













# DIGITAL CULTURE GROUP

## Culture Drives Results, Your Advanced Audience Solution

We're more than just an ad technology solution; we serve as a cultural bridge that links brands with General Market, Diverse and Growth audiences to foster lasting connections. Our collaboration entails crafting innovative advertising strategies and attaining the insights necessary for desired outcomes. Through our IMPACT program, advertisers have the unique opportunity to uplift resilient communities, cementing our partnerships' positive influence.

**Innovative omnichannel solutions that utilize the strength of audience ecosystems to help brands connect with their consumers on both existing and emerging channels, while driving positive change beyond marketing.**

-  OTT/CTV
-  Audio
-  Social / Influencer
-  Video
-  Multicultural
-  Rich Media
-  Search
-  Community Engagement
-  Native
-  AI Platform
-  Sponsorships
-  DOOH

## Cultivating Digital Success: Reach, Engage, Achieve

Digital Culture Group is a future-focused advertising technology company that leverages artificial intelligence (AI), predictive analytics, machine learning, and an award-winning measurement platform to build campaigns that reach General Market and Growth audiences at scale. Through strategic data applications and advanced media execution, we help advertisers connect with real people across relevant inventory and premium content environments. Our proprietary audience engine, CultureCore, offers rich audience profiles built from demographic, psychographic, purchase, and behavioral data—enhanced by deterministic segments that give brands a deeper understanding of consumer intent and engagement patterns.

From precision targeting to high-impact creative, our solutions are designed to convert attention into outcomes. We specialize in rich media development, dynamic creative personalization, and full-funnel performance strategy—driven by insights and optimized in real time. Additionally, our IMPACT initiative (Impressions for Positive Change and Transformation) extends media value through strategic partnerships with mission-aligned organizations and independent publishers—ensuring campaigns leave a lasting footprint while meeting measurable business objectives. Digital Culture Group remains a trusted partner for brands navigating the rapidly evolving media landscape—delivering innovation, accountability, and audience resonance at scale.



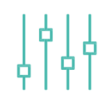
Campaign Planning



Comprehensive Targeting



Incrementality Measurement



Custom Attribution



AI & Machine Learning



Brand Safety & Fraud Prevention



Data Visualization & Analytics



Advanced Audience Reach

We strive to provide exceptional customer service & unwavering support

350+ Inventory Sources	30+ Socially Responsible Opportunities	500k+ Data Targeting Segments
40+ Direct Premium OTT Partners	5 Brand Safety Partners	4 Fraud Prevention Technologies

Find out more at [www.digitalculture.group](http://www.digitalculture.group)

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