

## How SmartMatch can solve your problems

### Privacy - In a cookie free world: how can brands ensure high engagement in content led campaigns?

SmartMatch is a wholly cookie-free contextual SaaS platform, serving ads only when hyper-relevant to the article the user is reading in that moment.

### Simplicity - how can brands promote their content quickly and easily?

Our AI deep-learning software automatically builds out a precise matching profile for each content item to match with relevant publisher content, as well as automating creative build.

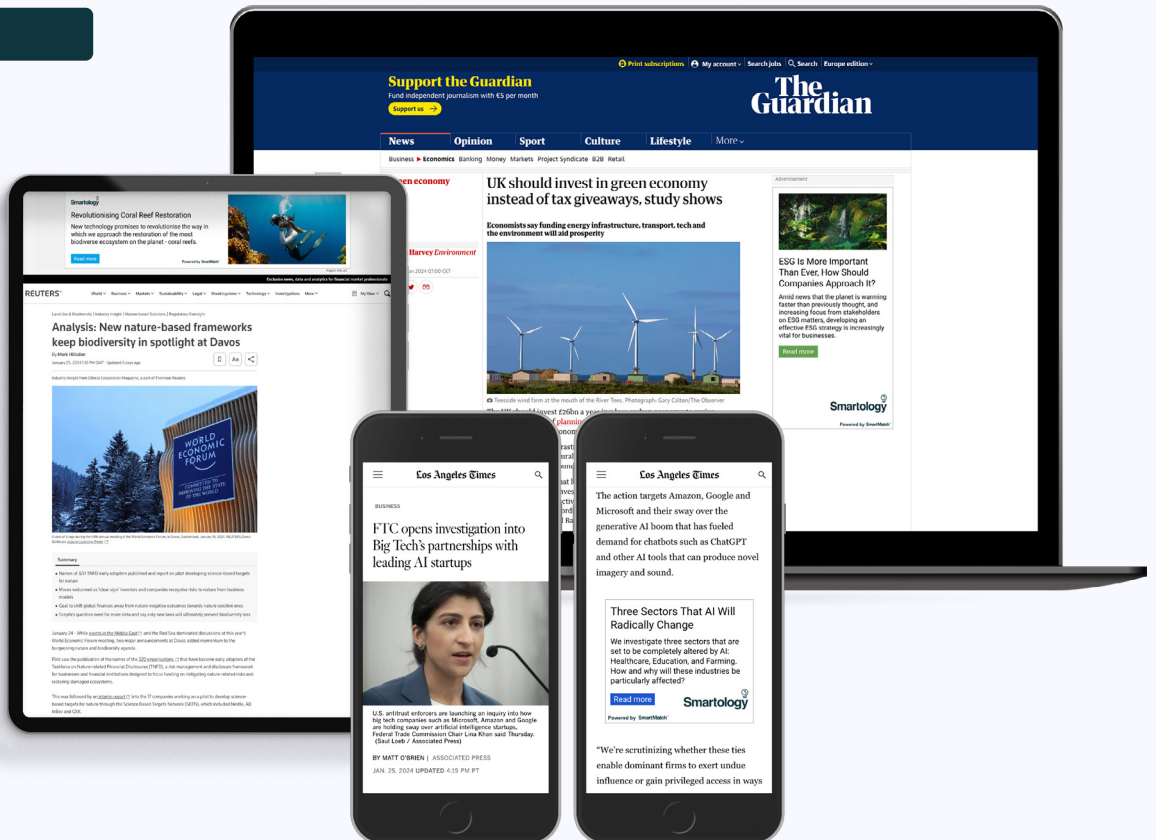
### Brand safety & suitability - how can brands ensure they serve on trusted media sites alongside brand suitable articles?

Appear on known, premium publications, in premium on-page ad locations, while excluding sensitive topics.

Branded Content ROI

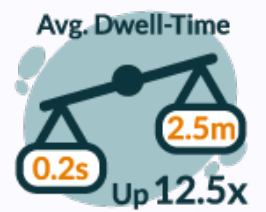
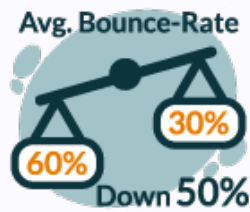
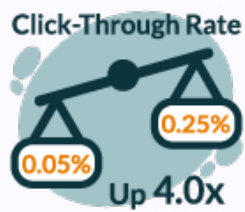
Brand Safe & Suitable

Cookie Free



## The Results

Whether based on clicks or post-click attribution, connecting context and content with SmartMatch has a far greater impact on engagement than traditional targeting techniques when compared to the industry average.



## SaaS Platform - Get Smart in Minutes

1. Simple Campaign Management
2. Simple Branded Content URL Input & Automated Content Tagging
3. Automated Creative Build
4. Customise with Branding Guidelines
5. Campaign / Publisher / Content Item Reporting
6. Transparent Pricing

