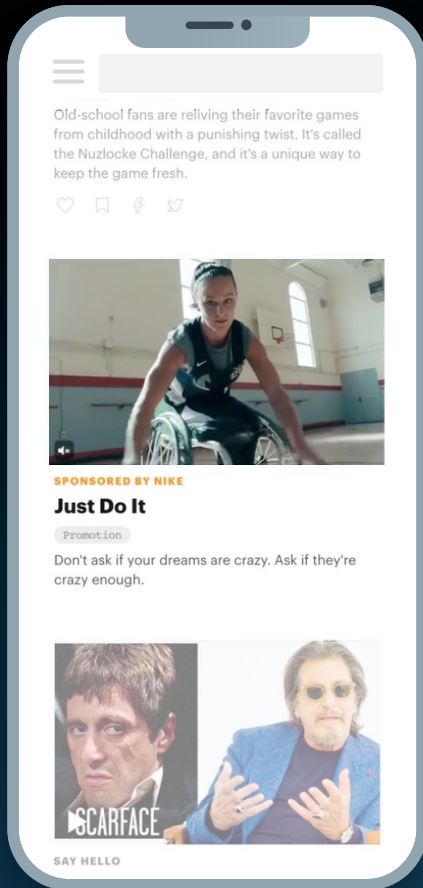
Scale your video assets and drive brand awareness with ads that compliment the look and feel of each environment and appear before, during or after premium content.

*See TripleLift Online Video in Action*



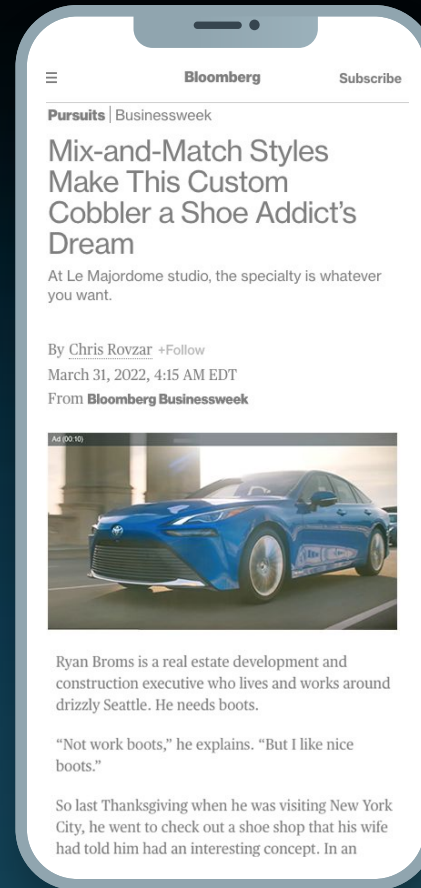


# Online Video Formats



## Branded Video

Engage users with a video experience that matches the unique look and feel of each publisher site and offers customized branding to drive higher awareness and engagement.

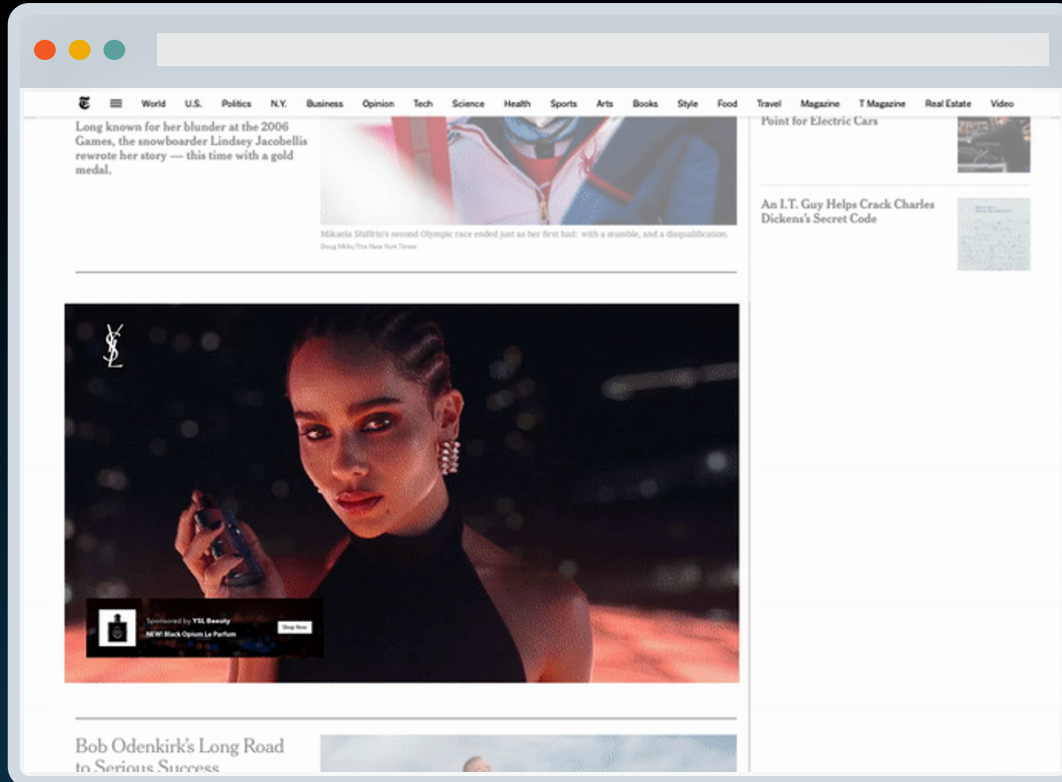


## In-Stream Video

Access premium content for pre, mid, or post roll video campaigns across the web and app environments to engage viewers with sight, sound and motion.



# Online Video Formats



HIVE *(Beta)*

Captivate viewers with premium, customizable video across waterfront placements to build engagement and elevate brand perception



# Connected Television

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*Premium video delivered programmatically,  
across top networks and streaming services.*

Utilize cutting-edge technology to  
dynamically integrate your brand into  
streaming content and pair with other CTV  
initiatives to level-up your buy.

*See TripleLift Connected Television in Action*





# Connected Television Formats

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## CTV Spots

Build awareness by placing your video assets within commercial breaks across premium streaming content.



## CTV Integrated Ad Experiences *Split Screen Beta*

Capture audience attention at optimal moments with a bespoke format that scales back video content during natural, narrative breaks and is unique to TripleLift.



# Connected Television Formats

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## CTV Integrated Ad Experiences *Dynamic Overlay Beta*

Reach audiences in a contextually-relevant way, by enhancing the traditional lower-third real estate of the screen with a non-disruptive integrated ad experience that is formatted to meet the design of your brand.



## CTV Integrated Ad Experiences *Brand & Product Insertion Alpha*

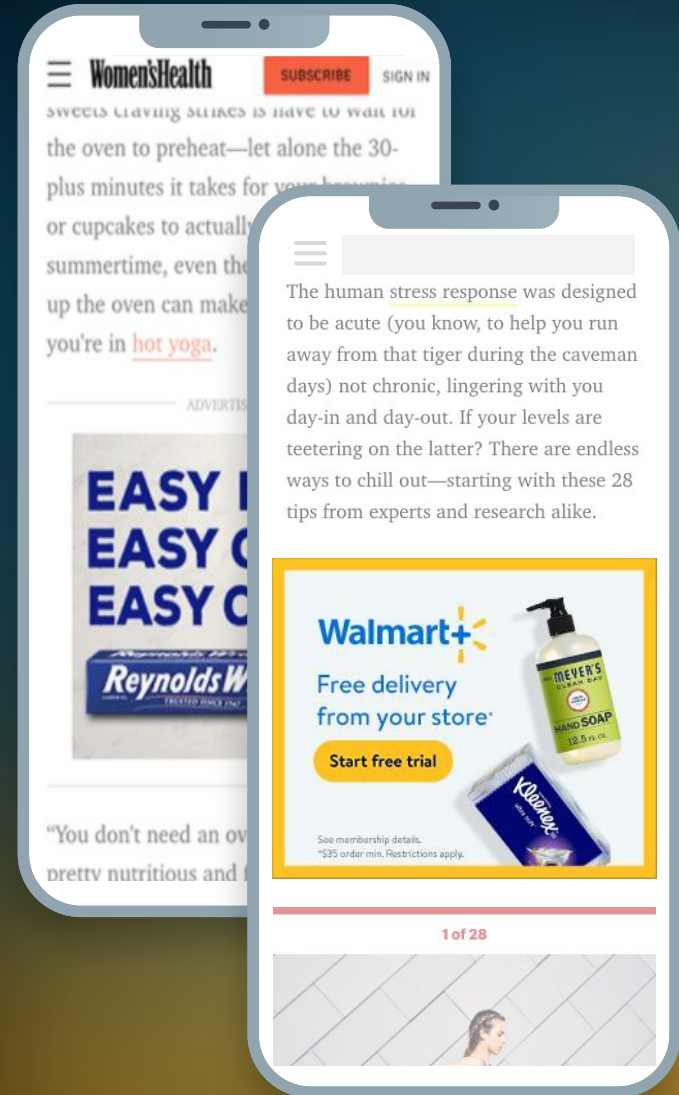
Seamlessly integrate 2D & 3D objects into a show's content with no disruption to the storytelling, providing viewers with an elevated way to experience ad supported television.



# Display

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Incorporate your brand's visual content and copy directly into the publisher's feed on the world's best sites. Image ads allow users to discover your brand message and click through to your website to engage further.



# Product Offers at TripleLift



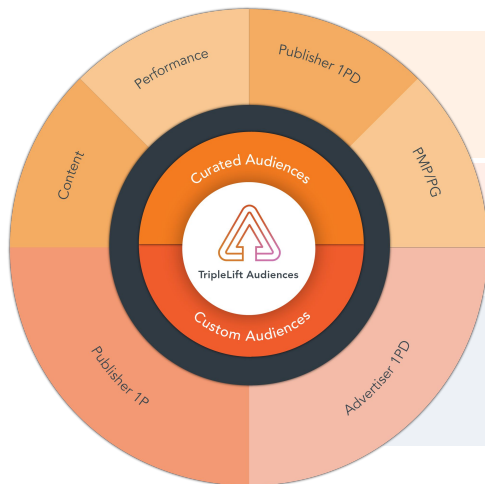
# TripleLift Audiences

## A Holistic Targeting Solution

TripleLift Audiences packages segments with TripleLift media to deliver on outcomes for buyers and publishers, even in cookie-constrained environments. Elevated by our placement-level optimization, commitment to first-party data, and our award-winning data activation technology, TripleLift Audiences provides the best available data where you need it most.

## Inside TripleLift's Curated Audiences

TripleLift's Curated Audiences organize our most effective and requested inventory, complementing your buying practice with deal curation across a number of parameters to meet your desired outcomes.



### CURATED AUDIENCES

Built by and maintained by TripleLift—*Performance & Contextual solutions*

### CUSTOM AUDIENCES\*

Built by and maintained by advertisers & publishers

*\*Future capability*

### DATA ACTIVATION

Full-funnel targeting tactics—from Prospecting to Retargeting Extension with the ability to activate however you choose via Programmatic Guaranteed, Private Marketplace, multi-publisher deals or the open exchange.

Connect with your TripleLift partner to activate today.

## Performance

Curated Deals designed to reach your campaign KPIs.

- High Viewability (HiVIEW)—70%+ viewable
- High CTR (HiCLICK)—Native at .3% and Direct Display at .1%
- High VCR (HiVCR)—70%+ video completion rate

## Content

Reach your target across key contextual topics, themes, and targeting strategies.

- Verticals—ex. Food & Drink, Business/Finance
- Tentpole/Seasonal—ex. Mother's Day, Summer, Back-to-school
- Site Lists—Comscore Top 200, LDA, SPORT, HOME, SHOP, CUSTOM
- Cultural—UNREP, GREEN, ALTSOC, HELPJ
- CTV Content Metadata—Leveraging publisher declared signals across streaming content (ex. Genre, Rating)

## Publisher 1PD Alpha

Audience Targeting based on Publisher First-party Data and Data Providers, activated on a deal ID.

Powered by:

- 1plusX: Behavioral & Contextual
- IAS: Contextual Data

# Awards & Recognition

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Inc. 5000



Crain's Fast 50



Deloitte Fast 500



Hottest Ad Tech Companies



Programmatic Power Player;  
Most Innovative TV  
Advertising Technology



Best Ad Tech Platform



# In The News

Marketing News & Strategy

## THE THIRD-PARTY COOKIE SOLUTION: FIRST-PARTY DATA

Why the coming privacy and identity changes will benefit the entire industry—and what 9 out of 10 publishers need to know

By [Aimey Baringer](#), Published on April 08, 2022.



The cookie apocalypse is essentially our industry's Y2K problem. But just like on the first day of the new millennium, when the world worried if clocks might stop, credit card readers would fail and planes could fall out of the sky, we're all going to be OK.

Like back then, the best minds are developing solutions to make sure everything still functions. Digital advertising will work a little differently, but it will work.

DIGIDAY

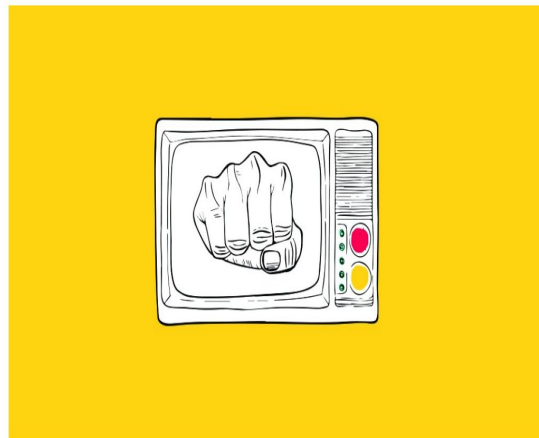
NEWS • DIGIDAY+ • PODCASTS • EVENTS • AWARDS

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## Future of TV Briefing: How companies are working to move beyond the traditional TV ad format

September 1, 2021 | By [Tim Peterson](#)



Marketing News & Strategy

## GROUPM, TRIPLELIFT PARTNER TO DRIVE AD DOLLARS TO MINORITY-OWNED MEDIA

The ad tech company is waiving its fees so more spend goes into the hands of underrepresented publishers

By [Ethan Jakob Craft](#), Published on June 17, 2021.



Credit: iStock

Major media buyer GroupM has signed on to ad tech firm TripleLift's "Underrepresented Voices" initiative, becoming the first company of its kind to take part in the effort designed to increase programmatic ad spend with minority publishers.

# TripleLift Acquires 1plusX

THE WALL STREET JOURNAL.

CMO TODAY

## Ad-Tech Company TripleLift Is Buying 1plusX for \$150 Million

Switzerland-based business helps companies use first-party data, which they have collected themselves—an increasingly important strategy amid tightening privacy regulations



TripleLift is buying 1plusX to help advertisers target consumers in more privacy-conscious ways.

PHOTO: NICK LAKIOTES

By [Megan Graham](#) [Follow](#)

March 21, 2022 6:02 am ET

[SAVE](#) [SHARE](#) [TEXT](#)


[Listen to article](#) (4 minutes)

[Queue](#)

1plusX is a first-party data activation platform.

Its technology helps publishers and advertisers benefit from their audiences on mobile, web and connected TV in a controlled manner.

- Operates in 11 countries
- Processes over 1 billion data signals each day
- Predictive AI determines the gender & age variables of first-time visitors in 15 milliseconds

Together, TripleLift and 1plusX will develop privacy-friendly targeting, using a first-party 'Media+Data' approach that allows brands, agencies and DSPs to reach their audiences without relying on  **triplelift**



# Get In Touch

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[www.triplelift.com](http://www.triplelift.com)



@triplelift



@TripleLiftHQ



@triplelifthq

