

The Marketer's Accountable Programmatic Platform



Programmatic Media Buying Currently Lacks Transparency.

The Existing Supply Chain Has Too Many Fees and Too Much Waste.



Sources of Waste

- Fat Ads
- Slow Ads
- Tracking Pixels
- Inventory Quality
- Agency Rebates
- Markups
- AVB's
- Arbitrage
- Equity Stakes
- Redundancy
- Phantom Ads
- Too many Martech Fees
- Fraud - Bots
- Fraud - Domain Spoofing
- Ad Viewability
- Blocking

Source: Forbes, December 2018



Reset Digital Delivers Transparency and Accountability

- Reset is the only certified Minority Business Enterprise (MBE) that consolidates the entire programmatic supply chain into one technology platform ([DSP + CDP/DMP + Dynamic Creative Optimization Ad Server + SSPs/Header-Bidder + Verification + Data Analytics](#)), substantially reducing fraud, data leakage and other ad tech taxes.
- Reset is 100% [accountable](#) to our clients; all contracts give clients complete control of all audience and performance data — providing full access to log-file data, which gives details on every transaction all the way through the supply chain, enabling better analytics and insights.
- Reset works with clients and/or their ad agencies to directly curate supply.
- At the push of a button, Reset sends all log file data to designated media auditor.



Reset's Platform Features



DSP

RTB 2.5 bidder can optimize campaigns based on log files and any other data source including numerical and character traits among other unique data sets.



SSPs/HEADER-BIDDER

Brand safe, no fraud, no arbitrage, with 225B+ monthly impressions, across all channels & formats.



DCO AD SERVER

Supports all ad formats, and is a low-cost, integrated ad serving option for clients. It can function as the ad server of record for clients interested in only paying for viewable, human impressions.



APP STORE

Our App Store enables you to protect, measure or extend your media dollars by easily accessing third-party data, verification solutions and more.



DMP/CDP

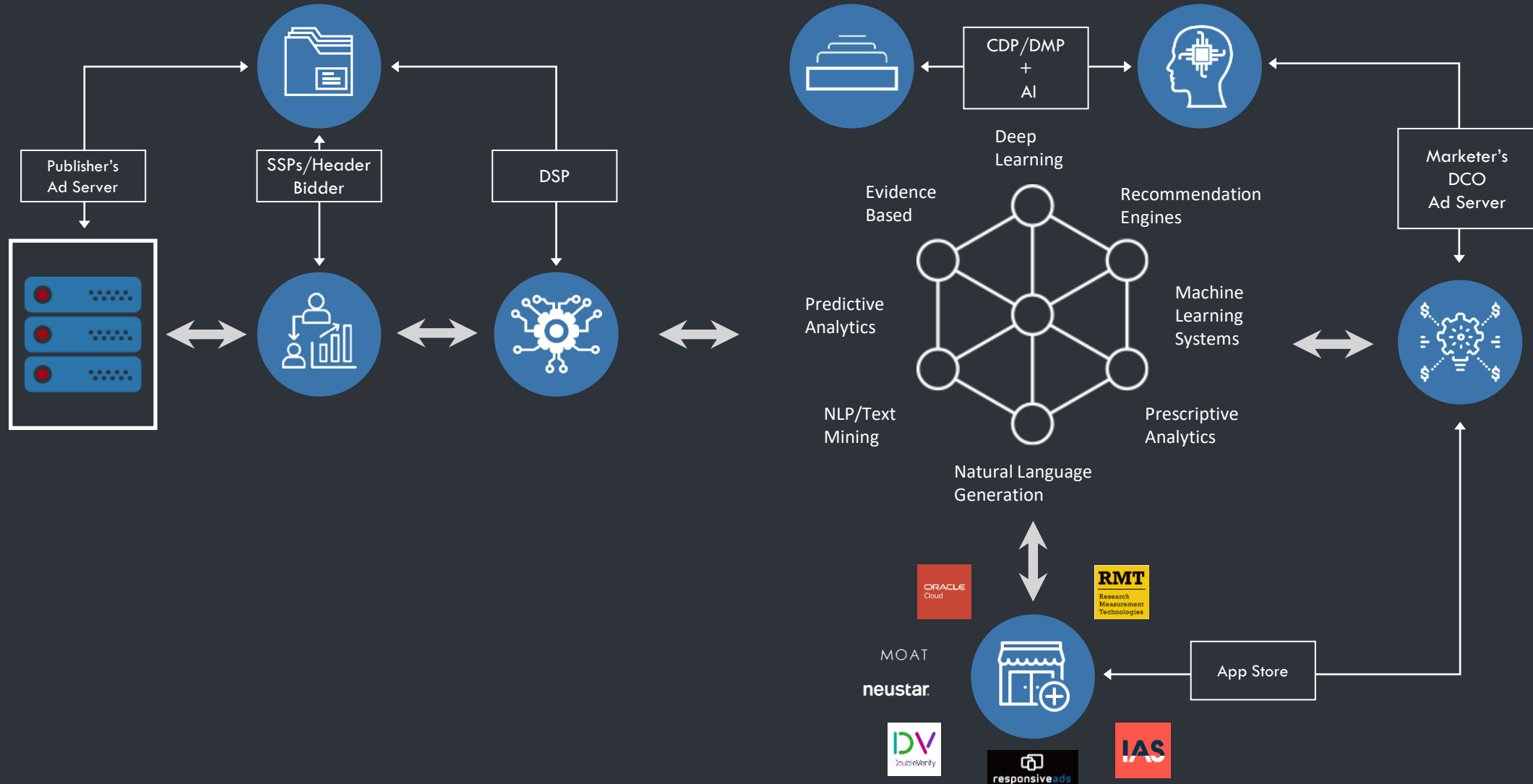
Take control of your audience data by building custom segments and implementing better targeting. Flexible API's support all data sources & formats, including log-file data.



LOG FILE ACCESS

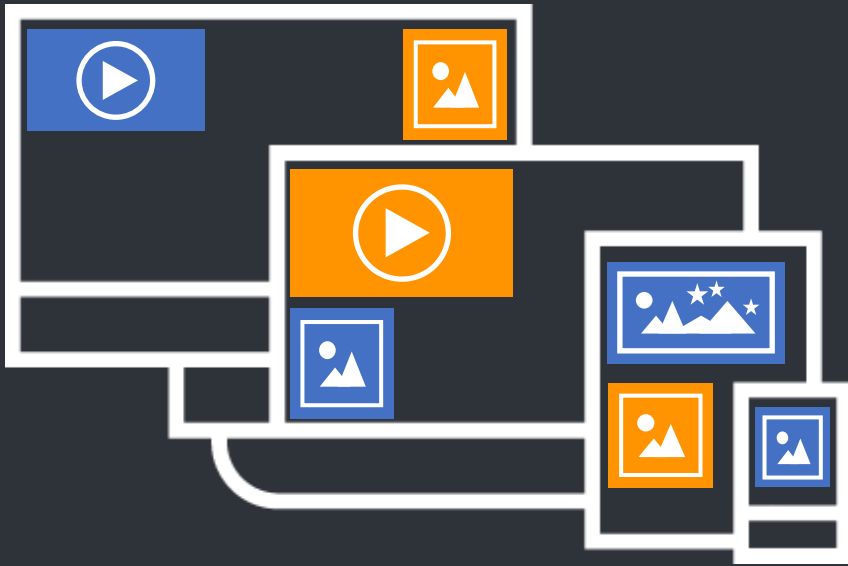
Log files are the holy grail of programmatic transparency, as they are the digital fingerprint for each transaction. This data drives optimization, powerful analytics, and enables full audits.

The Reset Digital Platform

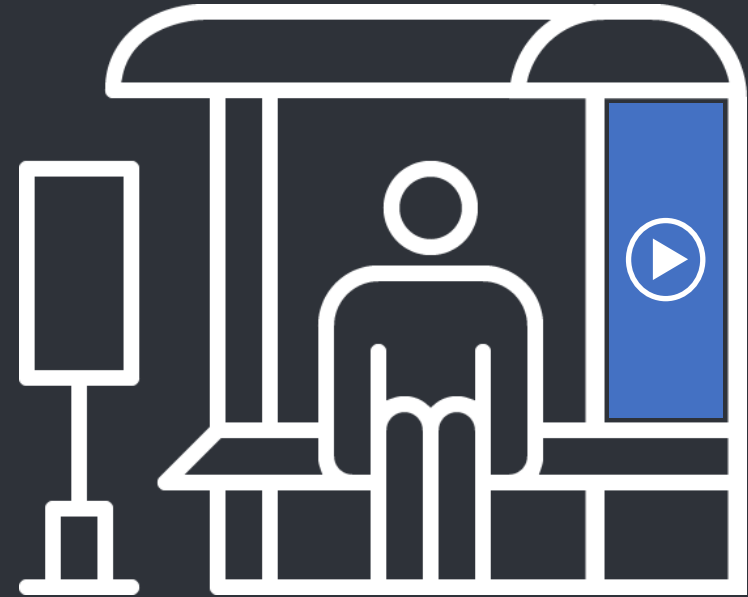


Our Platform is Omnichannel

Buy and sell in all formats across all devices and channels.



**Desktop, Mobile,
Display, OTT Video, Linear TV
& Connected TV**



**Digital
Out of Home**



Reset Digital Shares 100% of All Transaction Data

All of your data is available in our log files.

- Fees/Payments
- Customer Behavior
- Event
- Device ID & OS
- Browser/IP Address
- Site/Channel
- Geo/Location
- Day-part
- Viewability
- Fraud

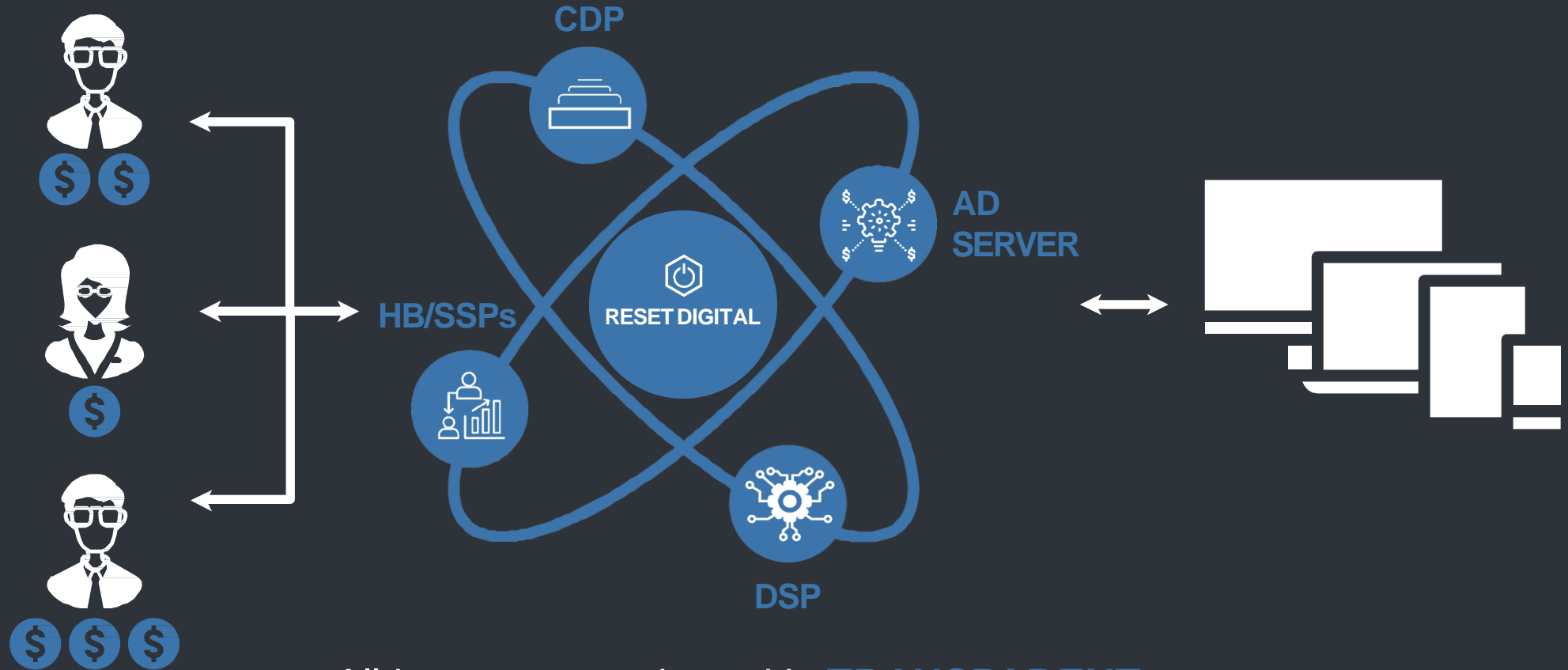
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23/10/2018 14:32:46	82b144fd-68a5-454c-9e38-8b4abd39d231	d8f76554-effe-4e18-a5fb-5b028edc36e8	f2301b78-5d42-4bfa-a81-64ad4a4d4572	9b23cc35-b8f0-4828-a82b-721516274e30	9b23cc35-b8f0-4828-a82b-721516274e30	2d613227-9b64-4f53-b859-efb6eae0f685	9-4668-3db8a85200	d1c4-4054-821d-4aeecc51d1d54	d1c4-4054-821d-4aeecc51d1d54
23/10/2018 14:32:46	82b144fd-68a5-454c-9e38-8b4abd39d231	a3094304-ac85-4fd7-a13b-52e08cc1ead8	4f153cdeb-1035-4523-930f-63375cb2d3fc	959-46b2-96cb-96d555c5e0067b	959-46b2-96cb-96d555c5e0067b	217d9-f9a7-4ff9-bd1b-2d2770df18f	9-4668-3db8a85200	d1c4-4054-821d-4aeecc51d1d54	d1c4-4054-821d-4aeecc51d1d54
23/10/2018 14:32:46	82b144fd-68a5-454c-9e38-8b4abd39d231	d8f76554-effe-4e18-a5fb-5b028edc36e8	f2301b78-5d42-4bfa-a81-64ad4a4d4572	9b23cc35-b8f0-4828-a82b-721516274e30	9b23cc35-b8f0-4828-a82b-721516274e30	2d613227-9b64-4f53-b859-efb6eae0f685	9-4668-3db8a85200	d1c4-4054-821d-4aeecc51d1d54	d1c4-4054-821d-4aeecc51d1d54
23/10/2018 14:32:46	82b144fd-68								

What You Can Do With RESET DIGITAL's Platform



Create Your Own Walled Garden

Apply all your data, insights and strategies across premium brand-safe placements.



All inventory purchased is **TRANSPARENT**.
You know exactly where all your ads will run.



Maximize the Power of Your Segment Data

Bring your segments to Reset and never worry about Data Ownership again.



Seamlessly plug your data into the Reset Digital platform and own it forever.



Sync your DMP/CDP to bring in all your segments. We'll map your unique DMP user IDs to audience segments.



See your DMP segments in our platform where you can set up and run campaigns.



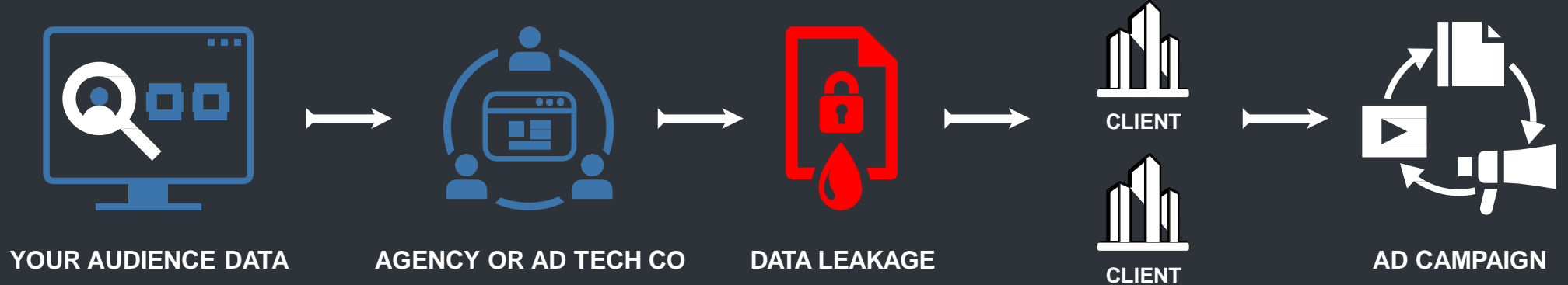
Transform your data into useful intelligence to make better decisions that drive ROI.



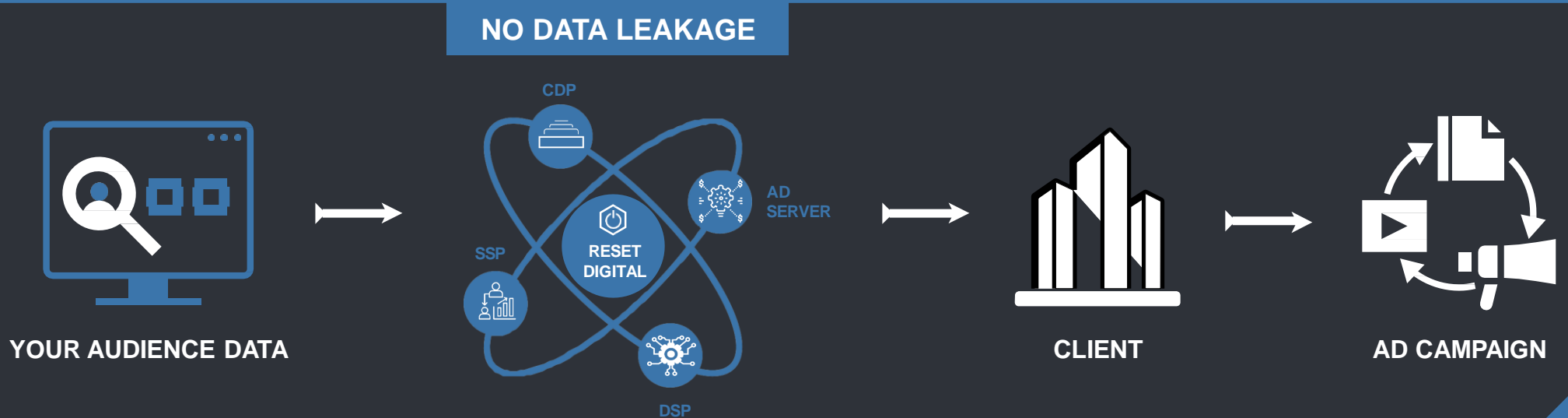
Stop Data Leakage

It's your data. No other partner, tech company, agency or entity can access or use your data without your permission.

OTHER PLATFORMS



OUR PLATFORM



Create Your Own App Store

Protect, Connect, Extend



Access Brand Safety & Viewability Metrics



Transact Across All Channels & Formats Using Responsive Media



Initiate New Partnerships



Safely Integrate All Data Sources



Benchmark Programmatic Performance

The Key to Benchmarking Reset Digital to your Current Programmatic Activities is by Running Your Spend Pari Passu to Our Platform

WHAT TO MEASURE



For **ADVERTISERS**, knowing your ads had the opportunity to be seen by the right target audience, in the right geography, in a brand safe environment and free of non-human traffic is critical to ensure your digital investment is well spent.



For **AGENCIES**, ensuring your media planning and execution delivers on client objectives is an absolute must to retain and grow business.



For **PUBLISHERS**, validating the quality and value of your inventory helps ensure you attract greater investment from media buyers.

METRICS



Wasted Ad Spend (Minimized)
Campaigns in-flight (Optimization)
ROAS (Maximized)

<u>Reset Digital</u>	<u>Current Platform</u>
Score	Score
Score	Score
Score	Score



Reach Client Goals
Streamline Negotiations w/ Publishers
Achieve Operational Efficiency

<u>Reset Digital</u>	<u>Current Platform</u>
XXMillion	XMillion
Yes	No
Yes	TBD



Exceed Client Expectations
Surface New Content Monetization
Opps Inventory Performance Over Time

<u>Reset Digital</u>	<u>Current Platform</u>
TBD	TBD
TBD	TBD
TBD	TBD





How Can RESET DIGITAL
Help Your Supply Chain Become
More Accountable, Effective & Innovative?



THANK YOU

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APPENDIX



Two Easy Ways to Work With Reset Digital

Select Your Service Level

SELF-SERVICE

We'll train your traders to use our platform.

MANAGED SERVICE

Reset Digital traders will run all your campaigns for you.
We'll assign a strategist, a campaign manager and provide analytics.

