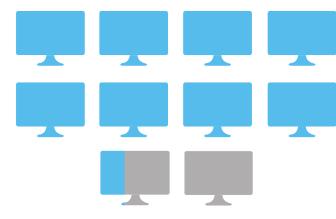


"The use of technology to automate processes and the use of math to improve results. It is the future of marketing, available now." - Joe Zawadzki, CEO, MediaMath

time bidding time blading strategies today

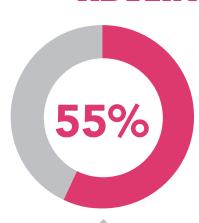
Currently deploying real-time bidding strategies today

Expect to engage in programmatic marketing approaches in the next two years



Expect to engage in programmatic marketing approaches in the next two years

ADVERTISERS



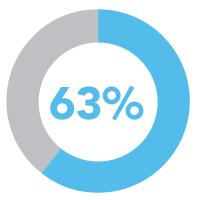
PUBLISHERS

to the need to more effectively engage with say efficiently value and transact digital media

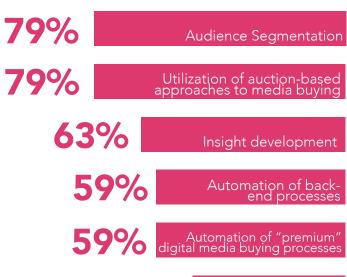
30% say to deliver a better customer experience

63%

61%



CURRENT



47% Content optimization

Automation of traditional media buying processes

91% 86% Utilization of auction-based approaches to media buying 88% 86% Automation of back-end processes 79% Automation of "premium" digital media buying processes

69% 44%

Programmatic advertising represents the culmination of decades of innovation in technology, data and addressable media – a holistic approach through which media buyers and sellers may align organizational processes with automation technology in support of ongoing, channel agnostic customer engagement.

Learn More About MediaMath's Advanced Marketing Operating System Today.

www.mediamath.com