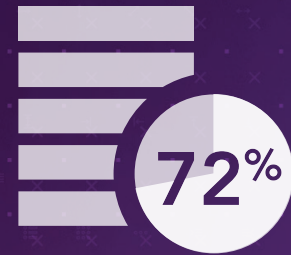


PROGRAMMATIC EXPANSION



PROGRAMMATIC
Projected spending on display advertising in 2017
[1]



minutes the average user spends a day on mobile [2]

78%



PROGRAMMATIC

Projected spending on mobile advertising in 2017 [1]



of shopping decisions are influenced by social platforms [3]



Projected spending on social advertising in 2017 [1]

Top social media platforms that support programmatic: [4]



[1] eMarketer [2] Business Insider [3] Ironpaper [4] Statista



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