

Yahoo DSP

yahoo!

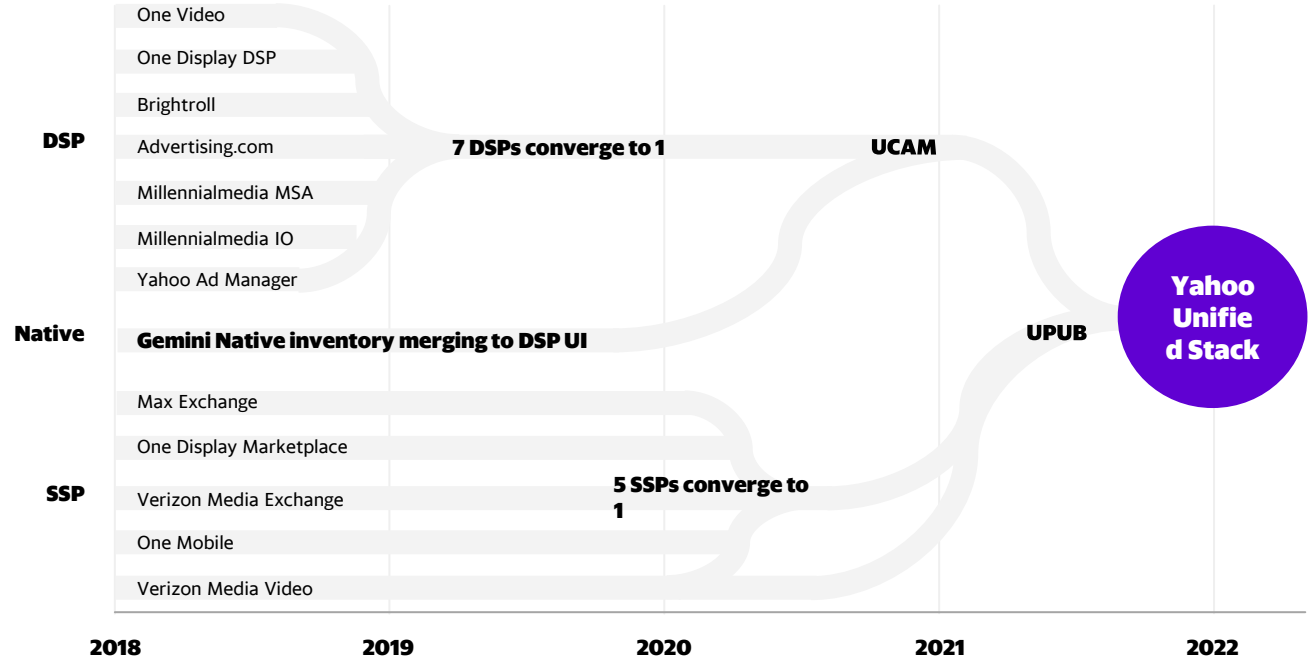
**Not just different.
Better for
your business.**

yahoo!



Our heritage is unrivalled

Significant multiyear integrations and migrations are converging into 2022, together with topline and profit scaling.



Our satisfied partners

1



Agency Big Six

2



Independents

3

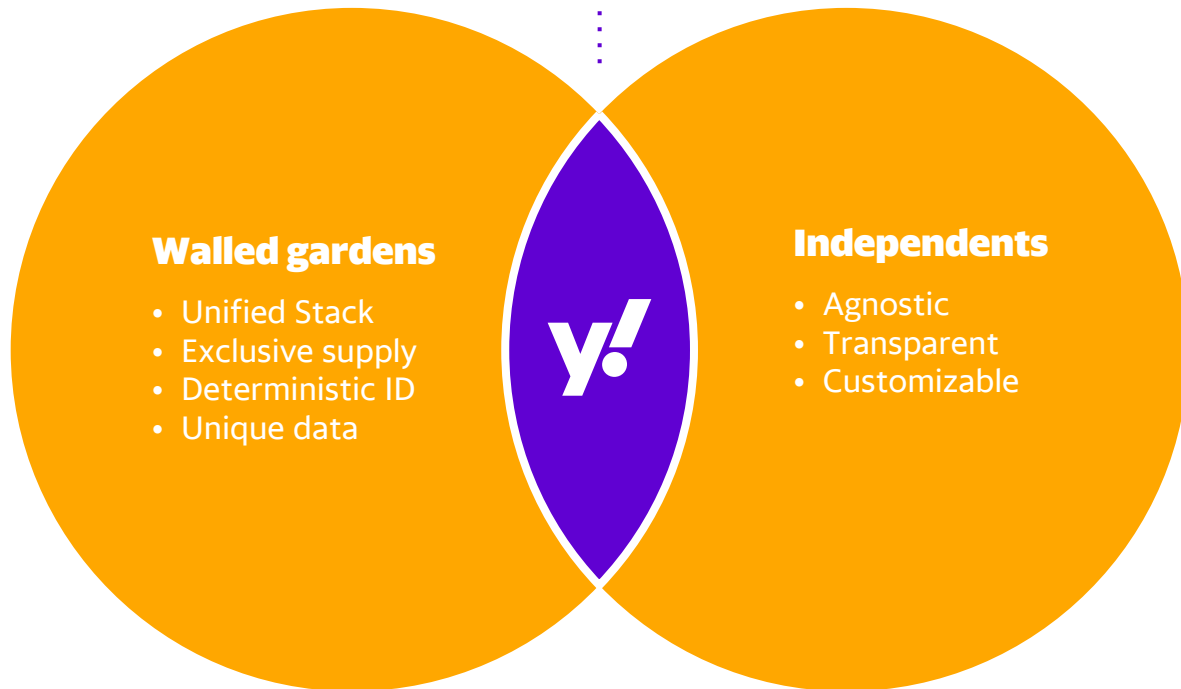


Award Winning

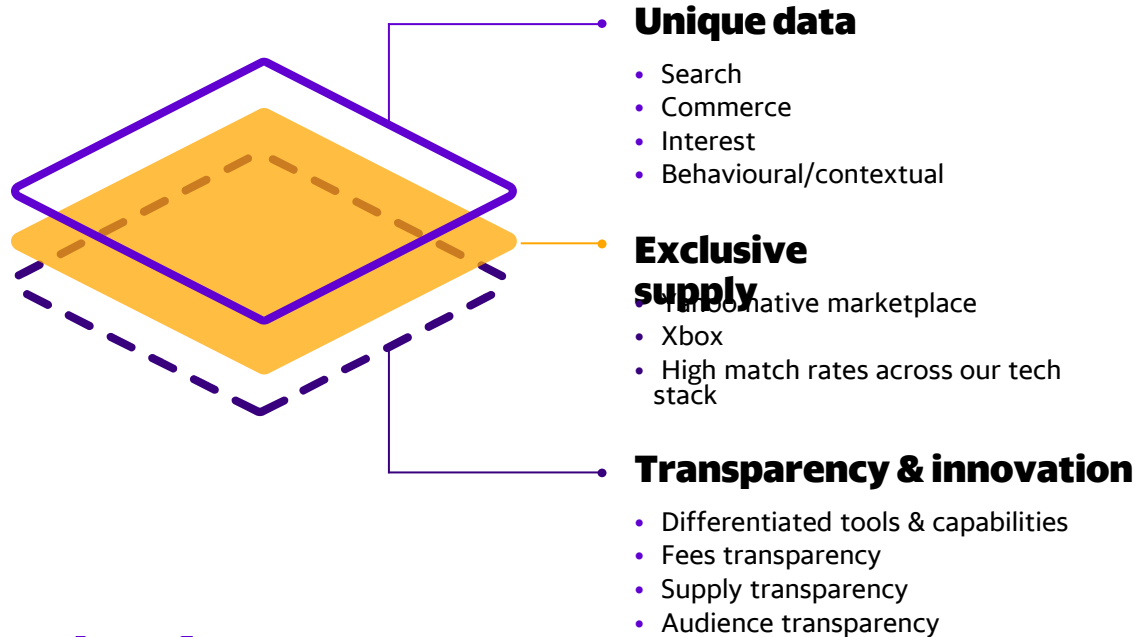
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Experience the best of both worlds

Get the benefits of a walled garden—with the neutrality and transparency of an independent DSP.



A Unified Stack built for your needs



yahoo!

Advantages

1.

Identity

Identity is at our core

- Consent-based 1-1 identity
- People-based DCO
- 1P Insights and measurement

2.

Supply

Direct access to supply

- Exclusive supply
- Scaled identity matching
- Better SPO
- Cost benefits

3.

Efficiency

Performance and transparency

- Price efficiencies = Better ROI
- Measurement your way
- Nothing to hide

**Identity is
at our core**

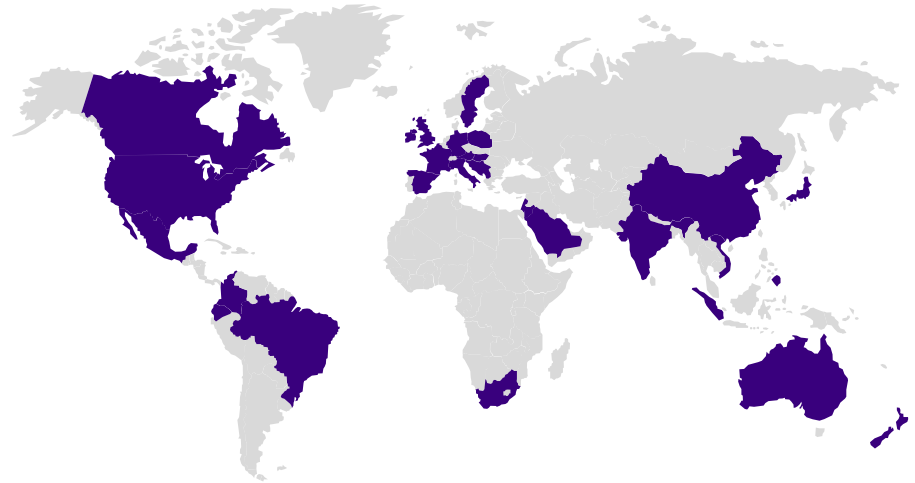
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A global footprint

Region	UUs	Reach
North America		
United States	247M	90%
Canada	29M	91%
EMEA		
UK	45M	89%
France	43M	84%
Germany	42M	66%
Italy	31M	76%
Spain	31M	86%
South America		
Mexico	36M	53%
Brazil	78M	60%
APAC		
Singapore	4M	85%
Hong Kong	6M	94%
Taiwan	18M	99%
Japan	65M	72%
Australia/NZ	25M	95%

+192M

EMEA unique visitors



Persistent identity built on first-party, consent- based data

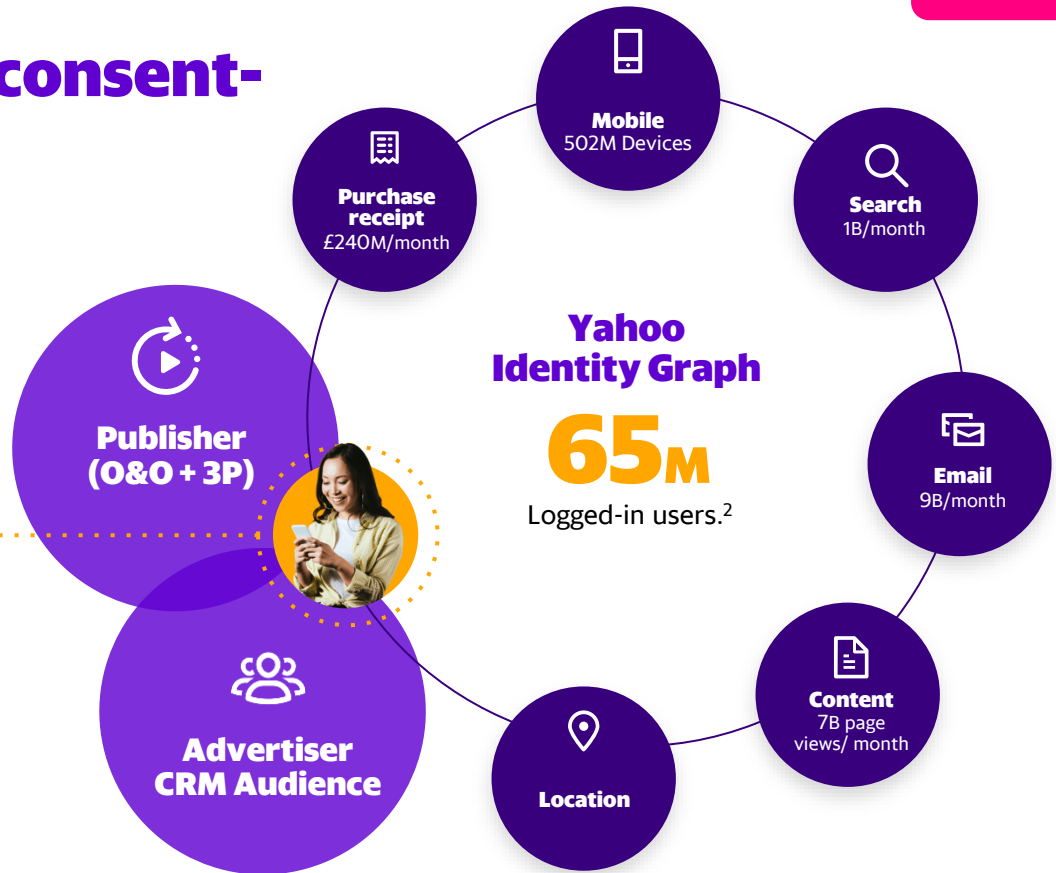
Identity

- Cookieless—based on direct consumer relationships
- Interoperability with many DMPs
- Passback for independent attribution
- Cross-screen and omnichannel
- **NOT** licensed!

200_B

Cross-screen data signals/day.¹

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From insight to action

Pre-campaign (who)

Insights

Understand your Audience

Competitive analysis

Key sector trends

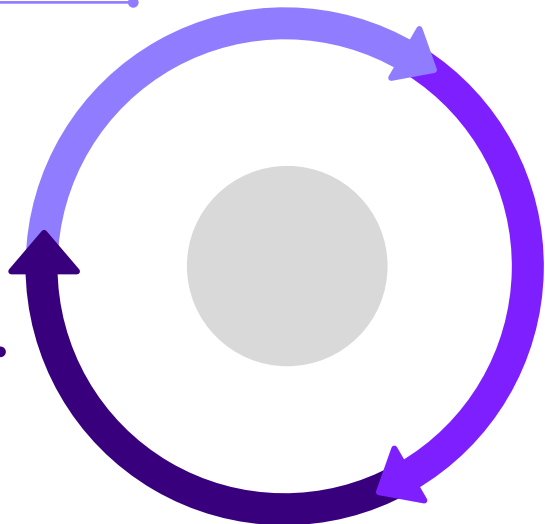
Post-campaign

Measurement

Audience

Sales / Search Uplift using first-party data.

2% uplift from control to exposed.



During (how)

Targeting

Using Unique first-party data across our DSP:

- Category or product
- Predictive audiences
- Conquesting
- Lapsed

Advanced audience modelling

Supply transparency

Algorithmic buying

Yahoo Identity Solution

**A complementary
approach to
identity.**

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Yahoo ConnectID

Identity-based

- Persistent identity and consented data for the cookieless world.
- Partner interoperability: Matching Yahoo ConnectID to third-party IDs for audience activation and/or measurement.



KNOWN



USERS

Next-Gen Solutions

Identity-less

Advanced contextual solution for non-addressable environments, powered by Yahoo ConnectID and real-time signals beyond content.



UNKNOWN

PRIVACY-SAFE SOLUTIONS

Direct access to supply

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The most direct path to premium content consumers love



Exclusive access to Yahoo Preferred Network

Transform the ad experience and get results with exclusive access to the largest non-social native marketplace.

Yahoo native ads are in-feed image and video ads that seamlessly integrate into our editorial sites and premium publisher partners.

**Premium
and exclusive**

90%

exclusive inventory²

Aol. yahoo!

Apple News msn

**In-feed
In view**

2.5X

longer than
bottom of the
page native¹

**Viewable
and human**

99%

viewability

IAS Integral
Ad Science

MOAT

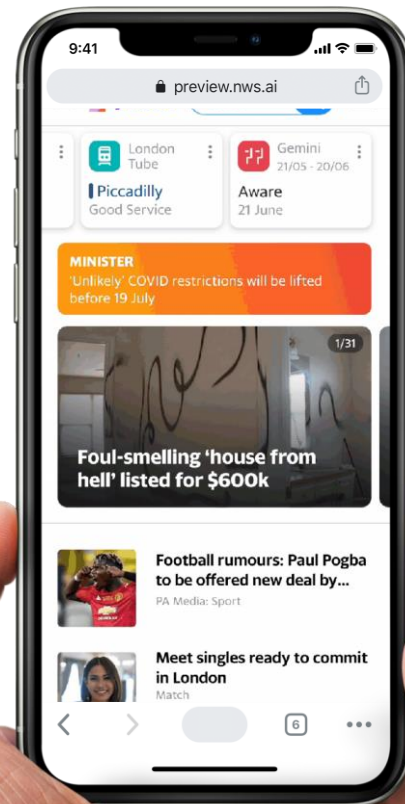
At scale

+43M

users²

85M

reach



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Source: 1. Yahoo Redefining Native Study 2018 (UK, FR, DE); 2. Comscore UK Dec 2021 (unduplicated: Yahoo, Apple News, Microsoft News).

Creativity at the heart of the DSP

Supercharge your message with Yahoo Creative Studios, delivering world-class advertising solutions through creative and technical expertise.



End-to-end campaign management



Premium, custom creative



Strategy support



Flawless execution and ad serving

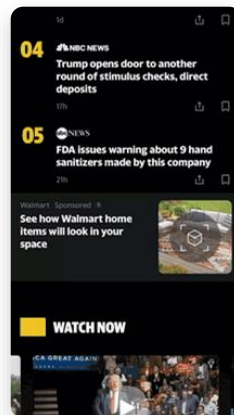
[Check out our creative showcase](#)

yahoo!

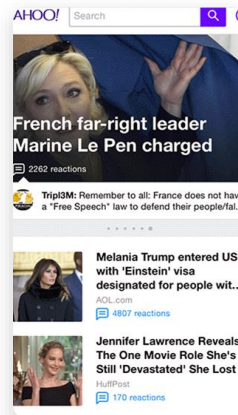
DCO



AR/VR



Moments



DOOH



Trust and transparency



Brand safety and fraud protection

Supply verification

Human review safeguards through a rigorous auditing process.

Third-party partnerships

Integrate your preferred anti-fraud vendor to choose the solution that meets your needs.

Proprietary technology

Exclusive traffic protection solution blocks fraud both pre-bid and post-serve.

Anti-fraud guarantee

No charge for identified fraudulent impressions and refunds/credits offered for MRC measured discrepancies > 5%.



Quality inventory and viewability

Set pre-bid parameters

Extensive inventory quality features allow advertisers to set pre-bid viewability targets, create site lists, and easily exclude content rated as moderate or high risk.

Real-time optimization

Advanced viewability algorithms auto-optimize bid management and allow buyers to layer in multi-level goals, threshold percentages and in-view definitions.

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DV
DoubleVerify

IAS Integral
Ad Science

 White Ops

grapeshot

MOAT

Performance & Measurement

yahoo!

Reach your audience, your way

The only DSP that can harness the power of commerce, search, endemic, and non-endemic data signals with no inventory usage restrictions.

Audience builder

Easily find, create, and target custom audiences.

CRM data

Match your data to 3B+ devices or 135M monthly active email users

Yahoo proprietary data

Exclusive access to Yahoo Audience Data, which consists of anonymised user data from mail, search, registration, and more.

Third-party data

60+ third-party data vendors

Advanced audience modeling

Predictive Audiences

Use machine learning to find audiences most likely to convert.

Lookalike Audiences

Increase scale and reach with audiences that reflect the characteristics of your best customers.



Reengagement

Build audiences based on people who saw or clicked on an ad and leverage these audiences to target consumers in full funnel strategies.



Retargeting

Track and target users based on their online behaviour. Online user actions include anything that a user does online, such as viewing impressions, clicking a Buy Now button, or creating a new account.



Advertiser DMP integration

Possibility of integration with partner DMP for data activation and extraction of insights for better performance of campaigns.

No hidden fees + smarter machine learning = better ROI

Supply path optimisation

Identify the best audiences, channels, and exchanges to reach your audience at scale

180B

bid requests evaluated and scored daily

Automated bid-shading

Algorithmic bid shading to mitigate against overbidding in first-price & non-transparent second-price auctions

40%

lower first price auction CPMs and at no cost

AdLearn

Automatically determines the optimal bidding tactics to deliver against campaign goals.

48%

lift in conversions for autos advertiser

Predictive audiences

Analyzes 2M+ dimensions across 200B daily impressions to score & predict the conversion probability for each user.

8x

lower eCPA across device

4x

lower eCPA across mobile

Partner and proprietary solutions that address business objectives

Brand effectiveness:

- Brand objective
- Detailed optimisation
- Reports in real time

Viewability

Get your ads seen at no extra cost.

Set minimum viewability thresholds in pre-bid and optimise in real time.

Campaign insights:

- Search lift
- Mail lift
- Conversion lift
- App install lift

Understand the most optimal path to conversions by channel, format, device, and overall frequency.

Demo reach and frequency

Validated through Yahoo signed-in consumer base

No added cost

Campaign analysis tools help you understand ROI, while maintaining consumer privacy.

Yahoo ID Graph Interoperability

Evaluate your exposure data at a granular level via a DMP or directly (via log files).

Yahoo ID Graph Measurement

Integrate using our Enhanced Matching product via S2S, Pixel, or API. Matches Email in targeting > shopping cart.

Yahoo Clean Room

Mix and match your data with Yahoo's in a privacy-compliant environment.

Independent

We partner with leading independent providers for online and offline measurement.

KANTAR MILWARD BROWN

nielsen

on device
research

comscore


yahoo!

Pricing efficiencies, better ROI

Yahoo

We are committed to a transparent and efficient pricing model that supports the full use of our DSP's capabilities so media dollars are put to work.

Tech Fee  **10%**

Bid shading, device-graph, viewability, data onboarding, optimization etc.  **0%**

£5M

annual campaign spend

£4.5M


working media

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Independent DSP

A la carte pricing, nickel and diming for every feature causing far less budget to be spent on media. A compounding negative impact on ROI.

Tech Fee  **10%**

Bid shading, device-graph, viewability data onboarding, optimization etc.  **10%**

£5M

annual campaign spend

£4M

working media

Summary



A Unified Transparent Stack

All the benefits of a walled garden without compromising on transparency and independent measurement.



Easy-to-buy omnichannel solutions

Harness the power of Yahoo direct consumer relationships and diverse insights to deliver your omnichannel strategy with efficiency at scale.



Quality built on performance

Machine learning that consistently drives market-leading performance vs. other DSPs. Brand and DR, with no hidden fees or pricing inefficiencies.



^{1,3} Adweek 2020 Readers' Choice: Best of Tech Awards, July 2020.

² Yahoo, Internal data, 2018, across 3k+ campaigns on Ad Platform.

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