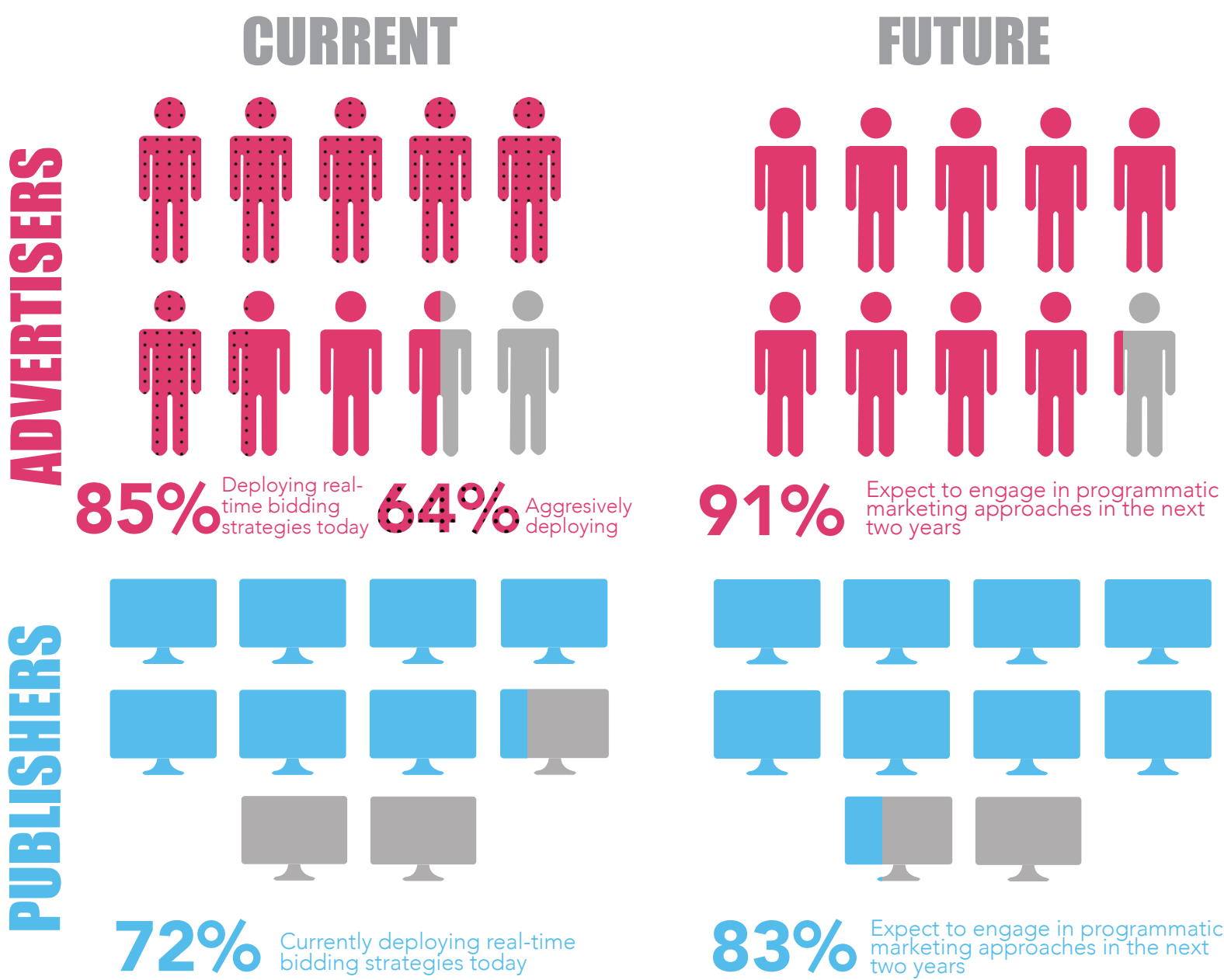


PROGRAMMATIC EVERYWHERE: THE FUTURE IS NOW



"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

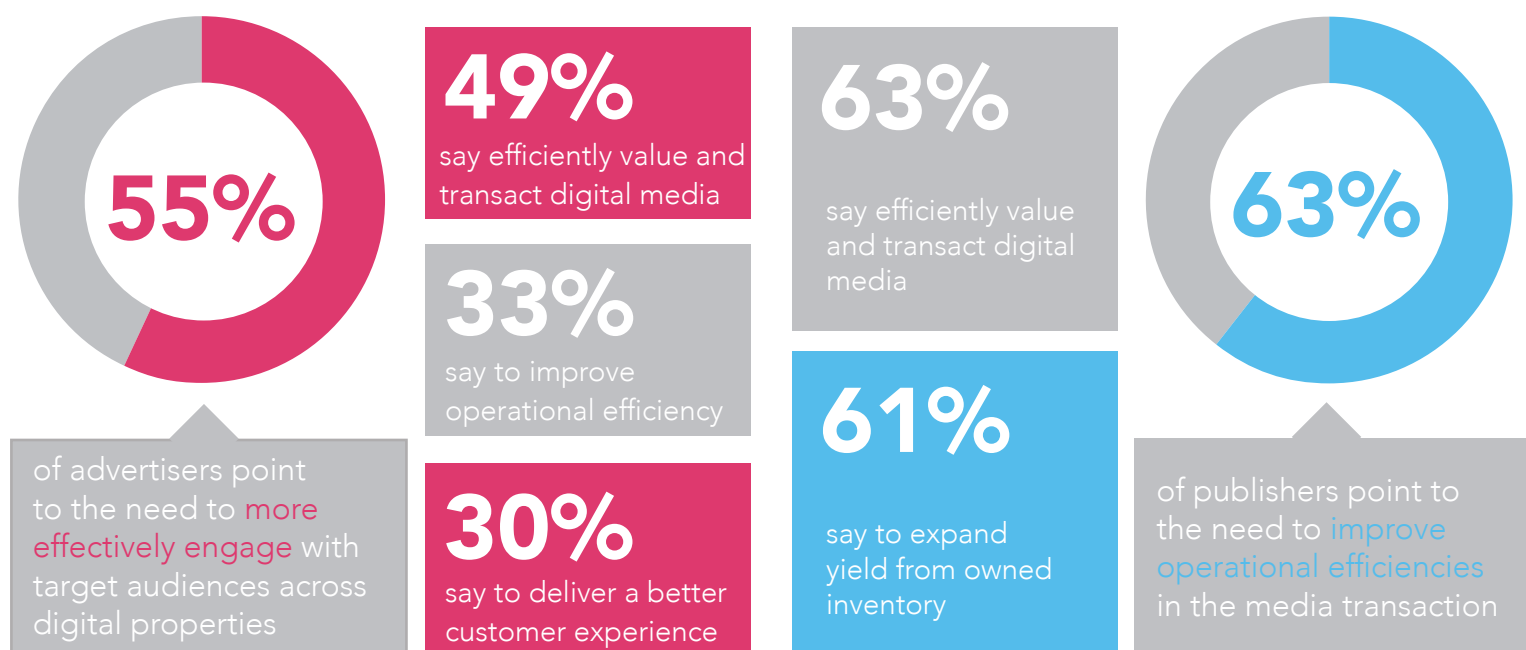
ALMOST EVERYONE IS USING A FORM OF PROGRAMMATIC



THE STRATEGIES DRIVING INTEREST IN PROGRAMMATIC

ADVERTISERS

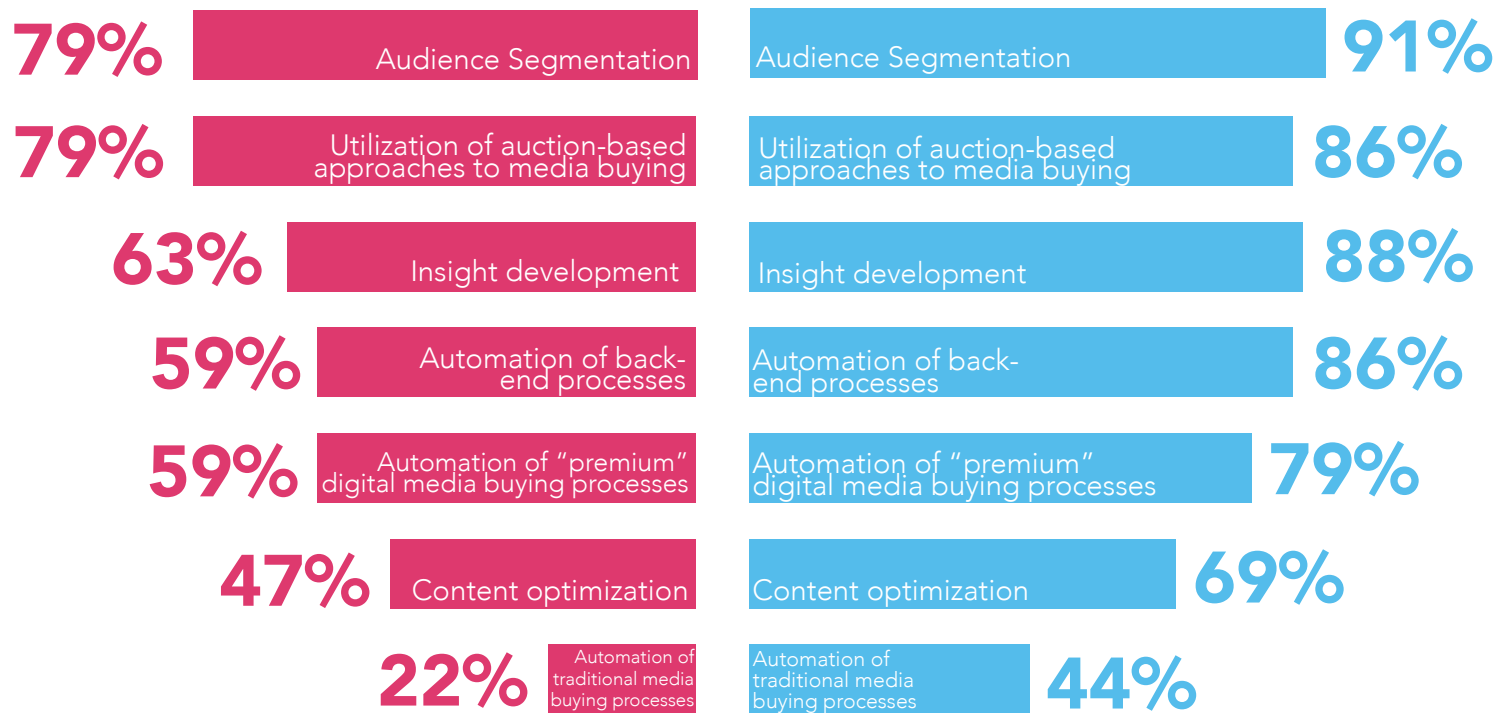
PUBLISHERS



MARKETERS ARE APPLYING PROGRAMMATIC APPROACHES TO SUPPORT THE FOLLOWING PRACTICES

CURRENT

FUTURE



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.

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