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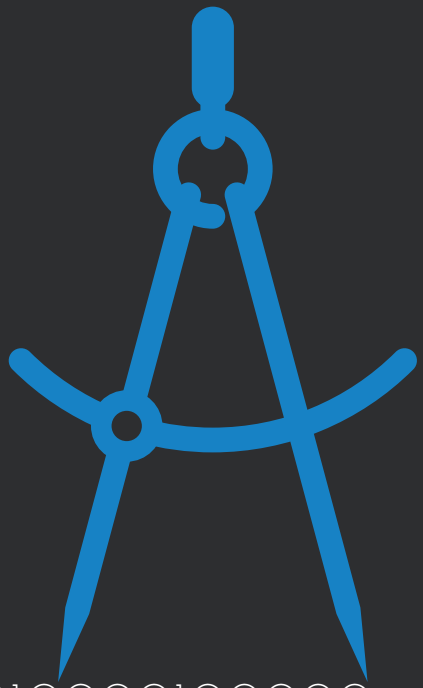
playbook:

The Ins & Outs of First-Party Data



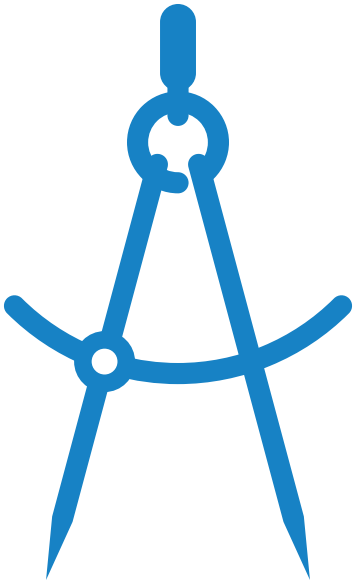
introduction

For better or for worse, digital media is the most measurable medium out there. This fact can make ad operations' job ultra-complicated: think about verification or viewability. But there's a pretty fantastic upside to extensive measurability—the capability to thoroughly understand the people that visit your website and consume your content via the data they give you. This is first-party data.

Advertising in media has always been based on audience, and those publishers that know how to wield first-party data well can draw detailed pictures of their user base and drive increased revenue from the knowledge. Easier said than done, of course—collection and analysis is hard work and requires the assistance of a service provider for most publishers.

This playbook will help you understand the fundamentals of first-party data, its relationship versus second- and third-party data, and some of the terminology surrounding the space. In addition, we'll examine the primary uses of first-party data, including on-site targeting and audience extension. From there we'll dive into service providers that aid in leveraging first-party data, with a particular focus on the functionality of DMPs.

In the digital media world, data is vast—near infinite. However, not all data are equal, and first-party data is considered particularly valuable. We're here to show you why, and how to make them drive revenue for your operation.



02 what's a playbook?

A playbook is an extension of what the AdMonsters community has been doing at our conferences for more than 14 years. A playbook solidifies what has made our events "must attend" for many digital strategists. By bringing people together to share learnings and best practices in a focused way, people can create a plan and avoid hours—if not days—of doing research on their own.

The AdMonsters playbook concept takes existing AdMonsters content (from conferences and AdMonsters.com) and, with the help of the AdMonsters community, "crowd sources" a document that outlines best practices on a particular topic. Our belief is that this will allow for a free exchange of ideas with the benefit of curation for accuracy. This document does not get into specifics around individual solution providers intentionally.

Great effort has gone into writing the playbook in a fashion that applies to as many publishers as possible without becoming too general. In a technology-driven industry like digital advertising, information quickly becomes obsolete. The intention is that, based on the feedback of the AdMonsters community, the next version of this playbook will start to take shape and, with additional contributors, grow in both depth and breadth. Publication of future versions will be scheduled based upon the needs of the community.

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03 whole lotta data

Does 44 zettabytes sound all that impressive to you? Perhaps it would if you knew that one zettabyte is equal to 1000 exabytes, which is 1 billion terabytes, which is also 1 trillion gigabytes. According to the latest EMC Digital Universe Study by the International Data Corporation, the amount of data in the digital sphere is doubling in size every two years, and by 2020 will grow to 44 zettabytes. That's pretty tremendous growth from 4.4 zettabytes in 2013.

Data are everywhere and collected by just about everybody. The term Big Data seems to have fallen out of favor due to the realization that near-infinite amounts of data aren't actually worthwhile; finding the small amount that's relevant and actionable it is where the value is.

The first step in determining the right stuff is breaking data down into classifiable categories.

Sidebar:

The word "data" is actually plural. The singular form of a unit of information is a "datum." So yeah, it may sound funny, but "the data are" is grammatically correct. However, if you go around correcting people who say "the data is," you will likely be hated because that kind of behavior is snooty and obnoxious; and you'll quickly be exhausted since just about everyone says "the data is," even grammaticians who should know better. Think about it this way: when someone says, "this data is," they really mean, "this data set is." Now enough grammar class—wrapping your head around ops challenges is far less infuriating than the intricacies of the English language.

First-Party Data

As a publisher, the data you collect through your site is considered inherently valuable and is relatively easy to make actionable. We've given them the wonderful moniker of first-party data. But who is the first party? That's you, publisher!

The data are exclusive to you and their origins are completely transparent: you know where information came from, when data were collected, which means you know how fresh they are. This data can be gathered through http cookies using home-made pixels; pixels from SSPs, DSPs or data services providers; or a pixel from an integrated data management platform. The data collected may include:

- **Browsing**
- **Reading**
- **Searching**
- **Engagement/Interaction**
- **Destination From/To**
- **Purchasing**
- **Sharing**
- **and more**

But wait—does this data really belong to you? Well, the argument is that consumers trade data for access to your content. More and more publishers are being upfront about this transaction, informing users when they first enter a site (or even every time they visit) that the publisher is actively collecting data (e.g., using cookies).

First-party data also include your CRM or offline data, as well as registration or subscription data shared with you by users. This can be extremely powerful stuff, particularly

since advertisers are very interested in demographic targeting. The more data you can get your users to share, the better; however, we learned from our publisher resources that you must make it worthwhile for consumers to share data, which means offering some kind of utility or benefit to the trade.

First-party data can be anonymized using pseudonymizing tools like cookies, and theoretically not shared with advertisers or intermediary tech providers. However, the partners you work with can potentially match their own IDs and cookies with a publisher's.

Second-Party Data

If first-party data is your data, second-party data is first-party data from someone you know. This can take a few formats. First, you could simply buy first-party data that belongs to another publisher, an advertiser, etc. Yes, advertisers also derive first-party data from multiple points, including website visitors or offline customer databases. Part of the rise of programmatic transactions and real-time bidding can be attributed to advertisers targeting their first-party data (e.g., site visitors) on ad exchanges.

DMPs and other technology providers now offer matching services—basically advertisers and publishers can slot their proprietary cookies into a neutral space and see how they stick. The DMP comes back with unique identifiers for the conjoined data, meaning that neither side got their grubby hands on the other side's data.

Publishers can also attempt such deals with other publishers to enrich targeting pools for advertisers. In 2015, there were a few announcements of publisher groups that aligned their programmatic operations and merged first-party data for more enticing segments.

Third-Party Data

Third-party data is collected and aggregated by a service provider or tech company, which also stores and sells it. The data could be demographics, search, interest or intent data. Unlike first-party data, third-party data is not exclusive—they'll sell it to anyone at marketplaces where you can buy audience segments like you were ordering at a deli: "Yeah, I'll take a quarter pound of the auto intenders, sliced extra thin."

The quality of the data is often hard to judge because of a lack of transparency in how they were collected. Is it actual registration data or audiences modeled on such data? Exactly how fresh is it? Since you collected your first-party data, you know when it was picked up. The advantage is that you can buy exactly what you want, in bulk and if you know what you're doing, it can be cheaper and easier to get ahold of than second-party data.

Unfortunately, the best way to judge third-party data segments and their providers is typically by watching how well they perform. Within a short time you should be able to tell which segments from which providers work best for you—and they won't be the same for every publisher.

Another good way to determine quality is by price—the good stuff is not going to go cheap. Pricing shouldn't be your only criteria for judging third-party data segments, but it's also something that can't be ignored.

03 whole lotta data

What's a Cookie Anyway?

Although it was originally designed to store and recall information such as logins and items in a shopping cart, the HTTP cookie has been a fundamental tool of digital advertising since the late-90s for multiple uses—audience targeting, frequency capping, determining which creative to serve, etc. And really, it's just a small text file, no executable code. Cookies are also browser specific, so the cookies that work when you surf with Chrome are completely different than the cookies that correspond to, say, Firefox.

What does a cookie look like? Well, this could be a cookie: 07201969. (It's also the date of the first moon landing.)

While a user visits a website for the first time (or the first time since the user has cleared their cookies), a publisher will send a string of data that is then stored in the user's browser. When the user returns to the website, the publisher reads the cookie to "identify" the browser via the unique identification number stored in the cookie text file. The publisher can then edit the ID on their end with information about the user's visit(e.g., section interests). Hence, cookies are used in key-value pairs (KVP)—the key is a unique identifier for a piece of data and value is either the actual data or its location (e.g., in the the cookie).

A session cookie only exists during a user's browser session (no expiration date; deleted when browser closes), while a persistent cookie persists but has an expiration date—at most a few months, because any longer and the data will get stale. Many users also flush their cookies on a regular basis.

Here's everything you could ever want to know about cookies: www.w3schools.com/js/js_cookies.asp

What's the difference between a pixel and a cookie?

The cookie is the browser-specific text file on the user's computer that has the user's unique number, but the pixel is the code you place on your website to fire a cookie; typically a 1x1 transparent image (gif); calls an application to fire the cookie. This is also the code that reads or writes additional data on existing cookies.

Basic Pixel:

Set-Cookie: value[; expires=date][; domain=domain][; path=path][; secure]

What Is Cookie Syncing?

As a security feature, cookies are domain-specific. Cookies from ThisWebsite.com can't be read (or rewritten) by ThatWebsite.com, or ThatAdvertiser. For multiple domains or partners to understand when two different cookies belong to the same user, it needs to undergo syncing. Basically two cookies containing the same or similar data are linked.

A nice example of how this works happens during RTB-powered programmatic transactions. During an auction, an SSP throws an auction using its proprietary ID or cookie

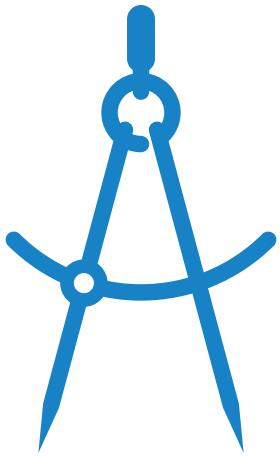
to elicit bids. Once the winning bidder has been selected, the SSP runs a piece of javascript that enables the user's browser to call out to a group of DSPs chosen by the SSP. In a process known as piggybacking, the DSP can request its own cookie; if the user responds with said cookie, the DSP then associates the SSP's ID/cookie with its own. As the two are now linked, the next time the SSP delivers that ID/cookie, the DSP will recognize the user and potentially bid on the impression.

Confused? Yeah, it's complicated. Ad Ops Insider Ben Kneen walks through it in more detail.
www.adopsinsider.com/ad-exchanges/ssp-to-dsp-cookie-synching-explained/

But I Thought Cookies Were Dying...

HTTP cookies do work on some mobile browsers, but not in the mobile app environment, and they most certainly don't work in the growing realm of connected TV. Instead, advertisers and content providers use unique identifiers—deterministic identifiers like software-based IDs from Facebook and Google; or mobile software like Apple's IDFA or Google's Android ID. Probabilistic identifiers use a variety signals (e.g., IP address, location, browser settings) to identify and group devices, or even particular users on devices. (This process is sometimes called fingerprinting, a term the companies that run these services eschew.) These IDs are not 100% accurate, hence why they are labeled probabilistic—some companies report accuracy in the 90% range.

The cool thing is that cookies can be synced with all of these IDs, enabling targeting across devices.



04 first-party data in action

To paraphrase Heavy D, now that you found first-party data, what are your gonna do... with them? We're glad you asked, because there's a lot of stuff...

Sidebar: Inferred vs. Declared Data

Inferred data are audience characteristics that were decided based on "educated guesses"—for example, a user browsing for tips during pregnancy might be labeled an expectant mother. That label could be dead wrong, but it's a reasonable assumption.

Declared data are actual information volunteered or disclosed by the user—if that some person looking for tips filled out a website form stating that she was pregnant.

Therefore interest segments based on browsing behavior or search queries are inferred data, while site registration information is declared data.

Understanding Audience Habits

As a publisher seeking advertisers, your audience defines you—best you define it right back.

From print to TV to digital, content providers have sold ad space based on their audiences, but you can't sell it if you don't understand it. With magazines in the past, audience analysis typically required comprehensive reader surveys—conducted manually over the phone or even physically filled out, pen on paper (old school indeed). While online surveys are grand tools and can encourage interaction, first-party data is a more holistic and immediate tool for understanding your browsers.

You can collect basic information by dissecting traffic patterns via analytics, but getting a more holistic picture means bringing in bigger guns: cookies, DSPs, DMPs, etc. Such tools enable thorough examination of what you collect, and the ability to analyze all kinds of cross-sections of data.

For example, tying registration data to browsing habits can help you analyze demographic trends, which are extremely important to advertisers as that's how TV is measured and sold. In addition, you can build behavioral or interest segments off of registration, browsing and other data. Say a user browses a certain number of pages marked off in a topical category—let's say "football"—then you can drop a cookie or identifier on him/her that your site recognizes as "interested in football."

Beyond monetizing, first-party data provide opportunities for many publisher divisions. Audience analysis with first-party data can help editorial figure out the interests or behaviors of people reading specific content and tailor future stories. In effect, this can be used to increase the audience base (which means more audience to monetize!).

Marketing can target various publisher offerings to relative segments and bring additional traffic to the site through other channels and media. To help with the latter, you can build lookalike user models based on your users or segments. Finally, first-party data segments can be used on the site to suggest other content a user may enjoy or potentially to customize the entire site experience.

04 first-party data in action

On-Site Targeting

If you understand your audience, it would be awfully nice of you to target them with more relevant advertising. Hey, that's kinda beneficial for the client too, perhaps you could get them to pay a higher CPM... EUREKA!

There are many ways to target on-site using first-party data. You can retarget specific users—say if a user views an article on making brownies, perhaps you direct a baking goods advertiser their way. You can target demographics based on data shared with you. Or you can put those audience segments mentioned above to work and target users based on interests and other aspects. A retailer that sells jerseys would love a spot in front of that football fan we discovered earlier. Third-party data can be looped in here, particularly if the advertiser is interested in demographic data that you don't have.

Publisher first-party data is increasingly leveraged in the programmatic space through private marketplaces. In addition to getting bid priority, PMP advertisers can also be the first to reach your prized first-party (or second-party) segments. However, understand that guaranteeing against segments will shrink the pool of available inventory—sometimes dramatically.

Audience Extension

Publisher, have you ever dreamed of being a media buyer? Audience extension will give you the chance to finally go off-site! Basically, you're searching for your users on third-party properties. As we suggested earlier, this can be a marketing tool for driving traffic to the site, but audience extension can also be a channel for advertisers to reach your audience off of your site.

Sometimes used as an add-on to boost IO sizes or to augment major direct deals, audience extension is also an interesting proposition for publishers with highly valuable (and possibly niche) audiences with limited on-site inventory. If you can make a pretty penny by monetizing a segment on-site, why not off-site too? Particularly when the programmatic pipes stretching the Internet have made extension downright simple. Extension can also boost limited inventory channels such as video and aid in delivering audiences across platforms.

A publisher itself can grab a seat on an exchange and hunt down its cookies, or set up its own private marketplace with trusted publishers. In addition, networks, DSPs/SSPs and DMPs all have tools to assist you in targeting, potentially by dropping their own pixels on your site or syncing cookies. To reach users similar to your audience, these providers can also build lookalike models (potentially layering in third-party data) to track down on third-party sites. In addition, they offer optimization tools for meeting performance metrics, brand safety tools such as whitelisting and feedback on what is and isn't working for your first-party data. For more information, check out our previous playbooks and many articles on the subject, as well as the service providers section below.

Just Sell It

Just where does third-party data come from? Well, sometimes they come from publishers selling their first-party data (no PII) to data collectors through a data exchange, which can prove a lucrative stream. However, this does diminish your data's exclusive nature and, with some elbow grease, you're likely to make more money in the long run through data-driven monetization.

Sidebar: Common Categories of Data

- **Demographic:**
  A specific section of a population, typically based on characteristics like gender, age, marital status, number of children, race, income, etc. For TV advertisers, age and gender are must-haves.

- **Psychographic:**
  Also known as IAO variables (interests, activities and opinions), this encompasses lifestyle and personality aspects, including values and attitudes. They can range from avid skier to devoutly religious to politically active.

- **Behavioral:**
  Data based on actions taken (e.g., purchase or intent data) as well as product usage rate (e.g., brand loyalty).

- **Firmographic:**
  Industry and seniority data—for example, C-level executives, digital media professionals.

- **Attitudinal:**
  These data are typically collected through surveys, it refers to feelings toward certain brands, products and/or services (e.g., brand favorability).

- **Identity:**
  Anything that could identify a specific person—names, addresses, emails, social media accounts, etc. Commonly referred to as PII, or personally identifiable information.

05 challenges in monetizing data

One of the major advantages to first-party data is its exclusiveness—no other publisher or advertiser is going to have exactly what you have. This is also a drawback.

Most advertisers eat, breathe and sleep demographics—they are what make the wheels of TV advertising spin and spin. Demographics are firm—a 40-year-old female on one site is a 40-year-old female on another site (though third-party cookies might disagree about a user's age and gender, another quandary with lack of transparency). So brands build their entire marketing plans against demographics and evaluate performance on them. "How many units will this demo move?" is a common question.

There is no real standardization in psychographic and behavioral data. What you deem a football enthusiast does not easily transfer to another site or an advertiser, so scale becomes a concern. How does the advertiser verify whether you targeted the right user with a first-party data segment? How do they measure the effectiveness of numerous publishers' first-party data segments altogether?

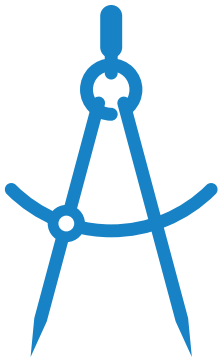
Publisher first-party data is incredibly valuable, but it's hard to scale and quantify, as well as compare against other marketing channels. This can make your segments a challenge to sell. The solution: make the uniqueness work for you, not against you.

In collaborating with sales, walk them through exactly how your first-party segments are created and with what data: registration, browsing, search, etc. Back up your segments with performance data from prior campaigns. The more transparent you are about your data practices, the better. If the advertisers want to know more, ask to sit in on client meetings. Particularly useful when negotiating new buys by previous advertisers, try suggesting more granular targeting.

On RFPs, advertisers will often ask for access to data segments, but our sources suggest they don't know what to do with it. Try to walk them through your segments as well. This is where cross-channel analysis can come in handy, in particular with demographics. You should be able to show the relevance of your data against the metrics your advertisers know and love: GRPs (gross ratings points).

As (currently) post-campaign measurement tools, GRP-based metrics can prove frustrating when publishers have first-party behavioral segments ready to be deployed in real-time. So many broadcasters and video content providers guaranteeing against GRP-based metrics try to build segments based on demos that they can target against to improve their GRP-composition rates.

Similar to third-party data, your first-party data will ultimately be judged by its performance—but you will need to highlight the actual performance. To help, you'll probably need some tech provider assistance.



06 service providers

First-party data can be plugged into many monetization facets, but actually getting to that point can be a challenge. As we mentioned earlier, there's a lot of data, and processing it every which way requires a great deal of time, energy and power. Manual labor on spreadsheets will only you get you so far, and it's easy to feel overwhelmed just scratching the service.

Some publishers build in-house data management solutions—their own DMPs. Typically data is central to many (if not all) divisions of a company going this route, not simply ad revenue or marketing. This justifies the intense amount of resources needed for development (e.g., labor, money).

A service provider offers a much lower financial barrier to data management tools. And there are many out there—some of which you are likely already using—offering varied tools at different pricepoints.

Ad Servers

Your ad server should provide basic tools for putting together audience segments through site-collected interest and demographic data. This is a very cost-effective solution and offers few frills.

SSPs/DSPs

SSPs and DSPs can also assist in assembling audience segments, targeting on-site and providing extensive reporting. Some can incorporate CRM and email data as well as leverage third-party data to enhance said segments. These serve as cheaper alternatives to building segments with DMPs, but also offer less control and nuance in building the segments.

SSPs and DSPs are particularly handy as full-service audience extension tools. Namely, a provider can drop a pixel on your site and then do all the heavy lifting of finding your users on the exchanges—pretty much one-stop extension shops. In addition, they can also seek out more complex first-party data segments.

Beyond that, these providers have audience modeling tools to target lookalikes for advertiser campaigns or driving traffic back to a site. They offer optimization tools and suggestions for pumping up performance. Finally, enhanced integrations can enable advanced data partnerships with advertisers and extensive targeting across networks of publishers. This in turn can establish a feedback loop with great insight into how your first-party data is working for you.

DMPs

While ad servers, DSPs and SSPs provide basic data services, there's nothing more comprehensive than a data management platform. A good DMP should do just about everything you can do with data:

- **Collection**
- **De-duplication**
- **Centralization/consolidation**
- **Classification**
- **Indexing**
- **Analysis/recommendations**
- **Forecasting**
- **Visualization**
- **Storage**

However, a DMP is not a data warehouse, but a cookie/identifier warehouse—this is where you hold the tools to

put your data into action. Basically, the tool ties together data from a variety of sources (e.g., site, CRM, email) and then intelligently connects it to a user identifier that updates in near real-time.

As Ben Kneen, a.k.a. Ad Ops Insider, explains:

"The DMP essentially conducts a multi-layered cookie sync between all your systems, typically through a piece of javascript called a container tag, or universal container, which allows the DMP to sync its own cookie ID to the cookie IDs of whatever other systems you might be using."

A DMP offers an interface to easily analyze data on multiple levels, as well as tools to assist in making more advanced segments based on seemingly endless data points, including data freshness. In addition, it should be able to:

- **Pipe in third-party data**
- **Integrate offline data (e.g., magazine subscription information, CRM)**
- **Scale audiences**
- **Lookalike modeling**
- **Assist in audience extension**
- **Creation of second-party data segments (with other publishers or advertisers)**
- **Discover audience trends**
- **Learn over time**

Is It Worth It?

Everything listed above sounds really cool, but all comes at a cost. To ensure that your DMP is a revenue driver rather than a cost center, you must already have a smart first-party data strategy in place. Consider the following:

- How central is audience data to your ad business? Are you selling a lot of targeted campaigns and do you think you're leaving too much revenue on the table? Can you estimate that amount?

- When working with ad server/DSP/SSP data management tools, what are you missing? What services does a DMP provide that would be most valuable to your organization?

- Do you have the human resources to make the most of the DMP? This is not a set-and-forget tool—at least one person is going to have to own your data management practice... And that may not be enough.

- Will you be expected to immediately show ROI? Setting up a DMP and learning its nuances can take time.

A DMP should really be used across multiple departments—a great way to get company purse holders to buy into a DMP is through teaming up with marketing. Showing how multiple divisions of a media company can benefit (and drive revenue) from a DMP will be hard to ignore. Post-integration, marketing and ops should continue collaborating, learning how to best leverage the tool together. We've heard very cool stories about marketing and ops teaching each other tips and tricks to maximize DMP potential.

06 service providers

Choosing a DMP

Just like buying a car or a house, if you're going to spend so much money on a DMP, you better make damn sure you get the right one. Evaluating a DMP is a complex process that will probably require some bake-offs, but there are some essential questions that will help you narrow your search.

First off, what style of DMP is right for you?

- An independent DMP may have access to multiple third-party data vendors, integrations with multiple targeting platforms and ad servers.
- A DMP attached to a DSP can potentially make for simple and more effective audience extension efforts. However, note that all DMPs will have integrations with DSPs and SSPs for audience extension.
- A DMP connected to a third-party data vendor may have access to exclusive segments, pricing benefits and advanced layering options.

Beyond that, here are typical considerations:

- Most important, who is the DMP hooked up to—does it have established integrations with your ad server, your SSP(s), and your preferred third-party data partners?
- User experience—you're a user too! How intuitive are the dashboards and interfaces?
- Latency—firing pixels onsite and processing may slow down the site. How does the DMP work around such issues?
- Pricing—you might not necessarily need every service a DMP provides. Are there a la carte pricing options or is it prix fixe? And if one provider is substantially more expensive than another, is there a reason for that? Always beware of a price that seems too good...

Integration

Considering the amount of work a DMP performs, integration is essential, particularly to get continually updated data. Integrations will differ from vendor to vendor. We've talked to some publishers that have had multiple integrations and each one has been a vastly different experience. Vendor integrations into your various tech partners can differ in quality—or may not yet exist.

To prepare for the integration, work with IT to map out all the data sources you want to send into the platform. Also, have an idea of the segments you want to collect and analyze. It may be tempting to go for the whole enchilada, grabbing each and every attribute you can, but that can become as overwhelming as trying manage this herd with spreadsheets. You can always augment both your segments and services later.

Also, talk to your peers about their experiences, particularly when it comes to the same vendor. Look to sites with similar operations and infrastructure as your own. Where do you meet such operations people? Have you heard of the AdMonsters Publisher Forum, by chance?

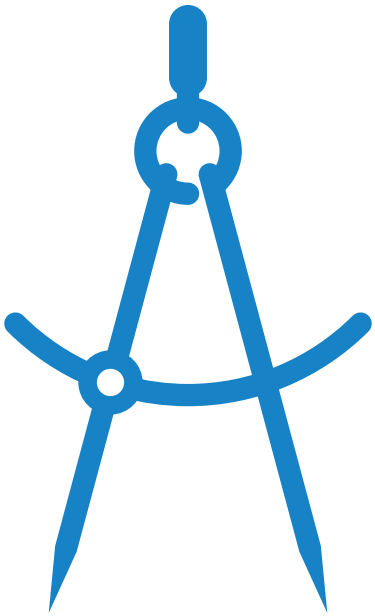
07 summary

As we've written before on AdMonsters, publisher first-party data is the oil of the digital advertising industry—a highly valuable substance in limited supply just waiting to be tapped. However, just like with the oil industry, the real money is not in drilling (i.e., gathering) but refining, without which the product can't be monetized. You can bet that refining first-party data is a far more complicated process than collection.

Driving revenue from first-party data has long frustrated publishers that understand the potential well they're sitting on. But even realizing the value of this data has proved perplexing. While DMPs and other tools have aided their efforts, scaled data monetization still feels elusive for many publishers.

We hope this playbook has helped you better understand first-party data, as well as its cousins second- and third-party data. In addition, we have aimed to leave you with a comprehensive guide to employing your first-party data through on-site targeting and audience extension. Finally, you should have a better understanding of how service providers can help you manage and monetize your first-party data, and feel empowered to make a decision on integrating a DMP.

You're ready to collect and refine—it's time to make your first-party data live up to its reputation as some of the most valuable stuff on the Internet.



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AdMonsters is the global leader in strategic insight on the future of digital media and advertising technology. Through our conferences, website, original research and consulting services, we offer unparalleled in-person experiences and unique, high-quality content focused on media operations, monetization, technology, strategy, platforms and trends. Founded in 1999, AdMonsters began serving the advertising operations professional through live media and its online community. We provided a forum to share best practices, explore new technology platforms and build relationships. Today's expanding ecosystem now includes publishers and content creators, agencies, SSPs, DMPs, DSPs, RTB and service providers, technology and platform developers, advertising networks, brands, and investors.

This vibrant community is forward-looking and results-oriented. Their success depends on strategic insights about technology and monetization, and the exchange of actionable peer-to-peer best practices. AdMonsters has built its reputation on providing objective editorial leadership based on deep, real-world expertise. We have continued to evolve our editorial strategy to address the changing needs of the market and as a result, AdMonsters has attracted a highly focused audience who are at the forefront of the industry, and leading marketing partners have found AdMonsters to be a powerful channel to reach these decision makers. Today, our portfolio of integrated media solutions includes industry leading live events, our innovative Connect content solutions, email marketing programs, and more.

As of March 2015, AdMonsters is part of the **Access Intelligence** family of companies.

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A leading Programmatic Marketing Platform provider, Rocket Fuel (NASDAQ: FUEL) offers brands and agencies managed services, as well as a SaaS-based Data Management Platform (DMP) and Demand Side Platform (DSP), to optimize performance, awareness, and lift across marketing objectives, channels and devices. By applying its unrivaled Artificial Intelligence at Big Data scale, Rocket Fuel's Moment Scoring™ technology performs a real-time calculation of each ad opportunity based on a marketer's goal to estimate the likelihood a consumer will engage in a desired action. Moment Scoring goes beyond 1:1 marketing by learning to predict what marketing actions to take with a campaign at a precise moment in time, which results in a much more efficient use of marketing dollars. Rocket Fuel serves 96 of the Ad Age 100, three of the top five agency holding company trading desks, and partners with some of the world's leading CRM platforms, marketing platforms and systems integrators. Headquartered in Redwood City, California, Rocket Fuel has more than 20 offices worldwide.

Go to www.rocketfuel.com for more information

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