



The PULSE DSP: Unified. Intelligent. Engineered for Performance



Reimagining the media landscape by removing barriers and expanding access.

PULSE's integrated DSP gives advertisers complete control to plan, launch, and optimize campaigns across **275+** ad networks, exchanges, and DSPs—delivering unmatched reach with zero compromise. Enjoy unlimited access to over **300,000** syndicated audience segments to fuel smarter targeting and performance at scale.

Cross-Channel Execution

Activate campaigns across display, mobile web, in-app, audio, video, native, CTV, and DOOH—seamlessly accessing premium inventory at scale.

Gain full transparency with reporting down to the conversion log level, moving beyond clicks and conversions to build a unified audience enriched with deep insights on every brand interaction.

Precision Audience Targeting

Gain access to **300,000+** premium syndicated audience segments from over **175,000** global data providers—without burdensome licensing fees.

Or, build custom, identity-enriched cohorts using our proprietary U.S. and Canada-based data, enhanced with **3.28-feet** accurate geoframing and deterministic attributes.

Transparent Budget Control

Advanced guardrails and near real-time optimization maximize spend efficiency and ensure performance is measurable. Reduce CPC, CPM, and CPA through scaled inventory access and enhanced real-time bidding capabilities.

Closed-Loop Attribution

Log-level reporting links every impression, click, and conversion—unlocking the full journey to your key performance indicators. This granular visibility reveals what truly drives desired behaviors, feeding insights back into planning for smarter, more effective campaigns.

Self-Serve or Managed

Whether you want full control or full support, the PULSE DSP adapts to your workflow, putting flexibility, transparency, and scale at your fingertips.