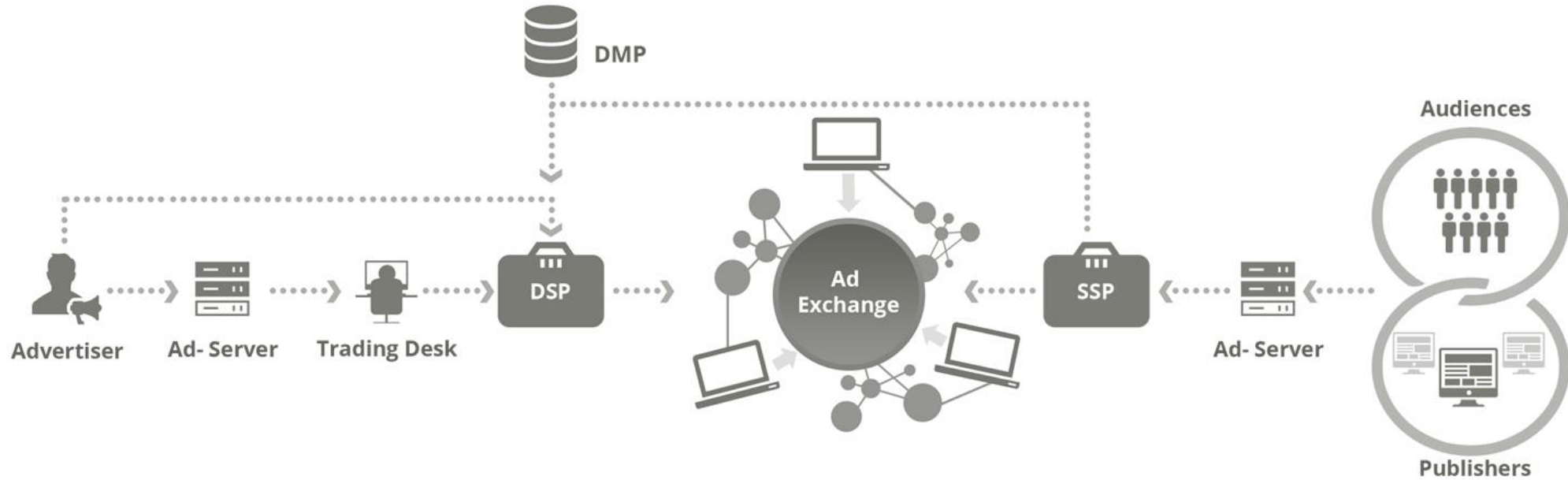


plumb5 DSP Connectors



from eyeballs through the lifecycle

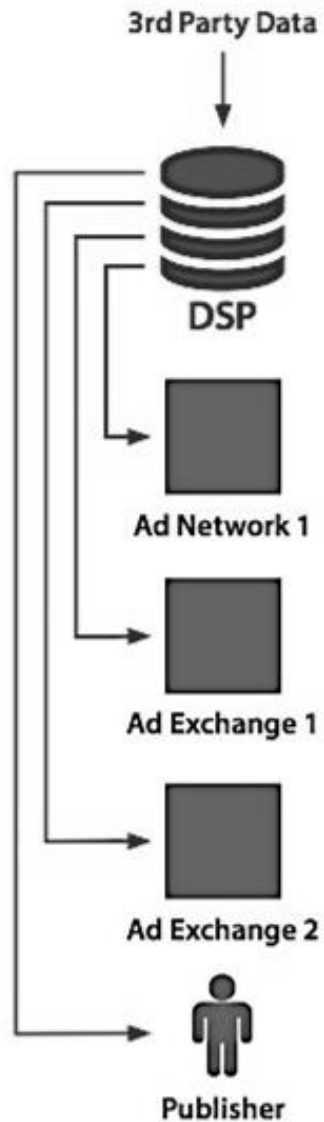
Programmatic Advertising Ecosystem



Programmatic media buying, marketing and advertising is the algorithmic purchase and sale of advertising space in real time. During this process, software is used to automate the buying, placement, and optimization of media inventory via a bidding system. Automating the process means that it can be done in real time and doesn't rely on the human touch, manual insertions and manual trading.

Programmatic media buying allows the “owner/brand” to tailor a specific message and creative to the right person, at the right time in the right context – using audience insight from the brand (the customers you want to target) around the kind of audience they want to target.

Demand Side Platform (DSP)

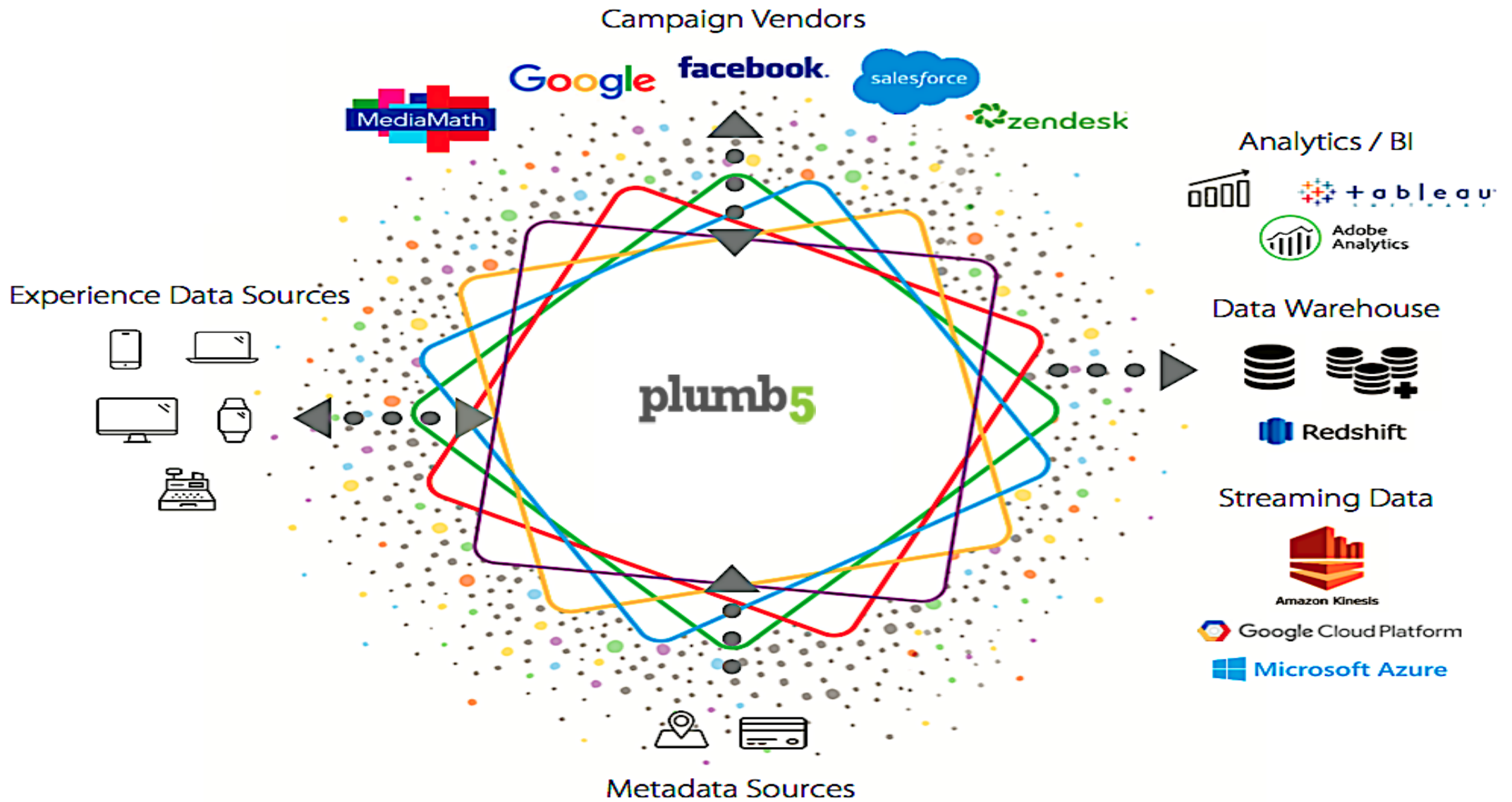


What is a DSP?

A Demand Side Platform is a software platform that automates and optimizes the digital media buying process. They are what enables buyers to programmatically bid on available digital advertising spaces and connect buyers (brands and agencies) to suppliers (exchanges, networks and publishers).

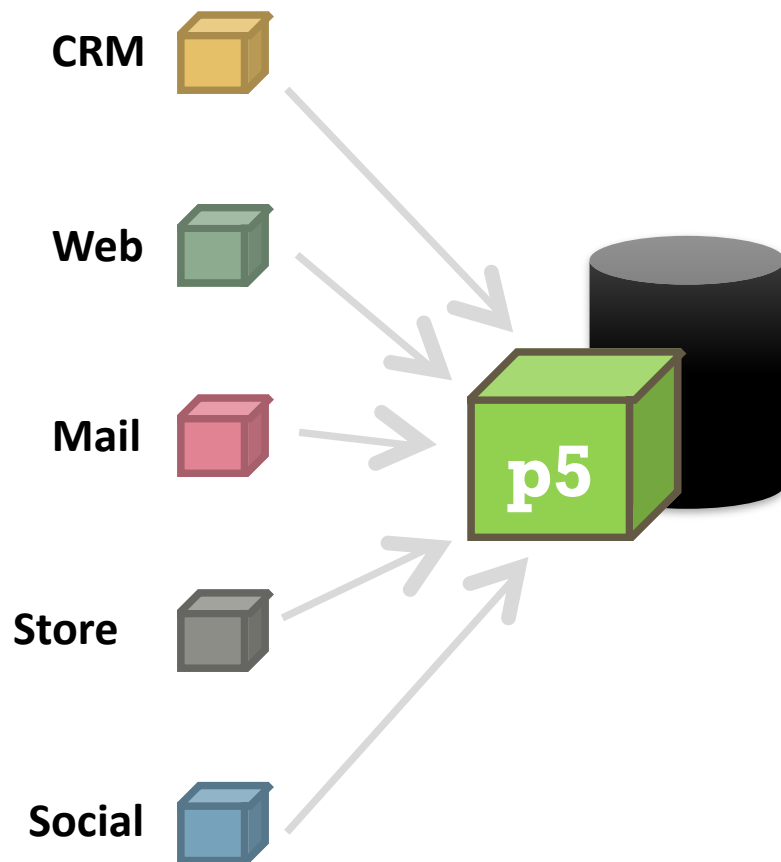
Where does a DSP get it's data from?

DSP's partner with a number of entities, such as 3rd party data providers, analytics platforms and ad verification services, to capture the data of the display ad conversion. One of the most common partnerships is between a DSP and a Data Management Platform (DMP). A DMP primarily uses non-deterministic 3rd party and 1st party data to segment ID's and assign them to audiences, which can then be passed to a DSP for media targeting.



Plumb5 Unified Customer Data Platform

plumb5 Unified Customer Data Platform(CDP)



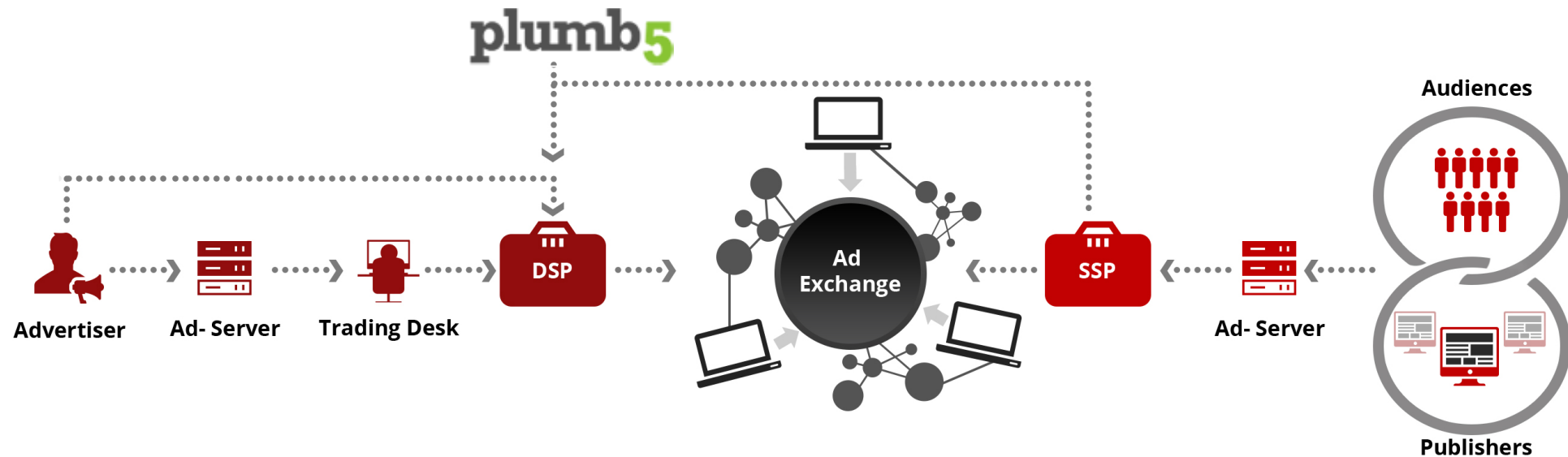
What is a CDP?

On average, digital businesses are using over 20+ MarTech vendors that are often not communicating or sharing the same data. Using all of these separate tools can lead to disparate segmentation strategies, fragmented data and a loss of organizational efficiency. Customer Data Platforms (CDPs) like Plumb5 allow users to connect all of their data and automate actions across every channel, touch point and vendor in a digital ecosystem.

Where does a CDP get it's data from?

CDPs ingest data from a wide array of sources including: CRMs (Customer Relationship Management tools), websites, DSPs (Demand Side Platforms), ESPs (Email Service Providers), DMPs (Data Management Platforms), EDWs (Enterprise Data Warehouses) and more.

Programmatic Advertising With Plumb5



Plumb5 not only ingests data from a variety of platforms but it is also able to accommodate many different types of data.

Marketer managed - A marketer is able to control and own the system, rather than an IT or Development team. This puts the marketer in the driver's seat with their data.

Single Database - As Plumb5 stores and connects data, marketers are able to build and compare data profiles and sources from other platforms and combine them into a single foundational platform to ensure one single source of truth for the record, and one single view of the customer.

Data Governance

Business Rules

Create Audiences

Stitch Visitors

Data Enrichment

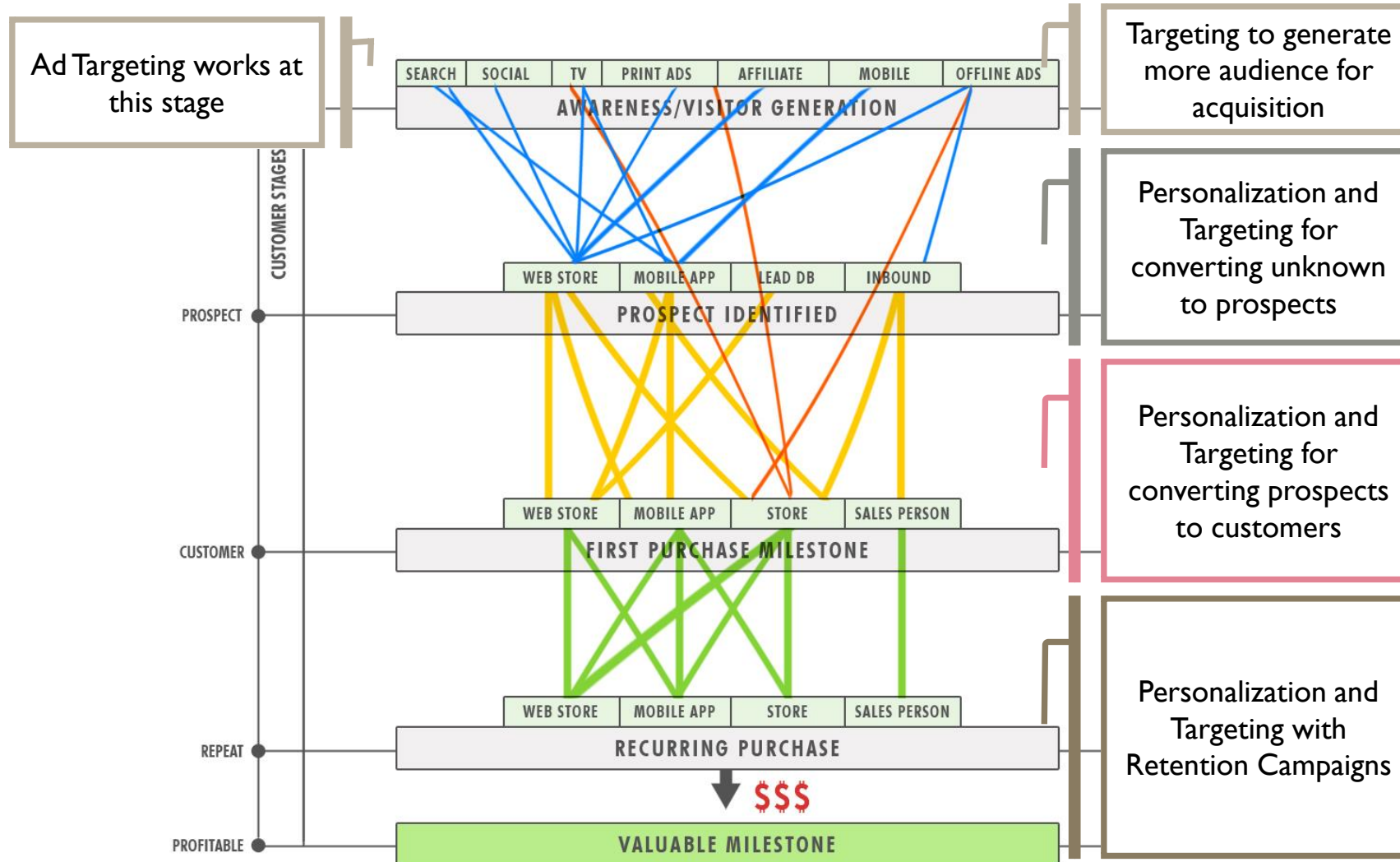
Actionable Intelligence

Privacy & Security

Plumb5 Customer Lifecycle Engagement: Two objectives

- AI Driven Customer Acquisition
 - Ability to place ads automatically based on attribution and targeting
 - Ability to drive ad visitor towards sales or registration
- AI Driven Customer Retention
 - Ability to recommend and target cross-sell campaigns to generate more revenue per customer

EXAMPLES OF LEARNING
MAPPING CUSTOMER JOURNEY PATTERNS TO ITS END GOAL
HOW TARGETING CHANGES AT DIFFERENT STAGES

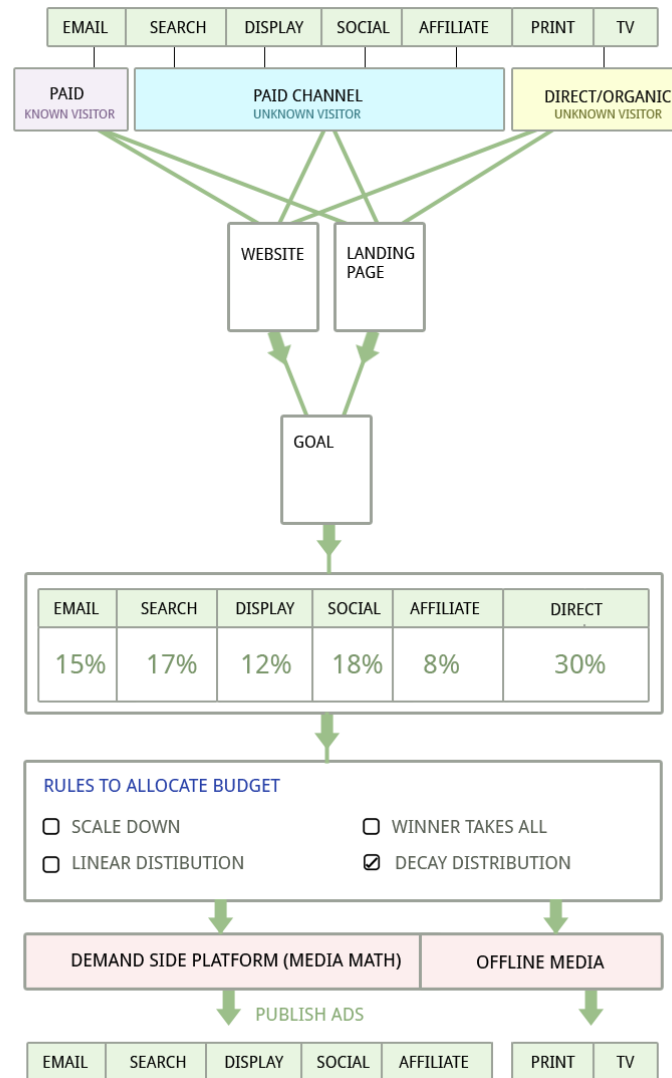


AUTOMATING ONLINE CUSTOMER ACQUISITION CYCLE

WORKFLOW DIAGRAM OF HOW MEDIA BUYING AND AD TARGETING CAN BE AUTOMATED USING MACHINE LEARNING USING PLUMB5

How does Automatic Ad Placements work with Plumb5?

* Integrated with a third-party DSP (MediaMath).
Can be plugged to the DSP of client's choice



Publish Ads based on Macro-planning

Measure Visitor Trail till Goals are met to understand which channel contributed to the sale

Get Attribution Report by Channel

Reallocate Budget using conditions set

Pass Data to DSP Platform and Measure effectiveness

With Plumb5 DSP Connectors

Gain more insight into match rates - By building an audience with deterministic 1st party data in Plumb5, and then allowing a DSP partner to enrich those audiences via their 3rd party data providers, there will be much better insight into the 1st party data match rates and control as to the data that's chosen to model.

Consistent, reinforced cross channel messaging - In addition to being able to supply rich behavioral audiences and 1st party data to a DSP, Plumb5 touches all channels and provides real-time segmentation

Work with deterministic data - Plumb5 is ID agnostic and accepts all deterministic identifiers, allowing marketers to avoid the use of unreliable probabilistic data while giving more flexibility as other platforms may be dependent on matching to a single primary ID.

Execute in Real-Time - Plumb5 is all about real-time. By leveraging plumb5 to send audience data to the DSP, marketers can ensure they're never using old or batched data to target customers. Continuously enrich visitor profiles as they browse online and update lifetime values to include offline purchases.

With Plumb5 DSP Connectors

Get the most out of marketing spend - Plumb5 collects and enriches data from all customer touch points. By leveraging the visitor profile created by the plumb5, a DSP can intelligently engage or disengage based on any interaction be it online or offline.

Have complete ownership of the data - With plumb5 you have complete data ownership. There are a number of data platforms that might sell data back to a brand or their competitors, or who work largely out of a shared exchange, but with Plumb5, a marketers received data is their data.

Defined audiences on a marketers terms - With Plumb5 both 1st and 3rd party data are joined in a single data platform prior to being pushed to a DSP, it will be treated as a single audience. The component parts are not known to the DSP so insights and learnings can only happen at the total audience level in plumb5.
