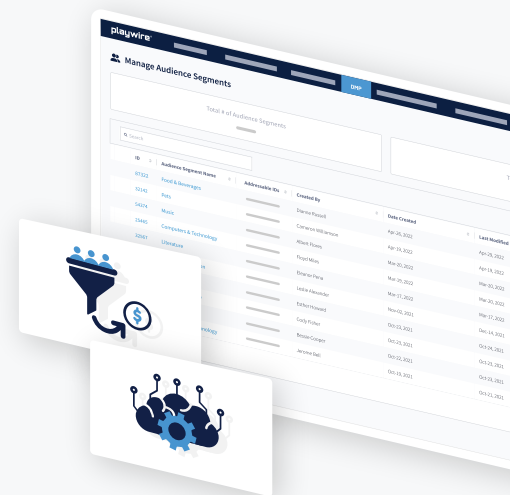




A BUILT-IN DMP

MAXIMIZES YOUR 1ST PARTY DATA

Make the most of your unique audience with a GDPR and CCPA compliant Data Management Platform.



HOW THE RAMP DMP WORKS

We take data security very seriously, and ensure your data is protected through every step of the process.



1. COLLECT DATA ON YOUR WEBSITE USERS

RAMP collects data on the interests and behaviors of your audience members.



2. ENRICH DATA WITH 3RD PARTY INFORMATION

Your 1st party data is then enriched with 3rd party data previously known about your audience members.



3. PROCESS AND STORE DATA IN THE DMP

The combined data is then stored in the RAMP DMP for easy segmentation and centralized access.



4. COMBINE AUDIENCE DATA WITH NETWORK-WIDE DATA

Data on your individual audience members is then combined with our network-wide data from all publishers.



5. SEGMENT DATA FOR BETTER TARGETING

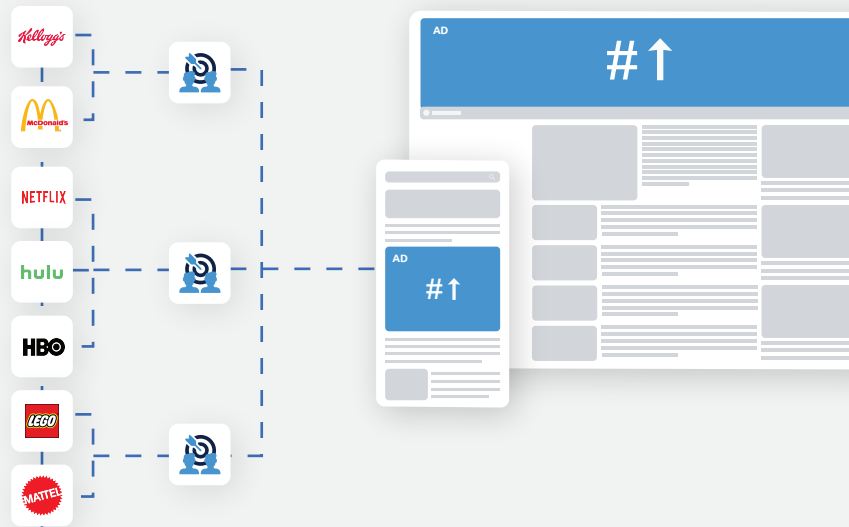
Network-wide data is segmented into audience cohorts based on interests and behaviors for targeting by advertisers.

BENEFITS OF THE RAMP DMP

1 ACCESS TO PREMIUM DEMAND

Audience insights and segmentation unlock premium brand dollars for publishers of all sizes.

- + Network-wide audience cohorts are attractive to advertisers
- + Access to more direct sales deals
- + Drive higher CPMs



2 CUSTOMIZABLE SCALE

All the benefits of an enterprise-grade DMP. None of the headaches.

- + Simple integration
- + Utilizes data you already collect
- + Enrich with 3rd party data

3 PRIVACY & COOKIES

The DMP eliminates your reliance on 3rd party cookies in a privacy-friendly way, future-proofing your ad revenue stream.

