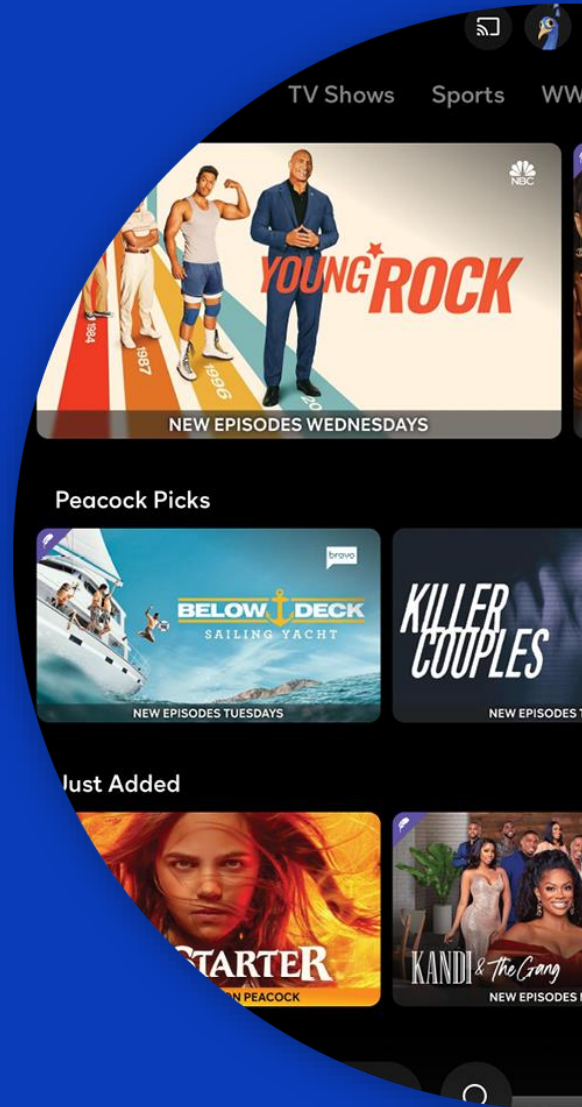


CREATED FOR
PUBLISHERS.
OPTIMIZED FOR
ADVERTISERS.

X-FRONTS | 2022



COLUMN6

Digital Reef Acquires Column6

- **End-to-End** publisher integration powering user acquisition and monetization.
- **Largest USH and BIPOC Marketplace** in North America.
- **Exclusive** inventory on 450m devices in LATAM.
- Reach **audience On-Demand** in their pocket and on their big screens.



We're a 2-for-1 Package Deal

1. The Best Tech, Hands Down

- Better measurement tools
- Real-time analytics
- 24-hour access
- You have *everything* you need

2. We Do It All For You

- Customized plans, managed by us
- DMA/ZIP Code targeting
- Leverage 1st- and 3rd-party data
- Focus on consistent volume



We're the ONLY marketplace and ad management platform built for CTV.

Column6 was not built with you in mind.
And that's a good thing for you.



Publishers Love Us

- Because publishers like working with us, we bring premium publisher inventory at a fair price. And it won't be an 80/20 split.
- Creating transparency and removing middlemen creates cost effective inventory.

SAMSUNG

PLUTO^{TV}

PLEX

redbox.

NEWSY

univision
COMMUNICATIONS INC



Actual Transparency

**We show you
how the sausage
is made. Even if
it's not pretty.**

- Mistakes happen. We don't cover them up; we show you and we make it right.
- We show you our cost to the publisher up front. (Ask our competitors to do the same, bet you they won't.)



Transparency Starts with Shortening the Paths Between Supply and Demand

ABOUT THE C6 MARKETPLACE:

- The only 100% CTV exchange
- 1 Billion+ ad opportunities per day.
Massive scale for efficient audience capture.
- More optimized paths, less hops
- Managed by a dedicated team that helps connect you to the right supply



Fully Stacked Technology

- Because we own and operate a full technology stack, you get direct access to publisher ad inventory, which helps you save. (Most SSPs don't offer that.)
- And no intermediaries means you can seamlessly align the right consumer to the right content at the right time.



Supply Path Optimization

Management



Powerful Targeting



Sample Publisher Integrations

COLUMN6 

Third party Data Targeting

First Party / Custom Targeting

ZIP CODE

DMA

STATE

CUSTOM GEO/REGION

Program Type

Program Adjacency

Day Parting

Content Category



Our Reporting is Some Kind of Amazing

- We pull data quickly and provide customized, automated reports.
- Delivered whenever you want, to whomever you want.
- And we can change the metrics in the reporting to whatever is most important to you or your client.

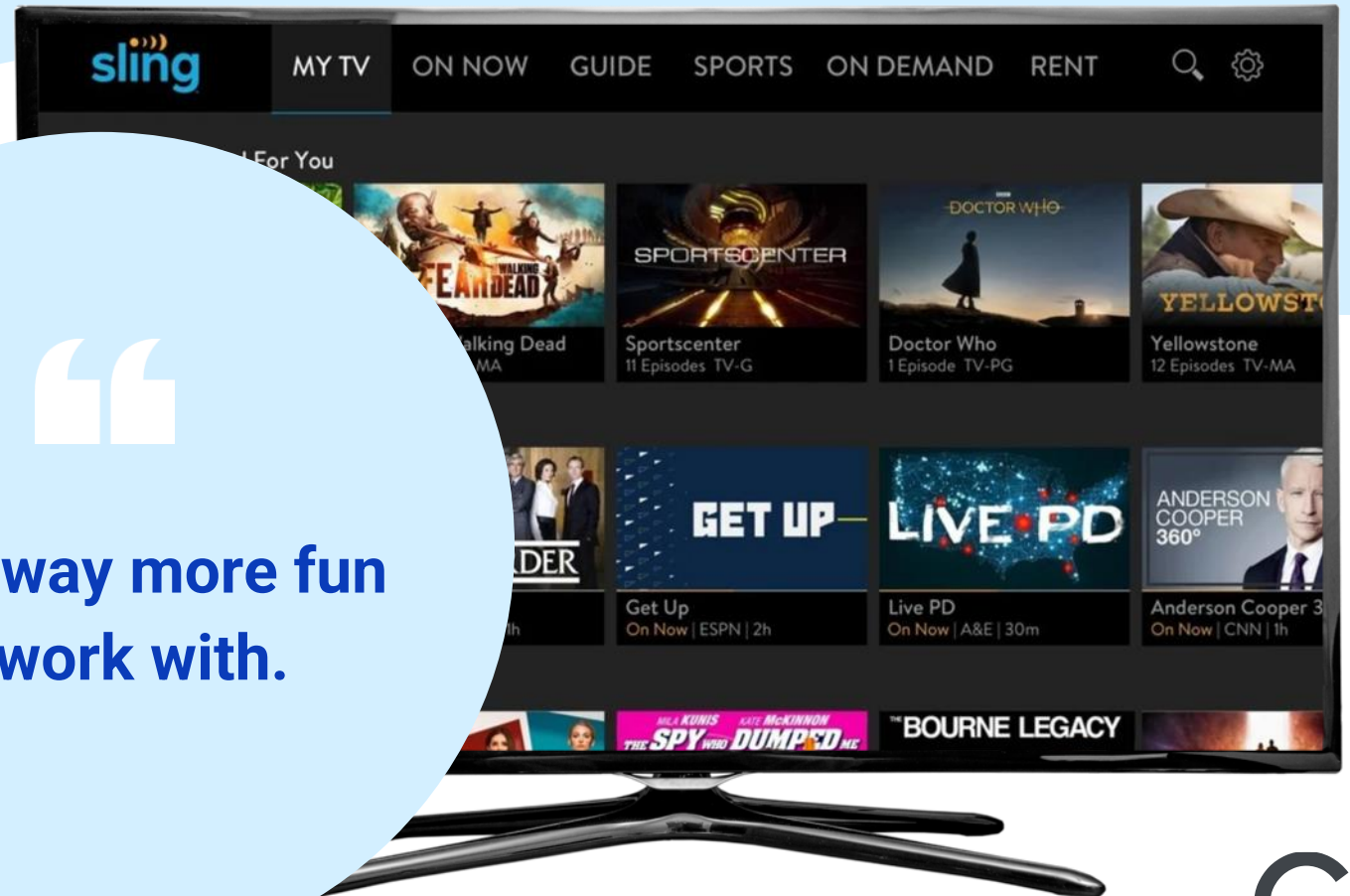


World's Best Boss

- Column6 is not “bolt on technology” We are purpose built for CTV from the beginning and that hasn’t changed.
- That means faster, more nimble decision-making and better prices for you.



**We’re way more fun
to work with.**



No Ghosting

(You need to buy now, not next week.)

- We respond within 24 hours, every time.
- And our entire team works together, so you're getting seamless customer service from start to end.

Reporting &
Optimizations
(Delivery, Quality,
Pacing)

24/7 Customer
Support



Detailed QBRs,
Wrap Report,
Customized
Next Steps



Partnerships



- We are fully integrated with LiveRamp, which gives us access to a full suite of capabilities when we manage your campaigns for you.



- 100% of inventory is monitored and filtered by Pixalate so every dollar is protected.



- Use our interactive, dynamic creative optimization (DCO) tools to create customized ads designed to improve performance and deliver against your unique business objectives.



We rub elbows
with the right
people.

Working with Column6

- We keep the publishers happy.
So you get better pricing.
- We make everything transparent.
So you get better reporting and ROI.
- We are hands-on the entire time.
So you get the best experience possible.

**We'll be your new
favorite media buying
partner.**

