



Our Story

Delivering the Art and Science Behind the Perfect Message.

flashtalking“„



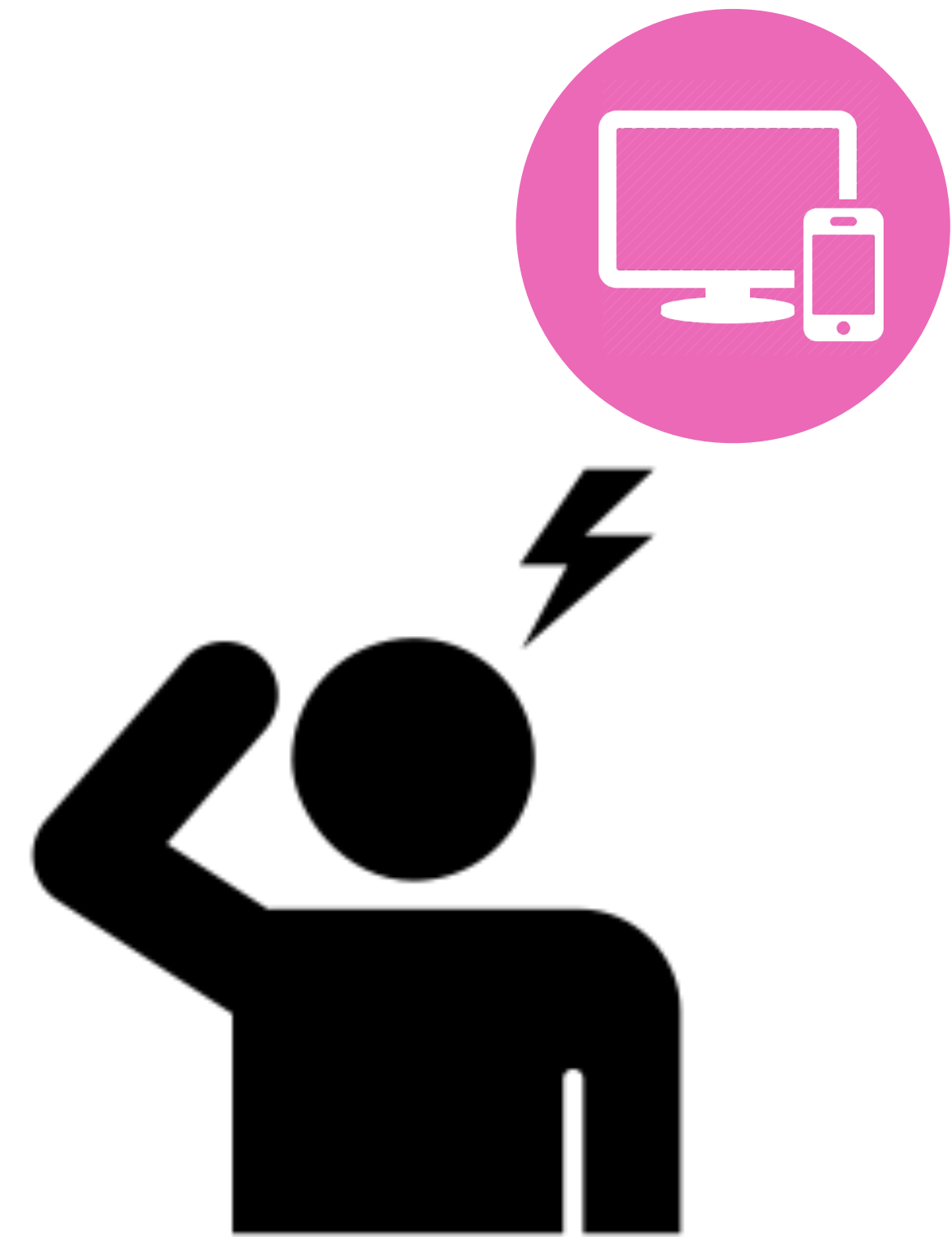
Ah, technology!
It's supposed to make our lives easier...

...but what happens when it doesn't?

...

The top pain points for digital Marketers are:

- Losing conversions across different channels and devices
- Recognizing the need for a single customer view but lacking the time, budget or IT to invest in building one
- Not having enough time to test and optimize campaigns
- **IT and web development** teams turning into major **bottlenecks**
- Few brands have the expertise to leverage



*Econsultancy / Programmaticadvertising.org



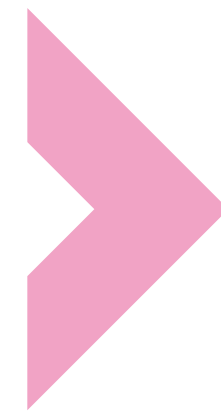
There is a solution,
and it comes with a better ad server.

But first a little history

...

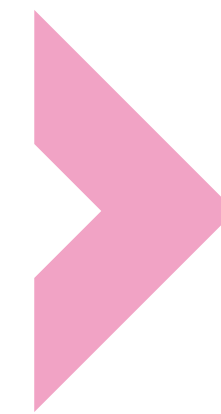


Advertiser



**3rd Party Ad
Server**

- ✓ Operational Efficiency
- ✓ Independent Auditing



Publishers

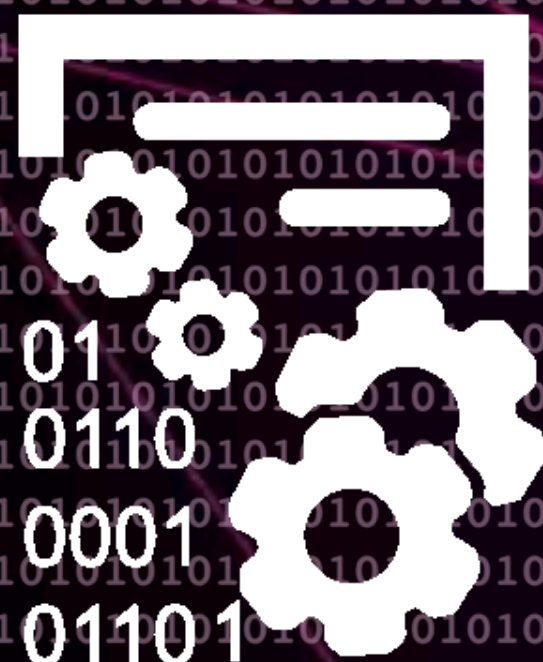


**AUDIENCE
BUYING**



**MESSAGE
TARGETING**

**Then came the
data revolution...**



**DATA-DRIVEN
CREATIVE**



**RELIABLE
ANALYTICS**



**ACCURATE
ATTRIBUTION**

The new standard: where art & science meet



✓ **Workflow Management and Efficiency**

- Cross Device (Mobile)
- Cross Format (Video)
- Comprehensive Tracking (Search & Social)



✓ **Independent Auditing**

- Attribution
- Viewability
- Fraud Detection
- Brand Safety



✓ **High Impact Creative**

- Dynamic Creative
- Rich Media
- Design
- Data Activation

The formula for ad server excellence

...

1



2

**Uncompromised
auditing**

**Expertise and guidance in
the ever-changing
creative landscape**

Your best partner



flashtalking“”

The **ONLY** independent, unbiased, full service, 3rd party platform with the scale, expertise, and creative vision to handle your complete ad serving needs.





SPECIAL K[®] PROTEIN CEREAL

Satisfy hunger for a better workout

LEARN MORE

FITNESS TIPS RECIPES



SPECIAL K[®] PROTEIN BREAKFAST SHAKES

Shake up your morning. Feel & look great for the rest of the day!

LEARN MORE

VIDEO BEAUTY TIPS



NEW! SPECIAL K[®] NUTRITION BARS

Superfoods never tasted so good!

LEARN MORE

NUTRITION TIPS RECIPES



KOHL'S Go Ga Ga for the best baby brands

evenflo

RATINGS AND REVIEWS

★★★★★ | 5

Quality:

Style:

Value:

Great Buy

This is a great pack n play. Easy to put together. Looks beautiful.

SHOP NOW

TODAY'S POLLEN COUNT

High (10)

Alaway

YOU'RE JUST A DROP AWAY FROM ITCHY EYE RELIEF



EVERY SEASON STARTS AT DICK'S SPORTING GOODS.

SNOWY

→ COLUMBIA BOYS' DUAL FRONT JACKET



Let's make today fun.

Options shown. Toyota RAV4. CHECK IT OUT

Choose your adventure

Restaurants Active Life Arts & Entertainment

JULIANA'S KIT
1825 W. 11th St.
Wilmington, DE 19804
See Reviews

FRESH THYMES
1894 Lanning Ave.
Wilmington, DE 19804
See Reviews

EL DIABLO BURRITO
Trolley Square Shopping Center
Wilmington, DE 19804
See Reviews

1 to 3 of 20 12806



made with JELL-O-Ve

Flowerbed Buddies

TAP FOR RECIPE



London, United Kingdom 10°C



Scroll through Spring

John Lewis johnlewis.com

NEED SOME PHONE IMPROVEMENT?

ROLLOVER

cricket wireless



→ THE MOUNTAIN BOYS' DUAL FRONT JACKET

FLEECE



made with JELL-O-Ve

Fish Food



ROLLOVER FOR RECIPE

YOU'RE JUST A DROP AWAY FROM ITCHY EYE RELIEF



Das Auto.

2015 Tundra

GRANDES OFERTAS

COMPRA AHORA



VE DETALLES CON EL DISTRIBUIDOR

DISTRIBUIDORES TOYOTA DEL VALLE



HUNT'S CHICKEN WITH MEDITERRANEAN VEGETABLES

CLICK TO SEE RECIPES

TXT "HUNTS" TO 33797 to SAVE \$2





Spectracide Weed Stop For Lawns Concentrate 32oz

ROLLBACK \$5.97

Shop Now





BABY, IT'S COLD OUTSIDE.







What's your dream 600-mile journey?

Use #AudiTDI to tell us where you'd travel on a single tank of clean diesel.

[Compose new Tweet...] #AudiTDI

14 TWEETS Submit

It's a perfect day for quattro®. Enjoying the A7 with @CleanTechies in the rainy foothills of Virginia. #AudiTDI <http://t.co/mcwhVn7uJI> Fri Aug 23 19:11:21

Audi 80 drivers covered 11,381 miles for our TDI® Efficiency Rally last week at an incredible 33.6 mpg. #AudiTDI <http://t.co/XFMcAetnpG> Mon Aug 26 17:11:54

Audi Every drop counts - some more than others. #AudiTDI <http://t.co/XFMcAetnpG> Fri Aug 23 15:59:23

TDI clean diesel Truth in Engineering

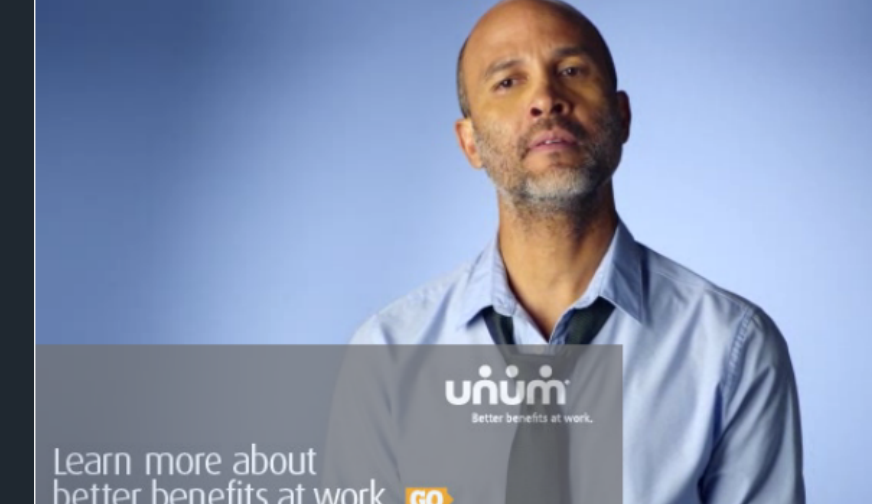


Der neue BMW X3

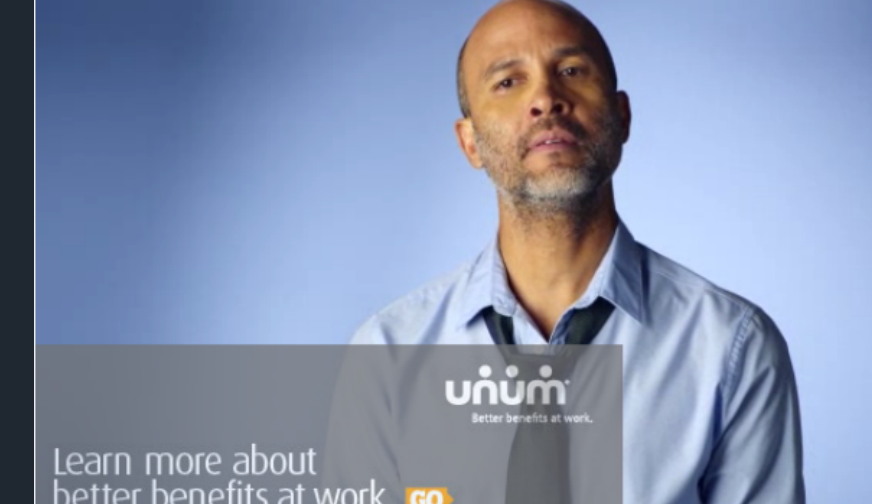
www.bmw.de/X3

Freude am Fahren





Learn more about better benefits at work. GO





Hallmark

CHRISTMAS is COMING!

PICK UP A HALLMARK CARD NEAR YOU.

HALLMARK 1.7 miles away

WALGREENS 1.7 miles away

WALGREENS 2.2 miles away

CLICK ON A STORE FOR DETAILS

UPDATE LOCATION

Life is a SPECIAL OCCASION.

CLOSE

YOU'RE JUST A DROP AWAY FROM ITCHY EYE RELIEF

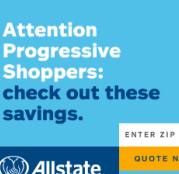


YOU CAN GET MORE OUT OF YOUR TRAVEL

CHICAGO GETAWAY

WITH AMERICAN EXPRESS TRAVEL

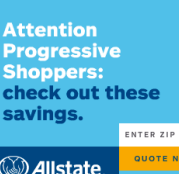




Attention Progressive Shoppers: check out these savings.

ENTER ZIP

QUOTE NOW





Let's make tonight fun.

Choose your adventure.

Restaurants Active Life Arts & Entertainment

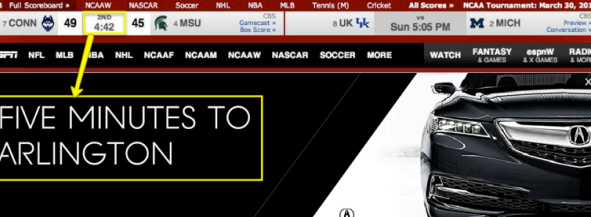
CHEF'S TABLE
1825 W. 11th St.
Wilmington, DE 19804
See Reviews

BEYOND BUSH
1894 Lanning Ave.
Wilmington, DE 19804
See Reviews

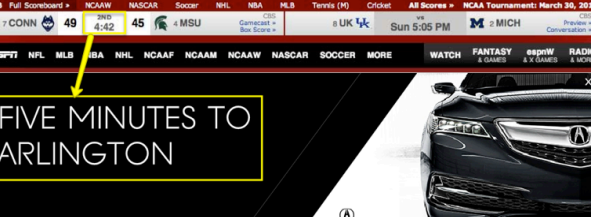
UPDATE
1825 W. 11th St.
Wilmington, DE 19804
See Reviews

City/State or ZIP Code





FIVE MINUTES TO ARLINGTON





TOSHIBA

YOU SAVE \$50

\$549.00

Orig Price: \$599.99

Toshiba 50" Class LED 1080p 60Hz HDTV

BEST BUY LATEST DEALS

Shop Now

©2014 Best Buy





2015 Tundra

GREAT DEALS

shop now

See dealer for full details.

VALLEY TOYOTA DEALERS



DATA
DRIVEN.



Go Japan!

Discontinuation. Do not attempt.





SAY YES TO CLIMATE CONTROL.

drinkbettermorg

\$1.99 small

mocho frappe





FROM WINDSURFING TO WATERSKIING AND MOUNTAIN BIKING TO TENNIS, ALL OUR ACTIVITIES ARE INCLUDED, FROM £475PP

BOOK YOUR ACTIVE SUMMER HOLIDAY





The new Mazda3, typical **0% APR** over 3 years on Mazda Conditional Sale with 80% deposit required, excludes Mazda3 MPS & Scroopage

Brochure Test drive Dealer

Guarantees and indemnities



Source of truth across digital



Personalized Creative

Using best in class dynamic creative, the marketing message flow is tightened between advertiser and consumer



Media Agnostic

Campaign measurement that lies outside the influences of the media buying process, allowing advertisers true ownership of their data.



Unbiased Reporting

Comprehensive data from mobile, video and desktop campaigns, advertisers get an apples to apples comparison from a single source.



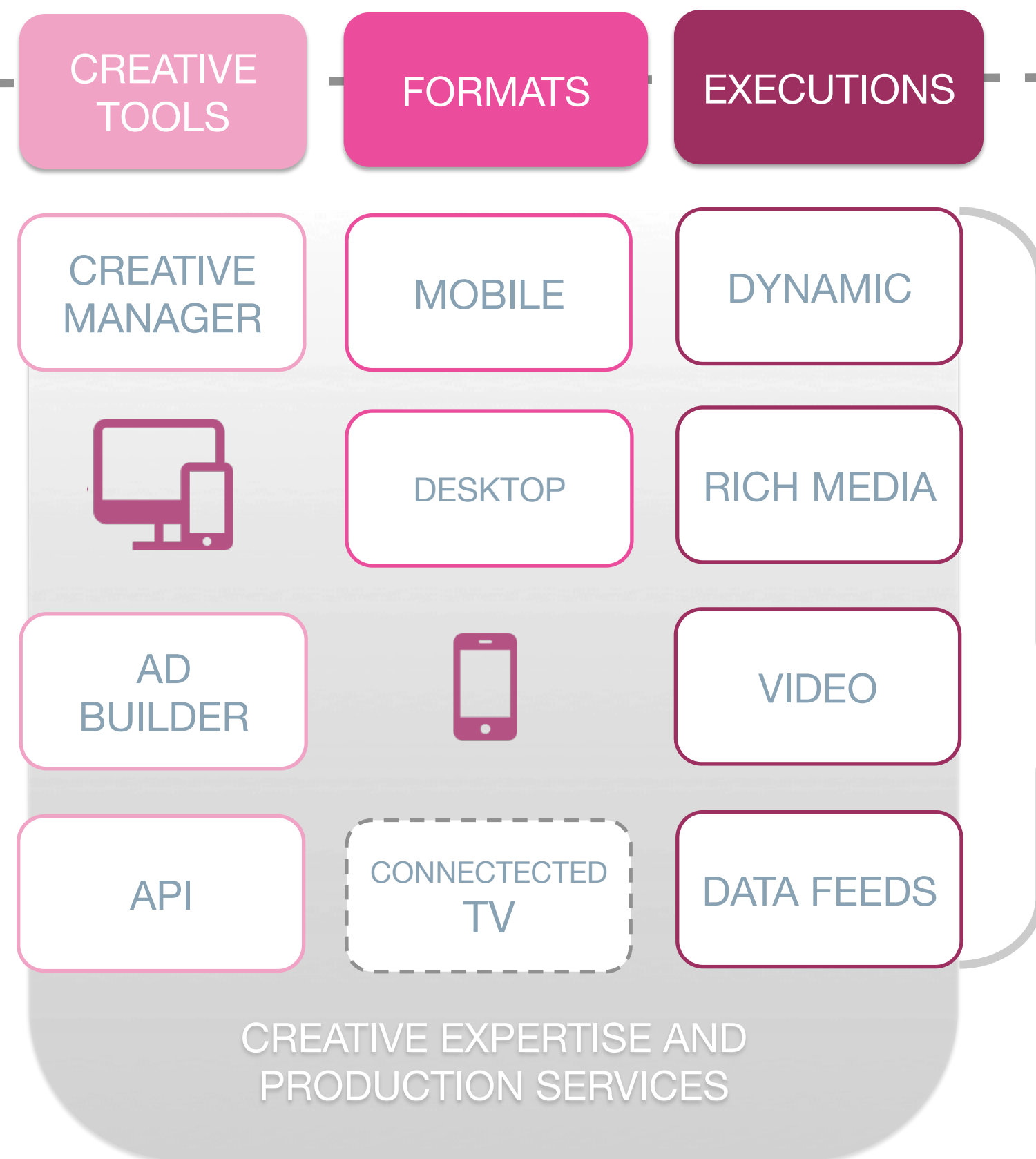
More Secure Data

No leakage and loss of valuable customer information

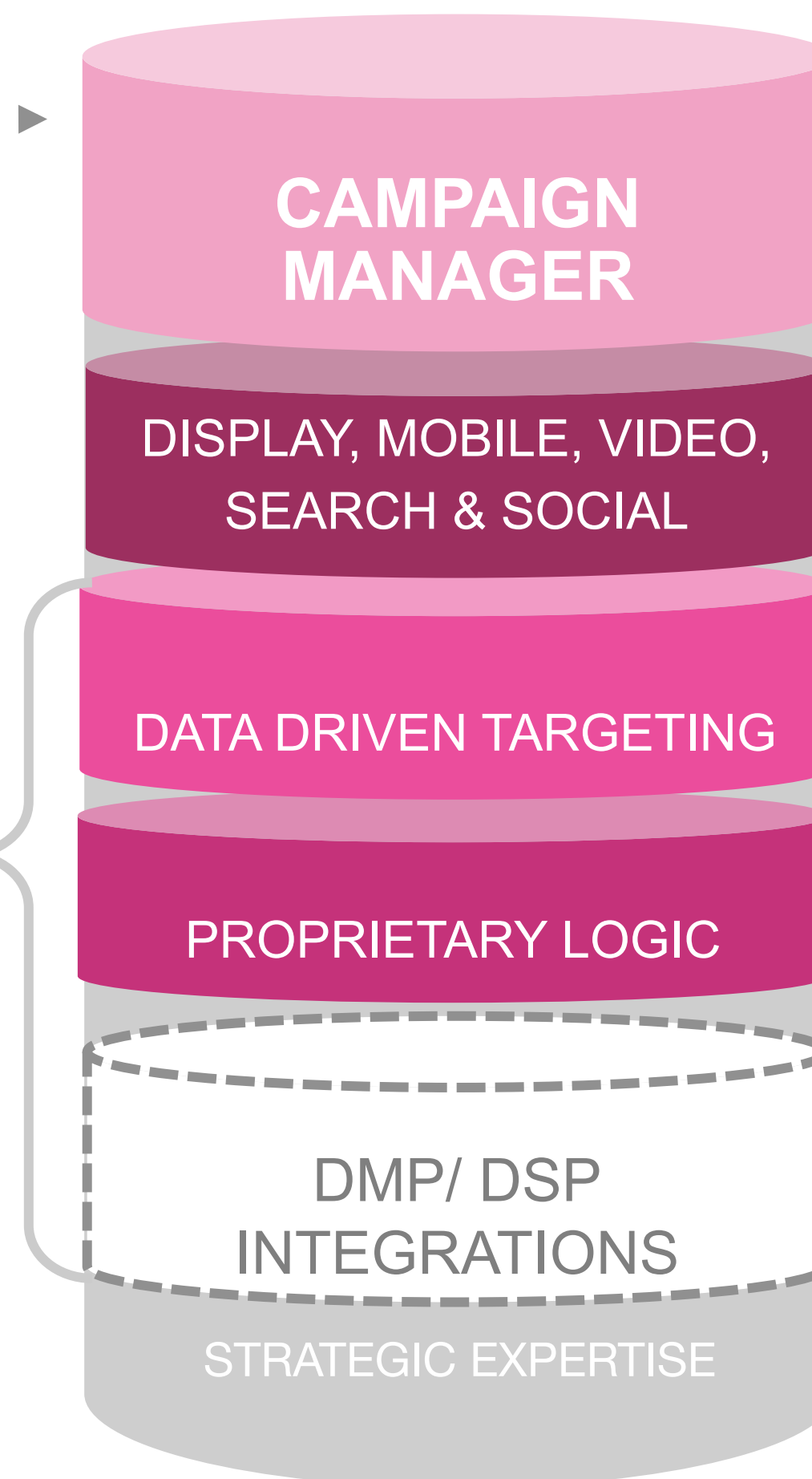
The Flashtalking Open Stack

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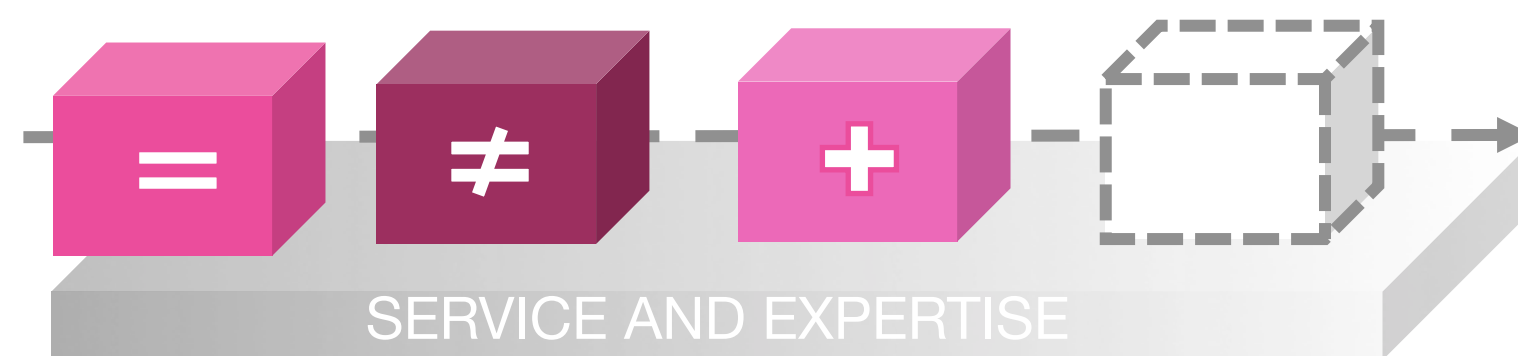
CREATE.



DELIVER.



MEASURE.



Data Access

Custom Reports
Log File Transfer
API Access

Reporting Tools

Campaign Reports
Report Builder

Auditing

Viewability
Cookie-less Tracking (Mobile)
Brand Safety & Fraud

Attribution

Encore Fractional Attribution

Ways to work with us



2016 Roadmap



CREATIVE DEVELOPMENT

AD SERVING

ANALYTICS

	CREATIVE DEVELOPMENT	AD SERVING	ANALYTICS
Q1	Creative Manager (V.1) Video Encoder Upgrade	Campaign Manager Update Power Feeds MRC Certification	Device Recognition (V.1) Encore Fractional Attribution (V.1) Report Builder Upgrade Mobile Viewability Mobile Reporting Upgrade
Q2	Creative Manager (V.2) Dynamic Video Builder JS VPAID Template	Target Rules Spreadsheet Upload	New Reports UI Enhanced Feeds Reports Device Recognition (V.2) • Desktop, Reach/Frequency
Q3	Ad Builder Upgrade Ad Wizard • New Template Library	Tag Managment Upgrade (V.1) • One tag upgrade • Auto tag generation app	Cross Device (V.1) Fraud Detection Video Viewability Mobile App pre-load tracking
Q4		Tag Management Upgrade (V.2) • Encore and Device Recognition Integration Campaign Manager Relaunch	Cross Device (V.2) Mobile App Post Back

Solving for marketer's needs

...



“**Cross device** is the new normal;
We need an elegant and streamlined
view of our campaigns”

“Self service is out there;
managed services are
sometimes needed”

“**Programmatic** is staple; expertise
is needed”



“Complication in strategy;
We want to be more
nuanced in messaging”

“Data is plentiful; But how
do we **activate** it?”



Thank
You

Open Stack Partners

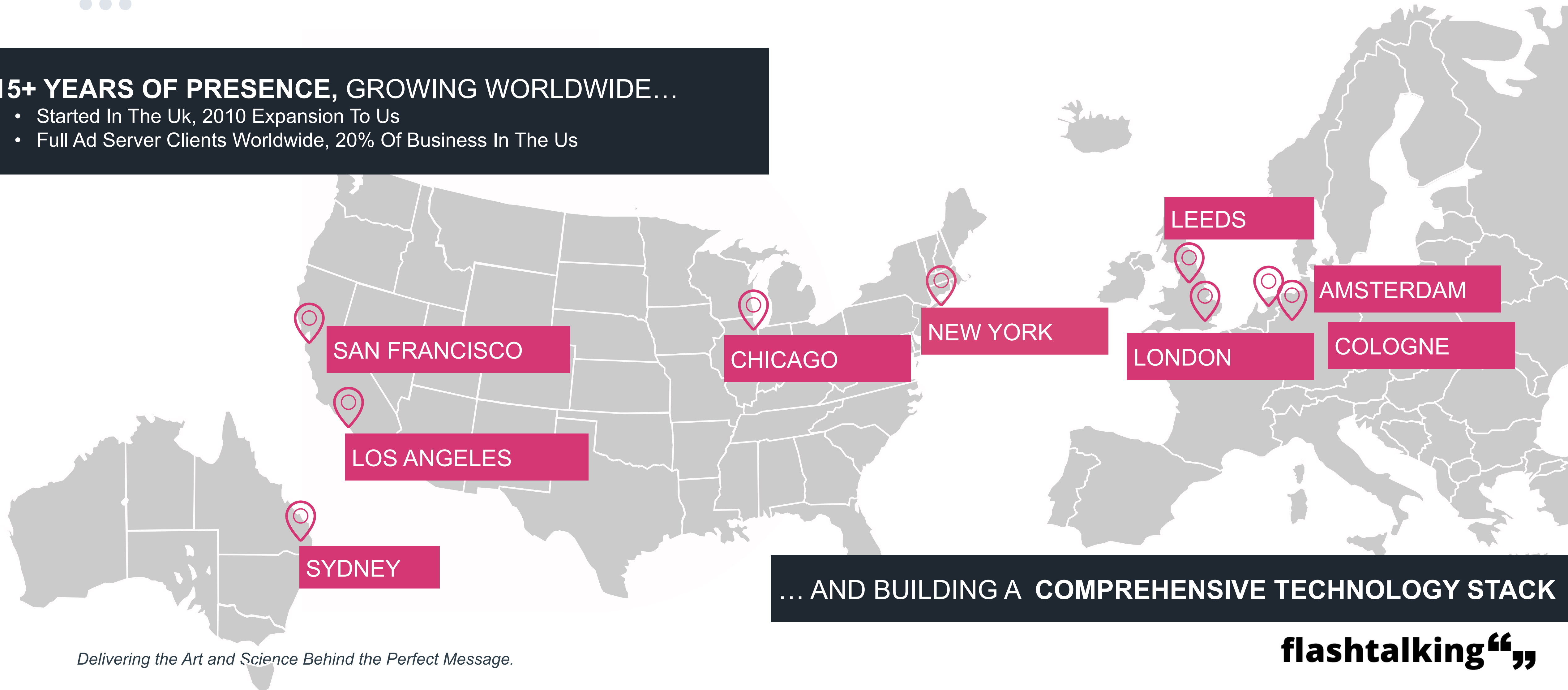


Our Growing Footprint



15+ YEARS OF PRESENCE, GROWING WORLDWIDE...

- Started In The Uk, 2010 Expansion To Us
- Full Ad Server Clients Worldwide, 20% Of Business In The Us



... AND BUILDING A COMPREHENSIVE TECHNOLOGY STACK