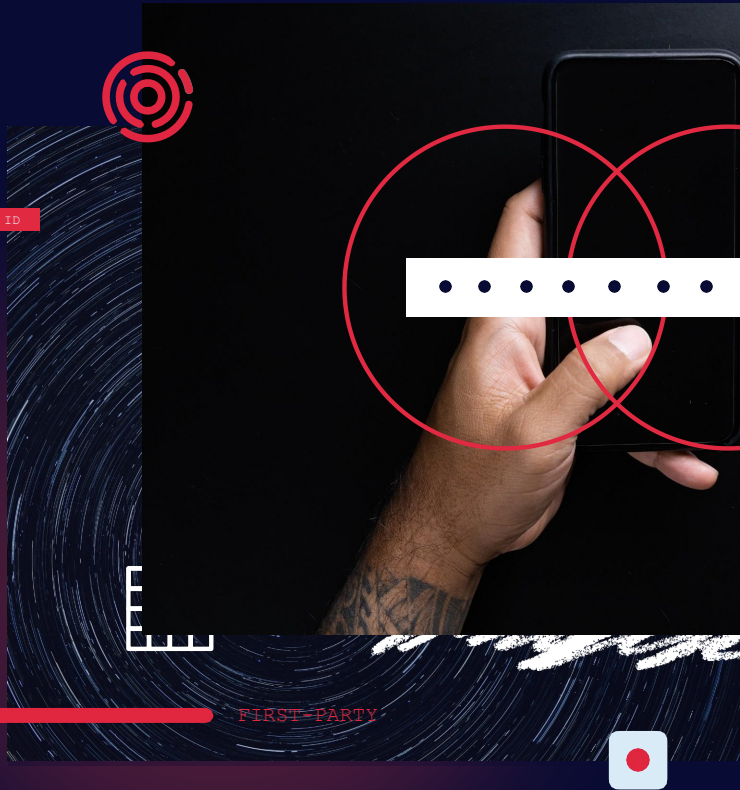


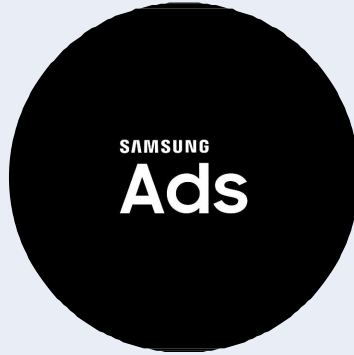
Decentralised Data Clean Rooms for the Digital Marketing Ecosystem



An experienced team of ad technology experts



Founded in **2010**



Acquired in **2016**



Launched in **2020**



Advanced cryptography at the core of the platform



Renowned Cryptographer

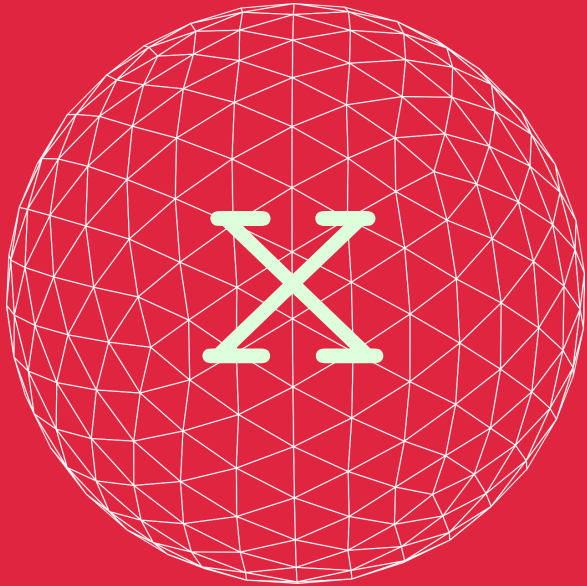
Claude Crépeau

Professor of Computer Science
at McGill University

- Professor, Faculty of Computer Science at McGill since 1998.
- Best known for work in Zero Knowledge Proof and Quantum Cryptography
- Recognised as the inventor of Quantum Teleportation (seriously)
- Optable employs 2 x MSc and 2 x PHD from the McGill cryptography lab
- Crypto specialists embedded into each eng squad



Worldwide rise in
privacy regulation.

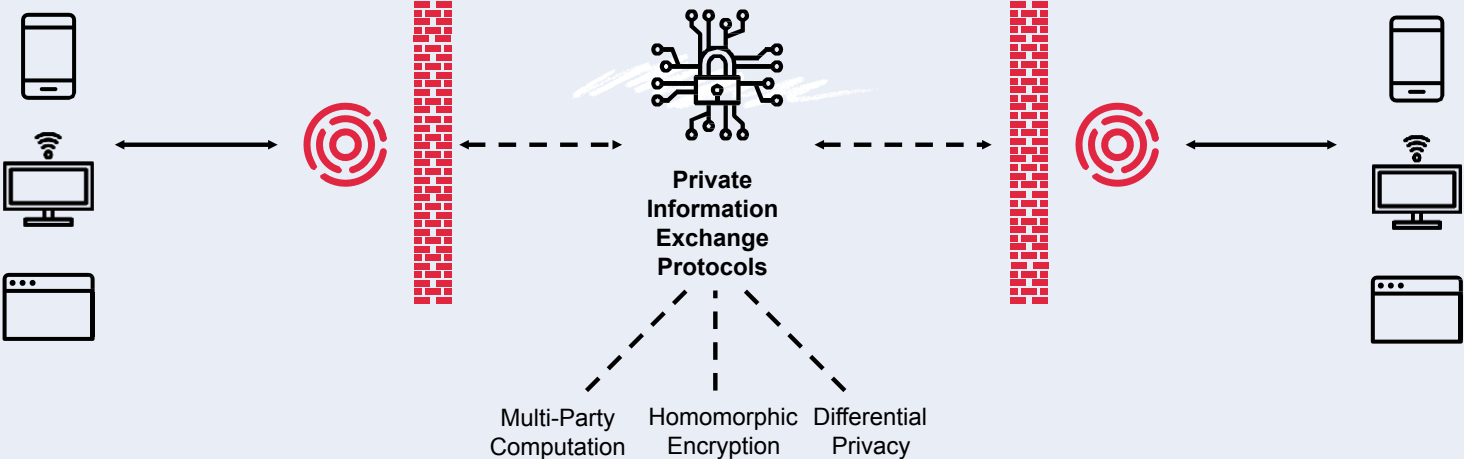


Major technology changes
that hinder ad targeting and
measurement.

- ▼ Imminent deprecation of third party cookies
- ▼ Phasing out of mobile identifiers (starting with iOS)
- ▲ Increase in fragmentation across more devices per user & more environments than ever before



Cryptography creates trust



Privacy Enhancing Technologies



Built for Ad Ops and Media Traders

The image displays the MediaCo Audiences interface and a terminal window. The interface shows a dashboard for 'Audiences / Men fans of Squid Game' with various metrics and filters. The terminal window shows the execution of a CLI command to run a match and the resulting logs.

MediaCo Audiences Interface:

- Header:** Audiences / Men fans of Squid Game (Export, Archive)
- Navigation:** General, Insights, Activation, Exports
- Clusters:** 191.6K
- Person IDs:** 123.4K (64%), 21.5K (11%), 18.6K (10%), 17.3K (9%), 10.9K (6%)
- Household IDs:** 143.8K (100%), 143.8K (100%), 143.8K (100%)
- Filters:** gender (100%), fave_category (100%), fave_channel (100%)
- Gender Breakdown:** male (191.6K)
- Category Breakdown:** Adventure (64.5K), Action (49.2K), Romance (23.3K), Comedy (20.6K)
- Channel Breakdown:** CNW (77.5K), CBC (42K), AMC (18.7K), CW (18.4K)

Terminal Window:

```
./match-cli match run mediaco 21YIBR4GdsBDMtryHB8vM28D ./data_ids.csv --protocol="kkrtpsi"
T08:57:35-04:00 INF running match 21YIBR4GdsBDMtryHB8vM28D with a timeout of 30m0s cli=match-cli
T08:57:35-04:00 INF loaded 561083 unique records from /Users/bmileic/Desktop/demo/data_ids.csv, with
wing breakdown: emails:561083 cli=match-cli
T08:57:35-04:00 INF polling /match/run with a timeout of 10m0s to get match endpoint cli=match-cli
T08:57:35-04:00 INF generated match result id 273pWY0Bzner9kqR2wB3Zcz7NBE cli=match-cli
T08:57:40-04:00 INF still polling /match/run to get match endpoint cli=match-cli
T08:57:40-04:00 INF got match endpoint mediaco-receive-c147ae2c.mediaco.match.optable.co:25519 cli=ma
T08:57:40-04:00 INF running PSI on mediaco-receive-c147ae2c.mediaco.match.optable.co:25519 cli=match-
T08:57:42-04:00 INF connected to partner cli=match-cli
T08:57:42-04:00 INF negotiating protocol: [kkrtpsi] cli=match-cli
T08:57:42-04:00 INF negotiation succeeded, starting kkrtpsi cli=match-cli
T08:57:42-04:00 INF created sender to start PSI cli=match-cli
```

Data Connectivity

Data
Connectivity

The screenshot displays the 'Integrations / Sources / New' interface for AcmeCo. The left sidebar contains navigation options: Audiences, Partnerships, Integrations (selected), Sources, Destinations, Privacy, Data Configuration, Settings, Documentation, and Notifications. The main content area is titled 'Integrations / Sources / New' and includes a 'Cancel' button. It features a progress indicator with '1 Source Type' and '2 Configure' steps. Under the 'Available Sources' section, there are four source cards: 'API' (Dynamic), 'Application' (Dynamic), 'Site' (Dynamic), and 'Mailchimp' (External, BETA). A 'Coming soon' section below shows a 'File Upload' (Static) source.

Integrations / Sources / New Cancel

1 Source Type 2 Configure

Available Sources

- API** [?] Dynamic
- Application** [?] Dynamic
- Site** [?] Dynamic
- Mailchimp** [?] External
BETA

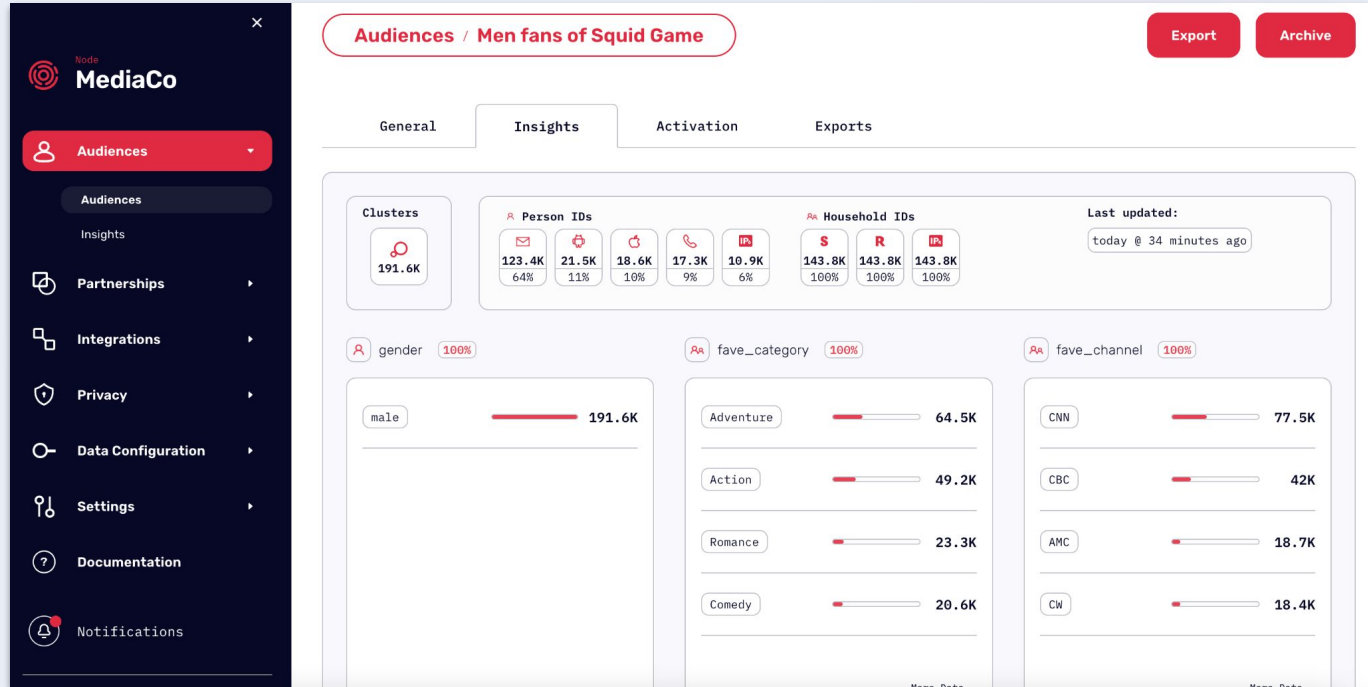
Coming soon

- File Upload** [?] Static



Identity Resolution

Identity Resolution



Five Key Components

Audience
Assembly

The screenshot displays the AcmeCo Audience Assembly interface. On the left is a dark sidebar with navigation options: Audiences (selected), Insights, Partnerships, Integrations, Privacy, Data Configuration, Settings, Documentation, Notifications, and a user profile for Kyle. The main content area is titled 'Audiences / Home & Clothing Regulars' and includes 'Export' and 'Archive' buttons. Below the title are tabs for 'General', 'Insights', 'Activation', and 'Exports'. The 'General' tab is active, showing fields for Name ('Home & Clothing Regulars'), Labels ('Behavior'), Type ('Query Audience'), and Description ('Must accept marketing.'). The Query section contains two conditions: 'All of these' with 'accepts_marketing = yes' and 'Any of these' with 'status = active'. An 'Add Audience(s)' field and an 'ADD' button are also visible.



Five Key Components

Clean Room
Collaboration

Partnerships / Partners

Add Partners

Partner Type

Connect with DCN

Connect with DCN

Connect External Partner

Create Partner

Your Partners

Status

Connected Partners

AcmeCo
acmeco.cloud.optable.co
connected

Omnicom
External
connected



Activation

Activation

The screenshot shows the MediaCo interface for activating an audience. The left sidebar contains navigation options: Audiences (selected), Insights, Partnerships, Integrations, Privacy, Data Configuration, Settings, and Documentation. The user is identified as Kyle. The main content area is titled "Audiences / Incoming Match - Home & Clothing Regulars" and includes "Export" and "Archive" buttons. The "Activation" tab is active, showing an "Activate" toggle set to "On". The "Target audiences on your sites and applications" section explains that audience targeting is enabled by deploying Optable's open-source SDK. A "Key-value" section shows "mediaco_opt = 13824637". Below this, "Optable Open-Source SDKs" are listed: Web SDK (GitHub), iOS SDK (GitHub), Android SDK (GitHub), and Optable Docs. "Example integrations" include Google Ad Manager and Prebid. The "Synchronize audience metadata with your activation channels" section instructs users to select activation channels for synchronization and provides a link to configure them.

Audiences / Incoming Match - Home & Clothing Regulars Export Archive

General Versions Insights **Activation** Exports

Activate On

Target audiences on your sites and applications

Audience targeting is enabled by deploying Optable's open-source SDK to your sites and applications. The **targeting API** requests the list of activated audience key-values matching the user in real-time. Click on the documentation links below for more information.

Key-value

⚡ mediaco_opt = 13824637

Optable Open-Source SDKs

🔗 Web SDK (GitHub) 📄 iOS SDK (GitHub) 📄 Android SDK (GitHub) 📄 Optable Docs

Example integrations

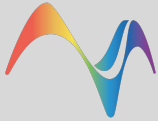
🔗 Google Ad Manager 📄 Prebid

Synchronize audience metadata with your activation channels

Select the activation channels with which you would like to synchronize this audience's name, description, and associated key-value. This will make it easier to find this audience in your ad server or exchange accounts. [Click here](#) to configure activation channels.



CLIENT



Association des
Stations de ski
du Québec

KPI

Video Starts
CTR

PROPOSED SOLUTION

*Bring your own data
Look-A-Like*

CAMPAIGN GOAL

Raising awareness among **existing customers** on health measures in Quebec's ski resorts.

LA PRESSE PROPOSED SOLUTION

Exclusive audience creation, identifying the customers among La Presse's readership, through BYOD solution. La Presse leveraged **data scientist expertise** to create LAL models in order to **increase the audience scale** with additional readers.

158 000

Emails from client
dataset



23%

Match Rate



209%

Audience
Increase Rate



109 000

Readers in the exclusive
audience segment

KEY RESULTS

CTR

▲ **2x**

Video
Starts

▲ **2x**

Engagement

▲ **1,5x**

Join Us as we establish a new paradigm in digital marketing