



PULSE: Precision Media Without Compromise

Precision That Performs



Media Reach Without Limits

- 275+ ad exchanges, networks & DSPs in one streamlined platform
- Seamless campaign execution across CTV, DOOH, mobile in-app, video, audio & even broadcast (ABC, CBS, NBC, Fox)
- Proprietary Meta instance enables deeper personalization & intent-based targeting
- Precisely targets high-value accounts with tailored media strategies and audience intelligence to drive measurable impact
- Gain direct access to campaign delivery logs, enabling enriched attribution, custom audience building, and full ownership of your customer insights

PULSE delivers unmatched audience intelligence built for action, not assumptions.

- 500M+ U.S. adult devices observed deterministically—no modeling, no guesswork
- 3.28 ft geoframing accuracy, industry leading real-world insights (vs. 33ft of competitors)
- Custom cohorts aligned to your goals, with full reverse-append capabilities
- Identity-rich targeting across demo, psycho, geo layers, activated on digital, social, direct mail & opt-in email

Unified Ad Buying Ecosystem



We provide a platform with unparalleled access to publisher inventory for programmatic advertising.



Plan



Launch



Optimize

275+ Ad exchanges/networks/DSPs to serve ads all in one platform.



Mobile &
Desktop
programmatic
ads



Native Content



Connected
TV



Audio



Video



Mobile in App



Digital Out
of Home



The Big 4
Broadcast

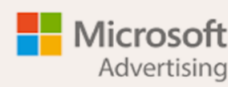


Meta
(Facebook/
Instagram)
integration

Break down barriers with full-spectrum access to 275+ ad networks, exchanges, and DSPs, powering smarter, stronger campaigns.



Media



Syndicated Data

Unlock unlimited access to over 300,000 globally syndicated audience segments from more than 175,000 data providers—delivering unmatched precision and scale without boundaries.



& More

Enhanced Spend Control & Transparency



Maximize ROI with Smarter Spend Control

Take full control of your ad budget with real-time guardrails, precision exclusions, and campaign oversight.



Eliminate Waste



Target only high-value audiences



Ensure every dollar works harder

Stay in control. Spend smarter. Perform better.

Reporting



Advanced Campaign Reporting for Results & Optimization

- Campaign overview reporting by media type and performance
- Campaign performance by site detailing impressions, clicks, CPM, CPC, conversions, CPA & Spend
- Apps performance by site detailing impressions, clicks, CPM, CPC, conversions, CPA & Spend
- Geo reporting to showcase targeted campaign performance
- Creative performance reporting for optimization
- Auction results reporting
- Pacing against campaign budget

Advanced Log-Level File Reports for Results

Custom Attribution
Custom Attribution Performance
Custom Performance
Custom Performance in Campaign Currency (Beta)
Custom Reach and Frequency
Performance by Segment (Beta)
Event Pixel Uniques and Loads
Creative and Concept Metadata (Beta)
Overlap Reports
Campaign Overlap
CTV Campaign Overlap (Beta)
Campaign Pixel Overlap
Performance Report in Campaign
Pixel Overlap
Device Technology Report
Event Pixel Loads Report
Geo Report

Strategy Overlap
Strategy Pixel Overlap
Uniques Reached
Uniques Reached Across Advertiser
Uniques Reached Across Agency
Uniques Reached Across Campaign
Uniques Reached Across Organization
Uniques Reached Across Strategy
Creative and Concept Metadata (Beta)
Creative Status
CTV Custom Attribution (Beta)
CTV Reach and Frequency (Beta)
First Touch, Last Touch
PRO Funnel Watermark Report in US
Dollars
Win/Loss Report
Win/Loss Creative Report

Prospecting Impact
REM Funnel
Targeting Metadata
Time to Conversion
Logs
Click Log
Conversion Log
Event Log
Impression Log
Pathway Analysis
Campaign Pathway
Pixel Campaign Pathway
Hyperlocal Report
Currency
Postal Code Report

Pixel Pathway
Strategy Pathway
Metadata Reports
Targeting Metadata
App Transparency Report
Audience Index Report
Audience Index Pixel Report
Audience Verification Report
Contextual Insights
Data Pixel Loads Report
Day Part Report
Pulse Report
Reach and Frequency Report
Site Transparency Report
Video Report

Breaking Down Meta's Walled Garden



PULSE simplifies Meta campaign execution through seamless integrations.

We streamline workflows and unlock advanced capabilities, enabling advertisers to run high-performing, scalable campaigns across Meta with greater efficiency and transparency.

Taking Control of Meta

- Account-based Marketing (ABM) targeting.
- Advanced Geofencing (retroactive and real-time).
- Narrowing down audiences to contextual and site browsing history.
- Access to 3rd party syndicated audience data partners for audience targeting.
- Ease of use/navigation dashboard.
- Ease of placement control.
- Ease of placement reporting & optimization.
- Ease of payment methods (CC not required)



Maximizing Meta Ads: Cost Efficiency and Transparency



Cost Savings

Simplifies complex ad management tasks (targeting, budgeting, creation).
Built-in analytics & optimization prevent wasted ad spend.

Transparency That's Different

Near real-time data on performance, budget, and audience engagement.
Clear insights drive data-based decisions and strategy adjustments.
Enhances accountability and trust with clients or stakeholders.

Result

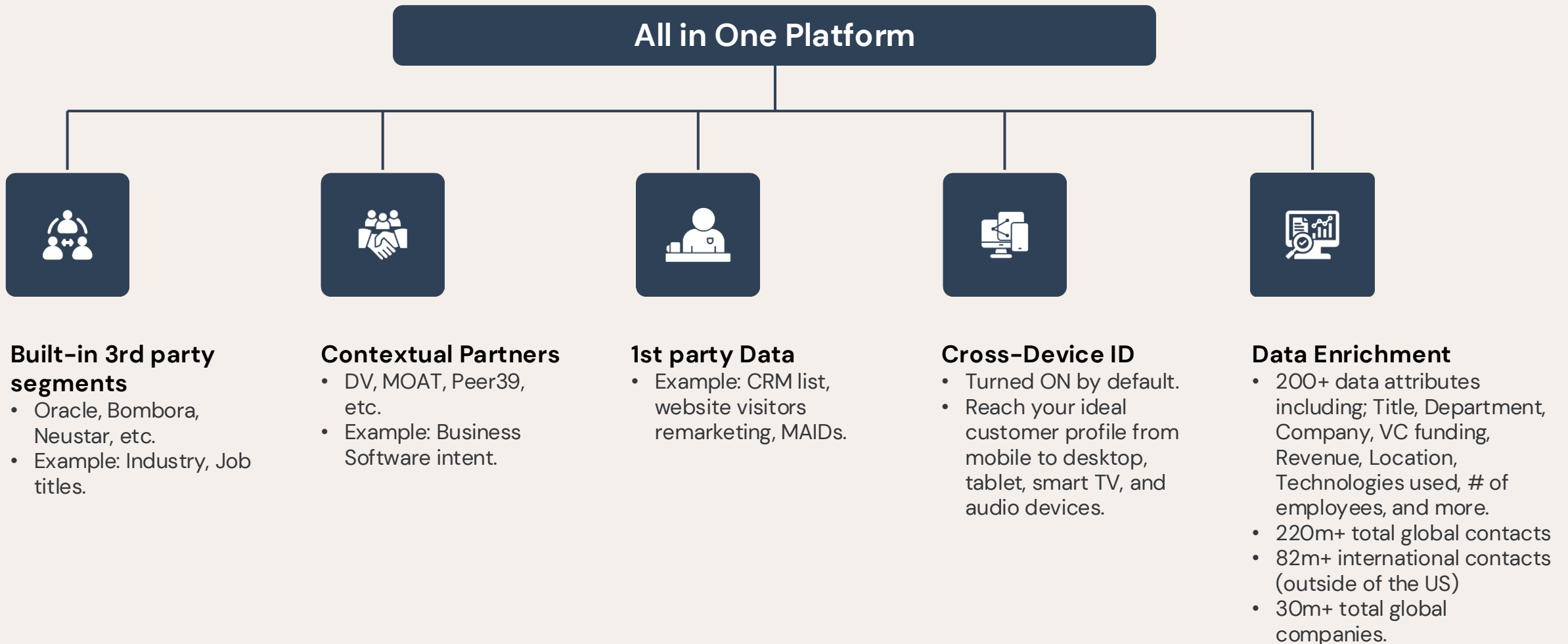
Maximize advertising efficiency and ROI while maintaining control
and clarity over campaign performance.



Account Based Marketing Opportunities



A plethora of targeting options curated for your business needs.



Account Based Marketing – Use Cases



Reach key contacts with relevant ads that keep your brand top of mind and move them through the buying journey.

Account Targeting

Reach buyers on your target account list and those that fit your ideal customer profile with highly relevant ads.

Retargeting

Reach your high-intent site visitors who haven't yet converted.

Contact Targeting

Serve highly personalized ads with consistent messaging across your contact list.

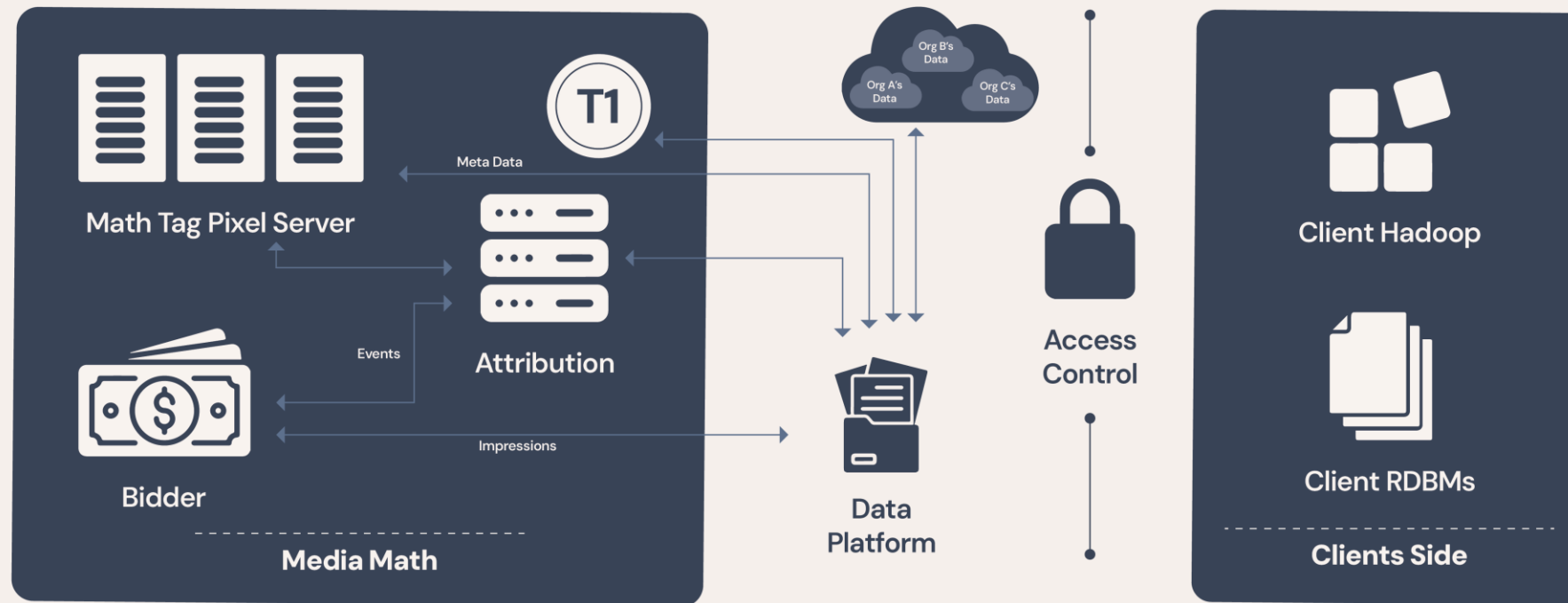
Layer your targeting with precision

Combine contextual keywords, target accounts, and specific websites across chosen channels using advanced 3-tier logic for smarter, more focused campaigns.

Account Based Marketing – Reporting Analytics



View spend, reach, impressions, clicks and more to know what's working with your ABM ads.



Audience

View detailed ad campaign performance data for each account.

Pixels

Identify where your targets are in their specific sales stages.

Creatives

Evaluate the effectiveness of specific ads, from display to native & video.

Macros

Evaluate the effectiveness of specific ads, from display to native & video. Capture macros with UTM tracking (i.e. device ID, exchange, site, device, app, IP, campaign or creative name).

Logs

Get the log level data (impressions, event log, click log, conversion log) – inclusive of time/date stamp, exchange name, geography, post-view, post-click).

360° Campaign Solutions: Digital + Physical



Data Enrichment

Enrich 1P data with persona insights

Expand cross-channel reach

Drive smarter insights & higher ROI



PULSE Pixel

Know your site visitors

Activate omni-channel addressable reach



Physical Locations

Real-world visits signal real intent

Build high-value audiences for retention, acquisition & growth



Customer Insights: Online & In-Store

Know Your Audience

The Foundation of Personalization

Understanding Customers, Everywhere



Mapping the Customer Journey

Understand customer movement across locations

Identify loyal, shared, and new audience opportunities



Campaign Activation

Reach audiences with precision and timing

Deliver the right message, every time



Market Research



Mobile & Desktop



Native Content



Connected TV



Audio



Video



Mobile in App



Direct Mail



Social Enrichment



Email

PULSE Pixel



A full view of your web visitors, ready to activate across all marketing channels.



Deterministic Data Attributes for Audience Building



Demographic Attributes

- Age, Gender, Household income
- Education level, Marital status
- Presence of children, Homeownership, Household Size
- Dwelling type, Presence of Seniors/Veterans

Geographic Attributes

- ZIP code / DMA / State
- Radius targeting (store-level proximity)
- Urban vs. suburban vs. rural classification
- Geoframing and mobile location history

Psychographic & Lifestyle Attributes

- Health & wellness orientation
- Environmental consciousness
- Pet ownership, Parenting stage
- Media consumption habits

Product & Category Affinities

- Grocery & CPG category buyers
- Fashion/style preferences
- Electronics or luxury shoppers
- Seasonal/holiday buyers, Brand switchers

Retailer-Specific Insights

- Store visitation patterns

Data Integrity & Matching

- All data is deterministic
- Includes Mobile Ad ID, Residential Address, Social IDs, Emails

Flexible Use

- Enrich POS/client-owned data with attributes & addressable media
- Or use for standalone audience development

Purchase Intenders/Financial

- Categories of products purchased
- Credit scores, credit card types, Household income, Net worth
- Charitable contributions & types

And so many more...

- 190+ attributes to select from

Data Enrichment



Enhance 1P/OP data

Improve targeted marketing

Maximize sales efficiencies for better ROI



Demographics

Gender
Age
Ethnicity
Children in HH
Presence of single adult
Presence of senior
Presence of veteran
Homeowner
HH size
Marital status
Dwelling type
Education
Occupation



Share your data via secure
connection & we enrich with
attributes you want
(emails/addresses/MAIDs).



Financial

Purchase Intenders
Has credit card
Credit card type(s)
Household Income
Net worth
Home value
Mortgage Type



Convert to Omni-Channel Addressable Media

MAIDs for programmatic advertising
Social IDs for all platforms
Residential address for direct mail
Emails for drip marketing



Psychographics

Interests
Hobbies
Charity affiliations
Political affiliation
probabilities



Customer Journeys

Observations of physical locations your audience visits.

- 3 days in arrears & 12-month historical
- Frequency of visits
- Time of day, day of week

Friends Extension: Targeting Real-World Relationships



Goes Beyond Household Data

We focus on identifying true social relationships, not just shared living spaces.

How It Works:

Our Audience AI pinpoints real-world social ties by analyzing presence within residential locations:

- Devices seen frequently at a household are identified through consistent, repeat visits
- Household members are excluded to avoid family-based targeting
- Regular visitors (friends), are flagged as part of the extended social circle.

Example: Carl & Chris

- Carl's device is often detected at Chris's home.
- Their devices are detected together repeatedly within a specific time frame.
- Carl is classified as part of Chris's Friends Extension audience.

Key Differentiator

We use observed real-world engagement patterns, not assumptions, allowing brands to reach genuine personal networks that influence everyday decisions.

Data That Works. Results That Matter.



We turn audiences into intelligence—and intelligence into results that matter.

PULSE sits at the intersection of data precision and performance, where smarter targeting meets seamless activation. We combine industry-leading deterministic data with a unified, cross-channel media platform to deliver campaigns that don't just reach, they resonate. With unmatched scale, control, and results, PULSE turns insight into action and audience into outcome.



Unmatched Data Intelligence



Unified, Scalable Media Execution



Attribution & Actionable Reporting

PULSE: The Edge You've Been Missing.

Appendix

How We Differentiate?



Unparalleled Versatility

Exceptional Insight

Remarkable Performance



Mobile Intelligence Mobile AdIDs = Real People

Billions of anonymized
signals ingested daily

Clean, verified data (MAID,
Lat/Long, Time)

3.28 ft geoframe precision.



Household Identity

MAID linked to
household address

Enriched with
demographic data (age,
gender, income,
ownership)



Household Extension

Identify and target all
devices in household

Expand to phones,
tablets, desktops, and
smart TVs



Analytics & Insights

Market research across
your and competitors
locations

Audience composition,
visit timing, and trend
analysis

Look-back visibility: days
to 12 months



Campaign Execution & Attribution

Segment by people,
place, and time

Activate across digital,
social, and direct
channels

Measure visits and
conversions by MAID

Select Media Platforms: Display, Video, Mobile



Adagio
AdColony
Adform
ADMAN
BidSwitch
Colossus
DailyMotion
Digg.com
Emodo (Formerly Axonix)
EMX Digital
Fandom
Fluct
Fyber
Gameloft
Gener8
Geniee
Google AdX
Guaranteed Viewable Market (curated)
Improve Digital
Index Exchange
Inmobi
ironSource
Ividence
Kargo
Kubient

LiveIntent
LoopMe
Magnite DV+
Media.net
MediaFuse
Microsoft Advertising Exchange
MobFox
Mobilefuse
MoPub
ONE by AOL: Display MP
OneTag
OpenX
PubMatic
Smaato
Smart RTB
SmartAdserver
Sonobi
Teads
The Media Grid
The TradeDesk
Trendus
TripleLift Video/Display/Wizard
TrustX
Unity
Unruly

Verizon Media Exchange
Verizon Media Video Exchange
Verve (mobile-only)
Vidoomy
Wunderkind (Formerly BounceX)
Xandr
Yieldlab
YieldMo
YieldOne
Comcast/Beeswax
Criteo
Google DV360
MediaMath
Amazon DSP
Yahoo

& More

Select Media Platforms: Native & Audio



Native

33 Across
AdYouLike
Dianomi
GumGum
Ligatus
My6Sense
Nativo
Outbrain
Passendo
Powerlinks
Quantum
ShareThrough
Taboola
The TradeDesk
TripleLift

Audio

Adswizz
AdTonos
Cumulus
DAX Audio
Entercom
Entravision
Pandora
Purch
Salem Media
SoundCloud
Spotify
TargetSpot
Triton Digital
Vurbl
WideOrbit

& More

Select Media Platforms: Connected TV (CTV) & Digital OOH



Connected TV (CTV)

Beachfront
Charter
Clypd
Comcast
DirecTV
DirecTV NOW
Discovery
Fox
Freewheel
FuturesMedia
Hulu
Magnite CTV
Marketplace
NBCU
Netflix **NEW**
Roku
Scripps

Scripps
SlingTV
SpotX
Telaria
WideOrbit Linear TV **NEW**
YouTube TV **NEW**

Digital OOH

AdQuick – NEW
Atmosphere.tv
Broadsign
Captivate
Chive TV
Clear Channel Outdoor
Gloss Media
Hivestack
iTellio
Lemma
Octopus Interactive
Perpetual Media
Place Exchange (includes Uber)
Stroer
TouchTunes
VIOOH
Zoom Media

& More

Select Media Platforms for ABM: 3rd Party Segments & Contextual Partners



Acxiom
Acxiom Europe
Acxiom UK
AdAdvisor Audiences Powered by Neustar
ADEX
AdForm
adSquare
AmeriLINK
Audiences by Skimlinks
Blue Kai
Bombora
CarGurus
CCI Japan (powered by Oracle)
Chicory
CrossPixel
DataXpand
Datonics
Digiseg
Epsilon
eXelate
Eyeota

Factual
Gravy Analytics
Live Nation
LiveRamp IdentityLink Data Store
Lotame
Narrative (formerly Effective Measure)
Navegg
Nielsen
NinthDecimal
PushSpring
Retargetly
Samba TV
Semasio
TailTarget
TruAudience
VisualDNA
Weborama
Zipline (formerly I-Behavior)
DoubleVerify
Integral Ad Science
Peer39 by Sizmek
Pre-Bid by Moat powered by Oracle