



PRISMAIQ

Reach More of Your Intended Audience

PrismaIQ's performance acceleration engine is built for real-time audiences and their behavior by curating impressions in a smarter and more privacy-compliant manner than traditional ID-based targeting.



Privacy Regulation Is Changing The Game

Scale and performance have suffered as the use of personal information is evolving. Today's marketer can no longer rely on the use of demographic and ethnic segments or third-party data-matching to develop actionable audiences.

The New Path To Build And Engage Audiences

PrismaIQ integrates AI, contextual intelligence, and real-time delivery to turn digital moments into measurable conversions. Every campaign is synchronized with the cultural pulse of the audience and its behaviors. Our mission is to deliver smart campaigns and deals that center on context, culture and curation as the key to success.

How It Works

Every audience is bespoke for the brand and the intended target. Contextual data is married with cultural segments to capture audiences closest to conversion by focusing on recent behaviors, relevance, and strong brand or category affinity.



Audience Discovery

Leverage 100B+ touchpoints across the bidstream to access 95% of available public and private data based on audience behavior



AI Analysis

Cognitive AI studies text, images and video to understand cultural nuance, sentiment, tone, and meaning in real-time.



Micro-segmentation

Data is organized into precise behavioral maps and personas unlocking high-value targeting opportunities to create actionable segments.



Strategic Activation

Deploy via Direct or PMP across Display, OLV, CTV, Audio, Social, and Rich Media with propensity-based frequency optimization

Proven Performance

On average PrismaIQ campaigns not only provide incremental reach and scale over traditional ID-based methods, but have also resulted in improved KPIs.

3-4X

Increase In CTR

Over standard DSPs

50%

Lift in Engagement

Increase within 30 days of activation