

Raptive

The only creator-first publisher at scale uniting the human connection of creators with the performance of a proven publisher.

Who we are

A publishing partner who helps marketers drive results across 6000+ sites, each fueled by independent creators with a mission to provide authentic content to their audiences.

What we do

As advertisers seek brand-safe environments with performance and authenticity, Raptive uniquely delivers both, at scale, with smart media plans built to overdeliver on marketing KPIs.

How we work

Partners activate across a media mix inclusive of display, OLV, native, sponsored content, custom units, and creator-led on-site or social integrations—via PMP, PG, and fully custom.

226M

UVs

Top 10 Comscore

#1

Lifestyle, Family,
& Food

Reach desirable audiences at scale:

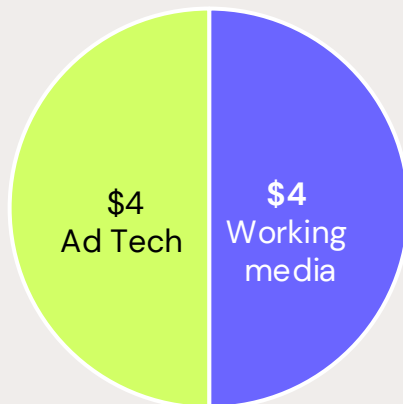
- 99% reach of Moms
- 65% reach of Hispanics
- 55% reach of African Americans
- 83% reach of Gen Z/Young Millennials

Comscore Dec 2024



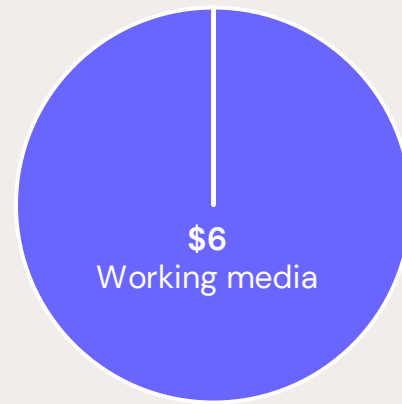
Maximize
working media
investment

Working with an ad network



\$8 CPM

Working directly with Raptive



\$6 CPM

*CPMs are illustrative;;

The Raptive Advantage



A portfolio of 6000+ creators spanning lifestyle, family, food, home, health & wellness, finance, tech, and more



Custom high-impact solutions powered by creator content



The #1 source of diverse-owned media on the web – 650+ sites with owners who are Black, Latino, AAPI, and more



Proprietary first-party data informs campaigns via our in-house data engine, Raptive Intelligence



Premium, brand-safe environments vetted internally and verified by leading exchanges



Campaigns consistently outperform industry benchmarks across engagement, CTR, and viewability