

Build your own Private Ad Ecosystem



d3con
2013
IMPROVE
DIGITAL



IMPROVE DIGITAL



Deloitte
Technology Fast50
Rising Star 2011



ÜBER IMPROVE DIGITAL

Die Europäische Sell Side Plattform

2008 gegründet



Start und
Headquarter
IN AMSTERDAM

Vor Ort in 5 Kernmärkten



Weitere Büros in
**LONDON, MADRID,
MÜNCHEN, PARIS**

65 Mitarbeiter



Teamfokus auf
**TECHNOLOGIE
& SERVICE**



IMPROVE DIGITAL

IMPROVE DIGITAL DACH

Das Team für Deutschland, Österreich, Schweiz



**Torben
Heimann**

Management &
New Business



**Silke
Kücking**

Account
Management



**Martin
Pichler**

Demand &
Partnerships



**Angela
Pellaupessy**

Account
Management



**Tim
Geenen**

Business
Solutions



DIE AD TECH BOUTIQUE

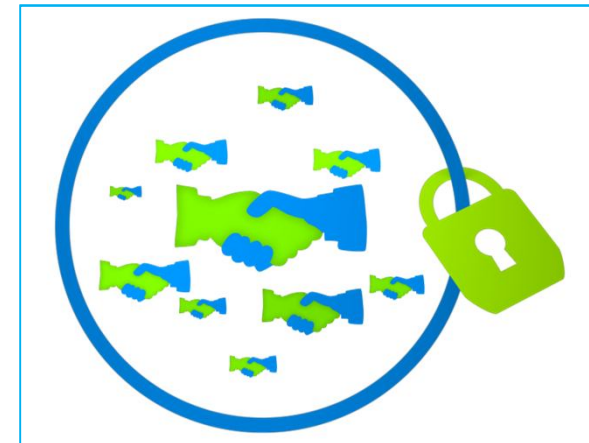
Maßgeschneiderte Lösung für Premium Publisher



Yield
Optimierung



RTB
Enabling



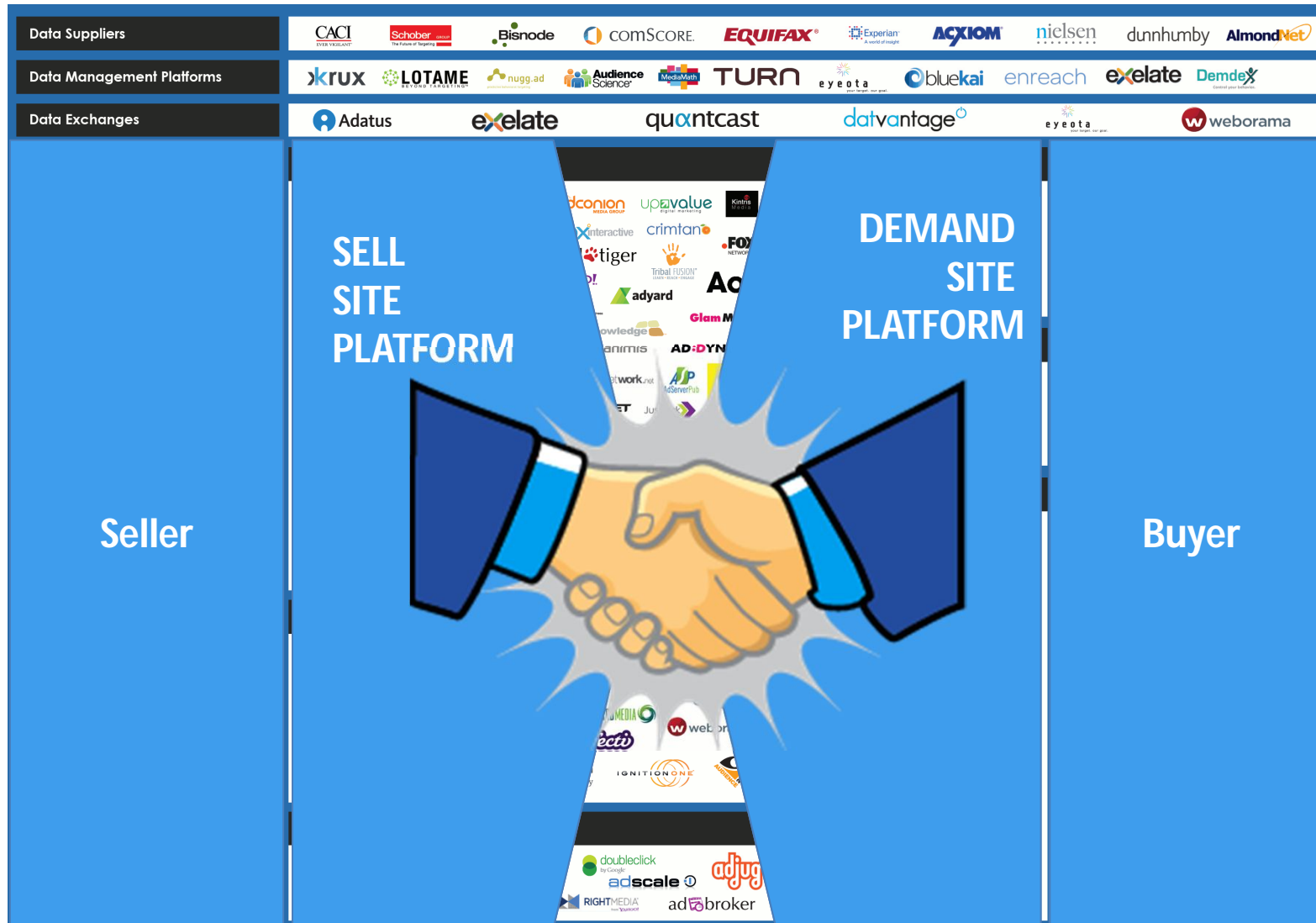
Private
Market Place



EIN HOCHFRAGMENTIERTER MARKT

| | | | |
|--|--|---|---|
| Data Suppliers | CACI, Schober, Bisnode, comSCORE, EQUIFAX, Experian, Axiom, nielsen, dunnhumby, AlmondNet | | |
| Data Management Platforms | krux, LOTAME, nugg.ad, Audience Science, MediaMath, TURN, eyeota, bluekai, enreach, exelate, Demdex | | |
| Data Exchanges | Adatus, exelate, quxntcast, datvantage, eyeota, weborama | | |
| Sales Houses | Ad Networks | Demand Side Platforms | Agencies |
| TOMORROW FOCUS, YAHOO!, 24/7, FOX, InteractiveMedia, SanomaMedia, addoor, Telefonica, BOX, united internet, axel springer, cmvocento, AD2ONE, BURSTMEDIA, netzathleten, artevernio, Lagardere, HORIZON MEDIA, ADVERTSTREAM, WebAds, thinkplace, hi-media | ad pepper, Microsoft Advertising, adconion, upavalve, ClickDistrict, cpxinteractive, crimtan, Ligatus, adtiger, PUBLIC IDEES, orange, d4mat, YAHOO!, Tribal FUSION, Aol., Quarter Media, plista, adknowledge, Glam Media, hi-media, Digitize, Google, unanimis, AD:DYNAMO, Casale, marimedia, AdNetwork.net, juicadv, ValueClick, MATOMY, TREMOR VIDEO, ETARGET, JustClick, shark, zanox, netAffilia, BlinkDR, VIBRANT, Meta Network, netAFFILIATION, harenmedia, Lidango, Ybrant, TradeDoubler, affilinet, Oadsmarket, webgains, antevernio, TVMedia, webperformance, CREAFI, ebuzzing, BRAND EUROPE, Open Inventory media, UNRULY, vitrado.de, AdSpot, MediaShakers, LIFESTREET, JEMM, hitpool | MediaMath, [x+1], sitescout, TURN, DataXu, ClickDistrict, adform, RELEVARE, invite media, adnetik, appnexus, glow, seociomantic | WPP, OmnicomMediaGroup, HAVAS, dentsu, IPG, PUBLICIS, AEGIS |
| SSP & Private Ad Exchanges | Agency Trading Desks | Agency Trading Desks | Delivery Systems, Tools & Analytics |
| IMPROVE DIGITAL, rubicon, ADMETA, Admeld, PubMatic | CADREON, next premium, affiperf, X AXIS, ACCUEN, iProspect, emmer | CADREON, next premium, affiperf, X AXIS, ACCUEN, iProspect, emmer | doubleclick, 24/7, appnexus, ADTECH, IGNITION ONE, atlas, weborama, PEER39, nielsen, adspirit, adnologies.com, infectious, mediamind, Mediaplex, ADDITION technologies AG, rocketfuel, Crystal Semantics, AD ACCESS, adform, Google, AD ACCESS, ge*edge, comSCORE, ADMETA, OMNITURE |
| Delivery Systems, Tools & Analytics | Trading Desks | Trading Desks | Verification & Privacy |
| doubleclick, adspirit, IMPROVE DIGITAL, ADTECH, appnexus, SAS, OpenX, weborama, OMNITURE, adhese, nielsen, ADDITION technologies AG, atlas, Google, ZEDD, 24/7, smart, adnologies.com, adlogix, TEALIU, AD TRADING, TabMan, digital, AdDynamics, emediate, MAXIFIER, ge*edge, comSCORE, Crystal Semantics, PEER39, ensighten | infectious, Traffic, MEDIA DONUTS, rocketfuel, mExad, mediamind, IGNITION ONE, matiro, revenuecloud, ON DEMAND, Avert media, adsimilis, bluemanoog, adbroker, Digisense, zebestof, MIQ, EfficientFrontier, zebestof, B, Tradelab, exchangelab, LeGolas, medici, optimal, AdLantic, MEDIA science, Gammed! | infectious, Traffic, MEDIA DONUTS, rocketfuel, mExad, mediamind, IGNITION ONE, matiro, revenuecloud, ON DEMAND, Avert media, adsimilis, bluemanoog, adbroker, Digisense, zebestof, MIQ, EfficientFrontier, zebestof, B, Tradelab, exchangelab, LeGolas, medici, optimal, AdLantic, MEDIA science, Gammed! | DoubleVerify, TRUSTE, Crystal Semantics, adsafe, EVIDON, DoubleVerify, HotTraffic, EVIDON, AD XPOSE |
| Verification & Privacy | Ad Exchanges | Ad Exchanges | Published by |
| DoubleVerify, TRUSTE, Crystal Semantics, adsafe, EVIDON | Microsoft Advertising, hi-media, doubleclick, pulsepoint, OpenX, adcloud, RIGHTMEDIA, adbroker | Microsoft Advertising, hi-media, doubleclick, pulsepoint, OpenX, adcloud, RIGHTMEDIA, adbroker | IMPROVE DIGITAL |

EIN WENIG VEREINFACHUNG



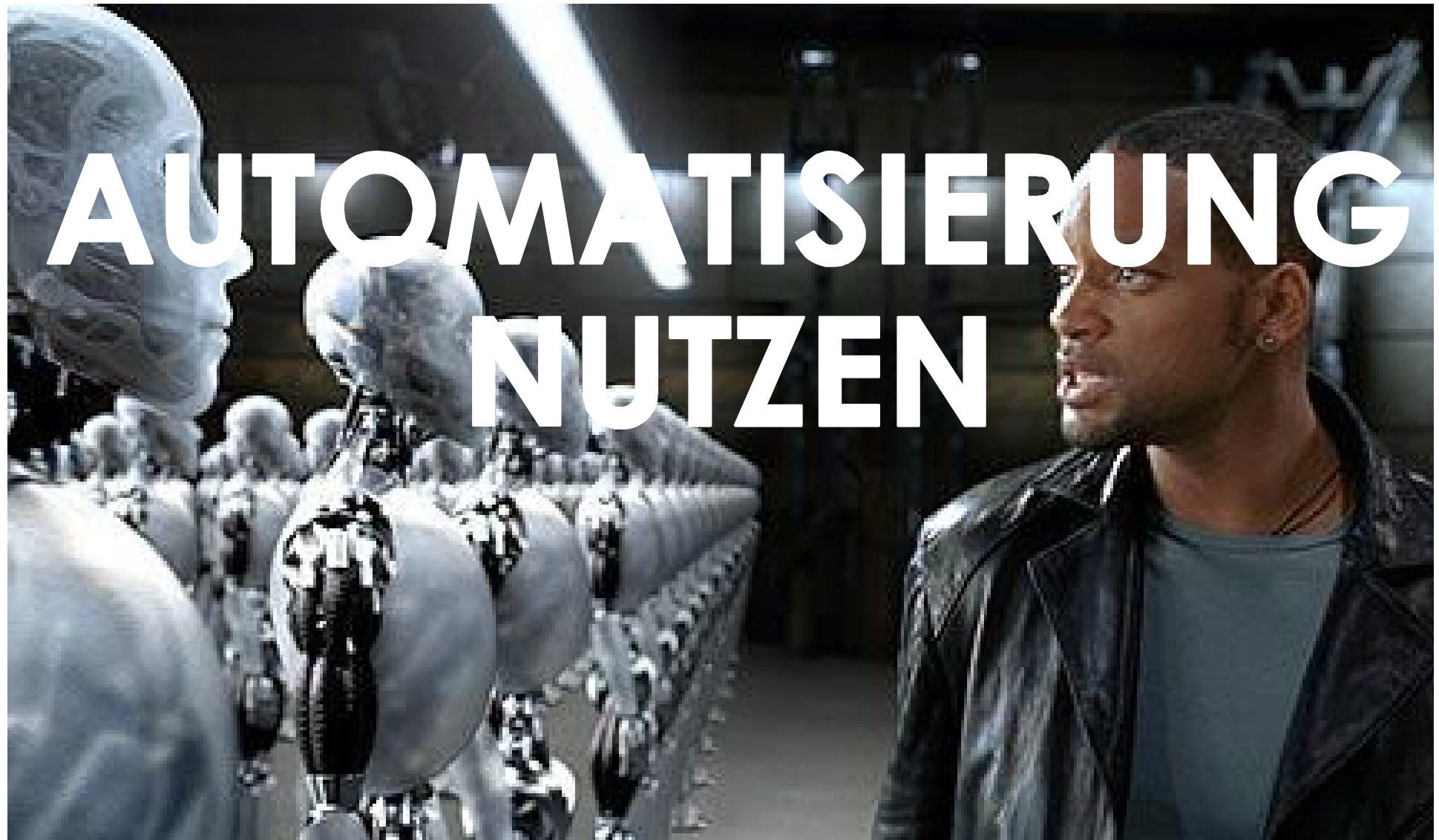
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**DIE KONTROLLE
BEHALTEN**



PUBLISHER STRATEGIEN



**DON'T LET
HORSE RIDE
YOU!**



Build your own Private Ad Ecosystem

