

DECENTRIQ

Connect with your best customers, without sharing their data

Addressability and targeting are in decline

70%

of users cannot be reached accurately

60%

of advertising spend on **premium publishers** is wasted



Targeting based on **decaying 3rd party data**
(3P cookies, MAIDs,..)



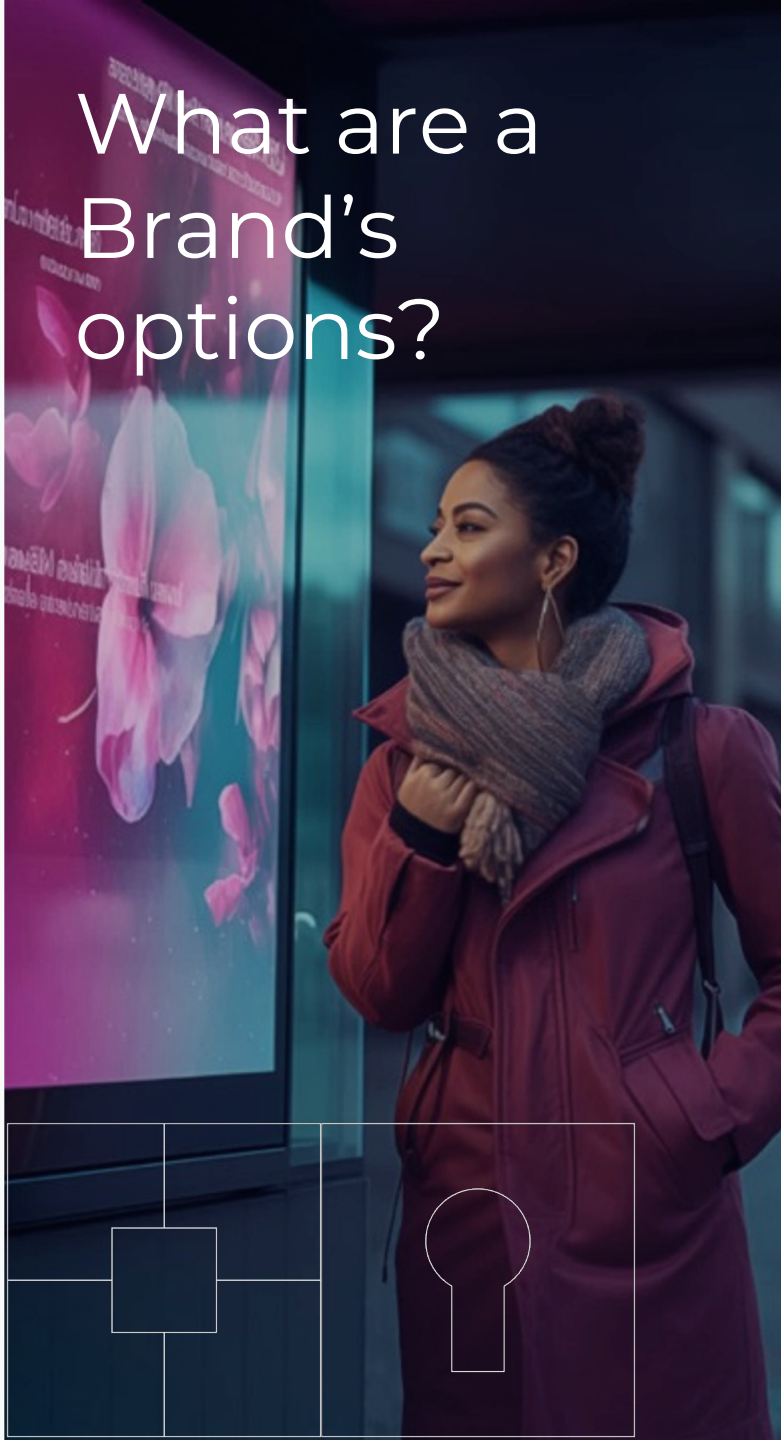
Targeting based on **incorrect assumptions**
about your best audience

Sources:

<https://adage.com/article/measurement/nearly-half-data-used-ad-targeting-wrong-truthset-study/2521136>

<https://www.marketingevolution.com/marketing-essentials/5-advertising-techniques-to-reduce-waste-and-increase-roi>

What are a Brand's options?



Spend more on Walled Gardens
Only 34% of user time spent on WG



Contextual Advertising
Low precision



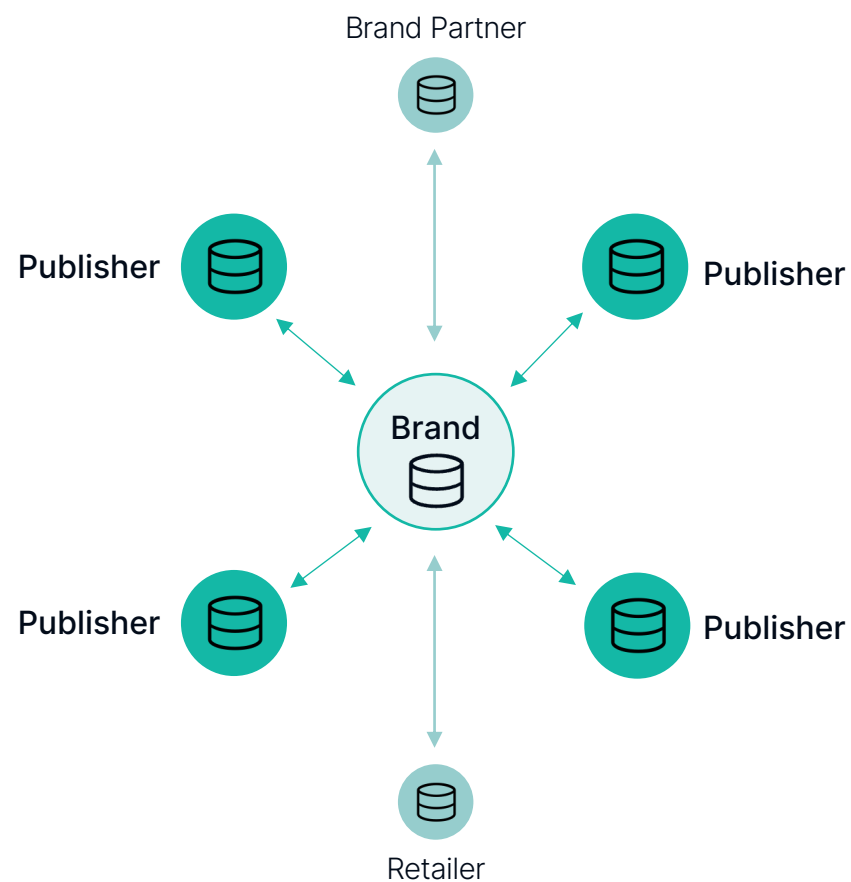
ID Solutions
Low reach and limited to retargeting



Data Clean Rooms

Personalized targeting in the new era of a free internet

Through direct collaborations on 1st party data



Cookieless reach users **across any device or browser**



Boost **performance** by targeting tailored audiences for you



Confidential Computing for **data security** and **GDPR compliance**

Our partners and references

Trusted by the most regulated companies

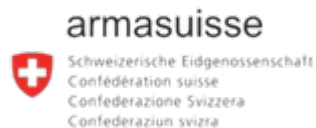


GOLDBACH

LE FIGARO



Ringier



THE WALL STREET JOURNAL.



Mastercard European Award



Hottest Privacy Martech Solutions



Microsoft

Swiss Innovation Partner
of the Year 2023

Multiple use-cases with our modules
designed for all type of users



Audience Insights

Uncover audience insights for
media planning



Retargeting

Boost performance via retargeting
or audience exclusion



Lookalike

Boost awareness and consideration
across the entire publisher universe

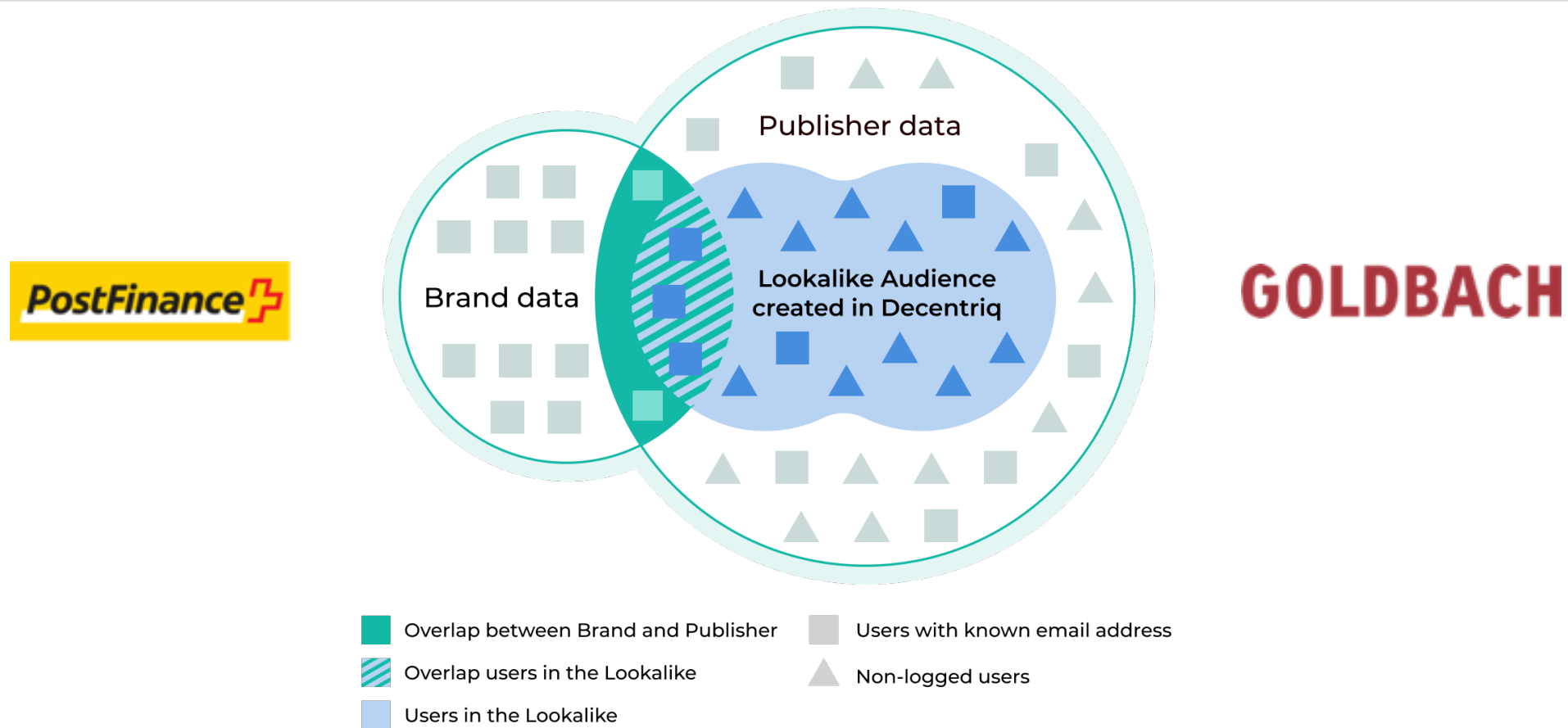


Advanced Modules

Audience enrichment, pixel-less
attribution and much more

1st party data activation on premium publishers

Enabling personalised targeting without 3rd-party cookies



Case Study Results

100% cookieless targeting

A/B test with \$130k budget

Managed by the agency on DV360

Higher targeting accuracy

Page views +57% ↗

Qualified visit +33% ↗

Lower cost per engagement

Cost per page views -44% ↘

Cost per qualified visit -31% ↘

How does it work?



Select premium publishers and connect your CRM data

1 Invite or select one of our publisher partners

THE
WALL STREET
JOURNAL.

DOW JONES

BUSINESS
INSIDER

STRÖER
OS data solutions

sky

Ringier

BCN THE BRAND COMMUNITY NETWORK

ProSiebenSat.1
Media SE

LE FIGARO

BARRON'S

6
PUBLICITE

united
internet

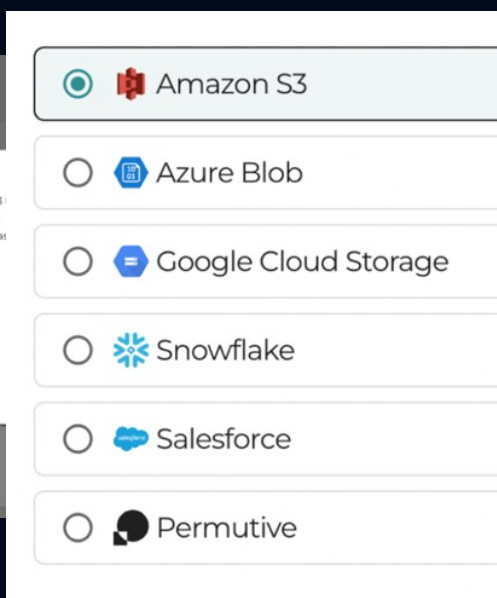
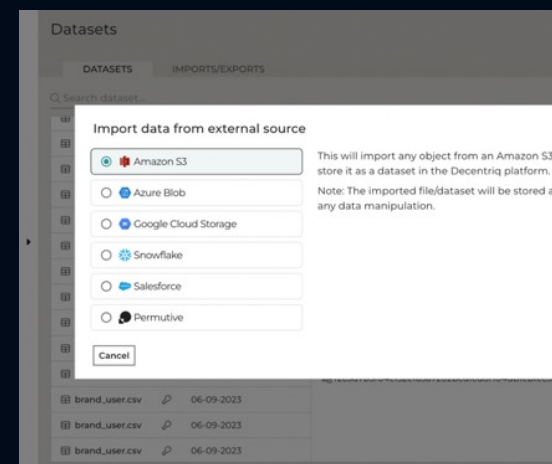
GOLDBACH

Etc...

2 Import your data using our connectors



Your data is encrypted at source and stays encrypted during all steps



Uncover insights about your customers

Lookalike Activation

INSIGHTS
ACTIVATION
DATA
AUDIT LOG

Advertiser Audience
loyalty

Aggregation
Segment

Visualize
Top 15

By
Affinity ratio

Chart Type
 Radar
 Line

There are **20K** individuals in the overlap. This is a match rate of **39.7%**.

There are **50K** customers in Decentriq's loyalty audience.

Segment	Affinity ratio	Share in overlap	Share in addressable audience	Addressable audience size
Natural and Organic Beauty Lovers	2.0x	31.7%	16.1%	241,400
Motorcycle Sports Lovers	1.7x	21.6%	12.5%	188,200
Space and Astronomy Lovers	1.6x	9.5%	6.0%	90,100
Entertainment Lovers	1.3x	12.1%	9.2%	137,500

Create custom audiences

Lookalike Activation

INSIGHTS ACTIVATION DATA AUDIT LOG

Advertiser Audience: newsletter

Precision: 1% — 30%

Reach: 15K

Estimated audience size

Generate

The Lookalike model takes all individuals from advertiser's **newsletter audience** that matched the publishers users, and ranks every publisher for similarity to that matched audience. This ranking is based on an AI model that groups people with similar reading behavior on the publisher.

Audience	Status
savings - 30%	Available for download by Decentriq ✓ Available to Publisher
loyalty - 14%	Available for download by Decentriq ✓ Available to Publisher

- Create your custom audience for retargeting and lookalike activation
- Easy activation through deal ID or I/O without disrupting your existing media buy
- ✓ Data privacy and security is enforced by Decentriq's encryption technology

Benefits of collaborating on Decentriq



Uncover **insights** on your customers



Achieve **higher return on marketing** investment
in a cookieless world



Intuitive no-code modules designed for all users



No disruption to your **existing media buy** via
easy connectors

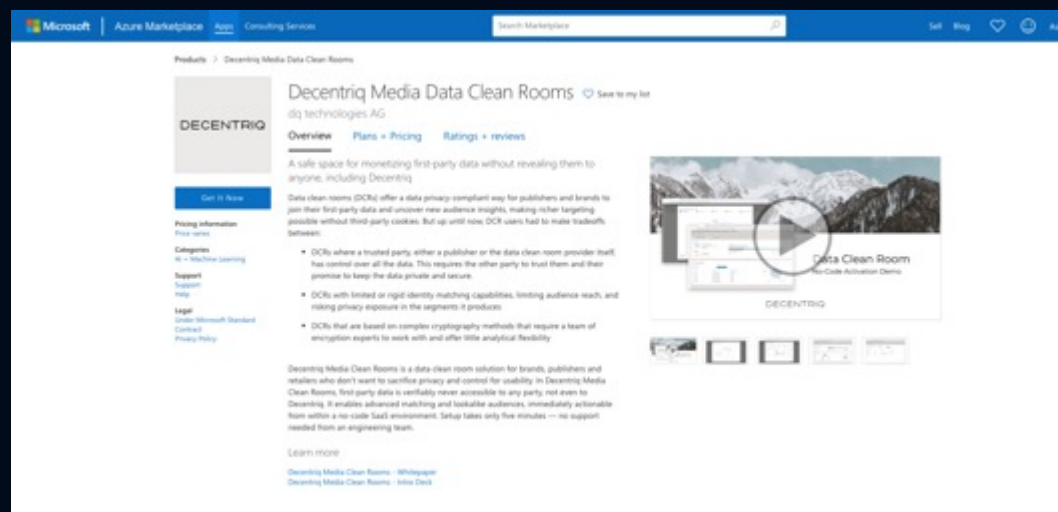


Fast-track legal approval



Invite **any partner** with or without a license

Procure Decentriq on the Azure marketplace



- ✓ 100% Azure hosted
- ✓ Transactable on Azure Marketplace
- ✓ Consume your Microsoft Azure Consumption Commitment (MACC) with Decentriq
- ✓ Globally available across all regions

MICROSOFT SWITZERLAND INNOVATION PARTNER OF THE YEAR 2023

DECENTRIQ

The Switzerland of data

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