

Customize “in-market” audiences and drive higher CPMs

Diminishing CPMs is just the tip of the iceberg for publishers. Premium ad inventory will continue to lose share to remnant inventory as more direct response advertising dollars shift to media partners who offer customizable audience solutions to reach their large subscriber bases. How can publishers more effectively compete for ad spend without greater audience addressability and scale?

You need the right technology partner committed to helping you accelerate your journey from unknown to known audience targeting for your advertisers. Real-time, people-based marketing requires a disruptive marketing technology and a new cooperative identification model*. Signal is the only solutions provider that delivers known audiences at scale with one technology that combines data collection, persistent identification, onboarding and segmentation for real-time cross-channel execution.

By leveraging Signal's platform, publishers can offer onboarding to advertisers so they gain access to high quality audiences, and a simplified activation process to engage consumers within minutes of recognition. And that means publishers can sell more inventory, at higher prices.

Meet advertiser demand with “always-on” and recognizable audiences

Using Signal's platform, your advertisers are poised to identify and react to the freshest and most recent consumer signals confirming they are “in market”...right now. By collecting “live streaming intent” data, onboarding CRM data, connecting and matching that data to a large authenticated identity pool, advertisers can customize audiences based on known identity, attributes and behaviors at scale.

How It Works

ONBOARD DATA

Marketers can easily on board their first-party data from CRM, web and mobile sites, and mobile apps within minutes, and take advantage of live intent signals, wherever their customers are.

SEGMENT LIVE AUDIENCES

Advertisers can customize audiences based on known identity, attributes and behaviors. Signal's rules-based audience segmentation engine can handle complicated segmentation, creating multiple campaigns from onboarded data allowing marketers to gain targeting precision and scale.

AMPLIFY REACH

Connect and match your data to a large authenticated identity pool. Through data trusts powered by Signal's platform, advertisers can securely access known ID's to exponentially increase the percent of available and known customers. The quality is unmatched by alternative pools because it reflects the freshest and latest “state” of the consumer.

*Privacy is kept secure by anonymizing all data before matching and activation. Advertisers and publishers do not share any PII with each other.

Example Use Cases

- **Targeting a customer list:** Advertisers can bring publishers a CRM or prospect file, and run an online advertising campaign targeting those users on the publisher's site within minutes. Advertisers can also target customers based on combined attributes known by the advertiser and the publisher.
- **Targeting website or app visitors:** On a publisher's site, advertisers can target people who have been to the advertiser's website or mobile app.
- **Audience extension:** Publishers can run advertisers' messages on other properties beyond their owned and operated sites.

Activation is simple and fast

In one platform, Signal integrates data and identity management, onboarding and activation functions to collapse execution from as much as 5 days to less than minutes. With one easily customized data taxonomy and zero hand-offs between providers, Signal simplifies the process and clears roadblocks so consumer engagement occurs within minutes of recognition.

Signal helps you keep pace with today's hyperconnected consumer.

- 50 milliseconds for data collection, recognition and distribution to DSPs/SSP endpoints
- 1 million records onboarded in less than 30 minutes

Always-on consumers are demanding always on relevant experiences. Addressing the real-time needs of real people is the new battleground for advertisers.

To learn more, please visit www.signal.co today.

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SIGNAL[®]

Signal - One integrated real-time platform



TRUSTED
COOPERATIVE
IDENTIFICATION



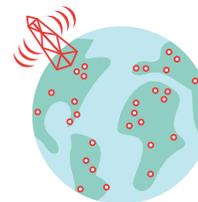
ALWAYS-ON
RECOGNITION



RIGHT-NOW
CUSTOMER
KNOWLEDGE



FULL COMPLIANCE
WITH NAI
PRIVACY STANDARDS



PROVEN GLOBAL
SCALE