

BRAND INTELLIGENCE DATA

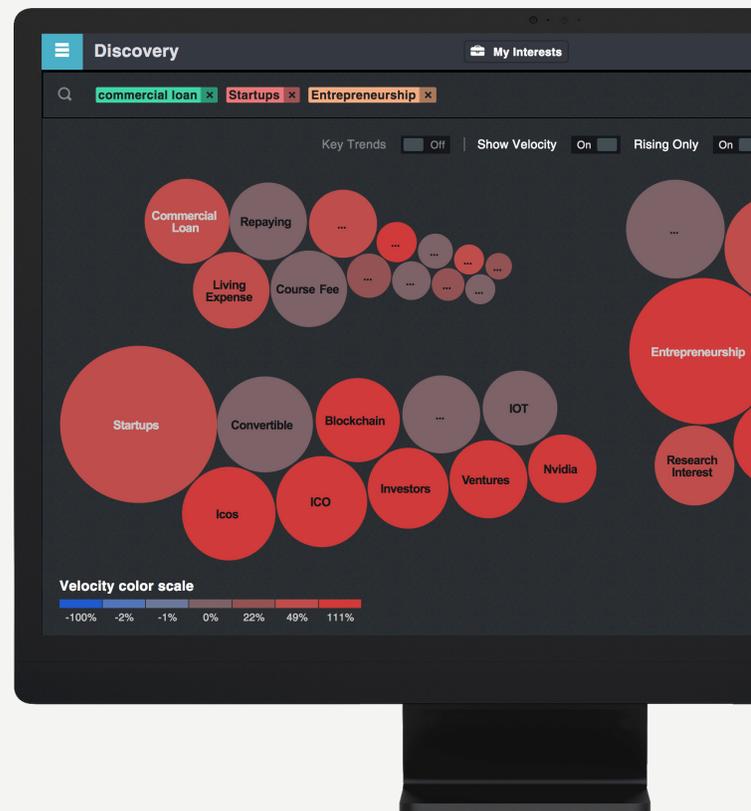
# Solve tomorrow's data challenges right now

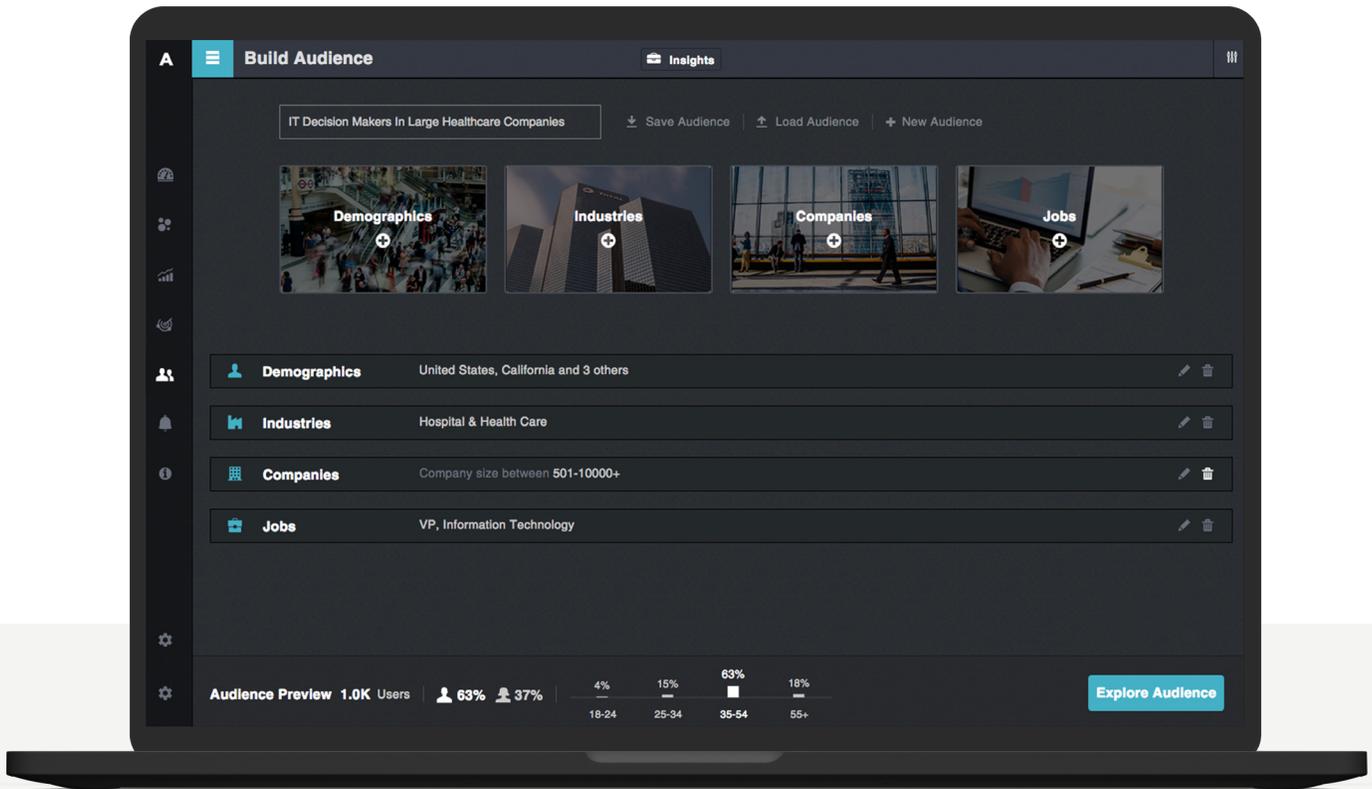
Let Amobee help future-proof your targeting capabilities today. Buying in today's environments such as Apple, the scale of your 1st party data can be significantly limited. As cookies continue to deprecate, Chrome will face the same challenges, making it increasingly difficult to effectively reach audiences with traditional identifiers. To maintain success for the future, you need cookie-less solutions that drive both performance and scale.

## Why Amobee?

Amobee's cookie-less analytics and planning solution, Brand Intelligence, can effectively target and deliver results in a data deprecated future:

- Access premium cookie-less data targeting to enhance campaign performance and scale
- Discover deeper audience insights, going beyond oversaturated endemic categories
- Leverage 1st party data to inform segment and contextual target design
- Instantly activate bespoke, insight-driven targeting directly in the Amobee DSP





## Drive performance, scale, and value with Amobee

In a head-to-head comparison, Amobee Smart Contextual outperformed retargeting tactics:

**43%**

lower CPM

**15%**

lower CPA

How Amobee Audiences stacks up against similar in-class audience segments:

**2.5x**

more conversions using Amobee Auto Intenders

**2x**

more offline action rate using Amobee Alcohol Consumers

When measured against industry benchmarks:

**32%**

increase of desktop action rate

**42%**

increase of mobile action rate

**135%**

increase of mobile video action rate

## Start testing and scaling cookie-less solutions with Amobee now

**\$150k media spend**

- Activate insight-informed tactics that amplify performance and scale for the present and future. Begin mastering your cookie-less strategy with Amobee Smart Contextual Solutions and take advantage of Amobee's added Value packages.
- Choose from a number of different incentives including a Brand Study, Custom Insight report, added value impressions, bespoke testing/experiment design from an Amobee Performance Strategist, or granular DataMine reporting. Talk with your Amobee Sales Representative to find out more.