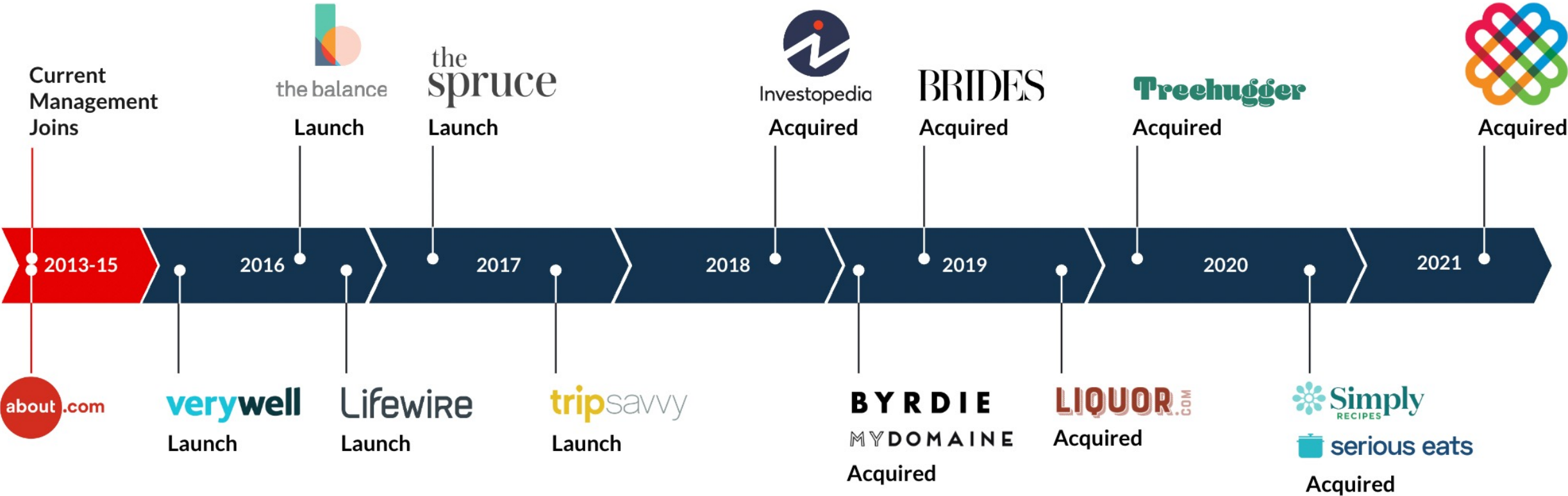




# How We Got Here



# We proved you can put the user first

## The Playbook:

**Fastest Sites**

**Best Content**

**No Bad Ads**



# We built a publisher that combines brands + scale + intent + brand safety

People

Better Homes & Gardens

allrecipes

Investopedia

verywell

TRAVEL+ LEISURE

Southern Living

health

InStyle

FOOD&WINE

People EN ESPAÑOL

BYRDIE

the spruce Eats

martha stewart

EatingWell

Parents

serious eats

the spruce

REAL SIMPLE

Entertainment

BRIDES

LIQUOR.COM

Simply RECIPES

Lifewire

## **COST**

"Cookie deprecation is driving up costs and decreasing the impact of purchasing power."

—Digiday

## **EFFICIENCY**

"Marketers are worried about their ability to target ads without third party cookies."

—McKinsey

## **SCALE**

"Apple has killed the cookie, with 95% of users blocking cookie tracking on their devices"

—Bloomberg

# Advertising is **broken**

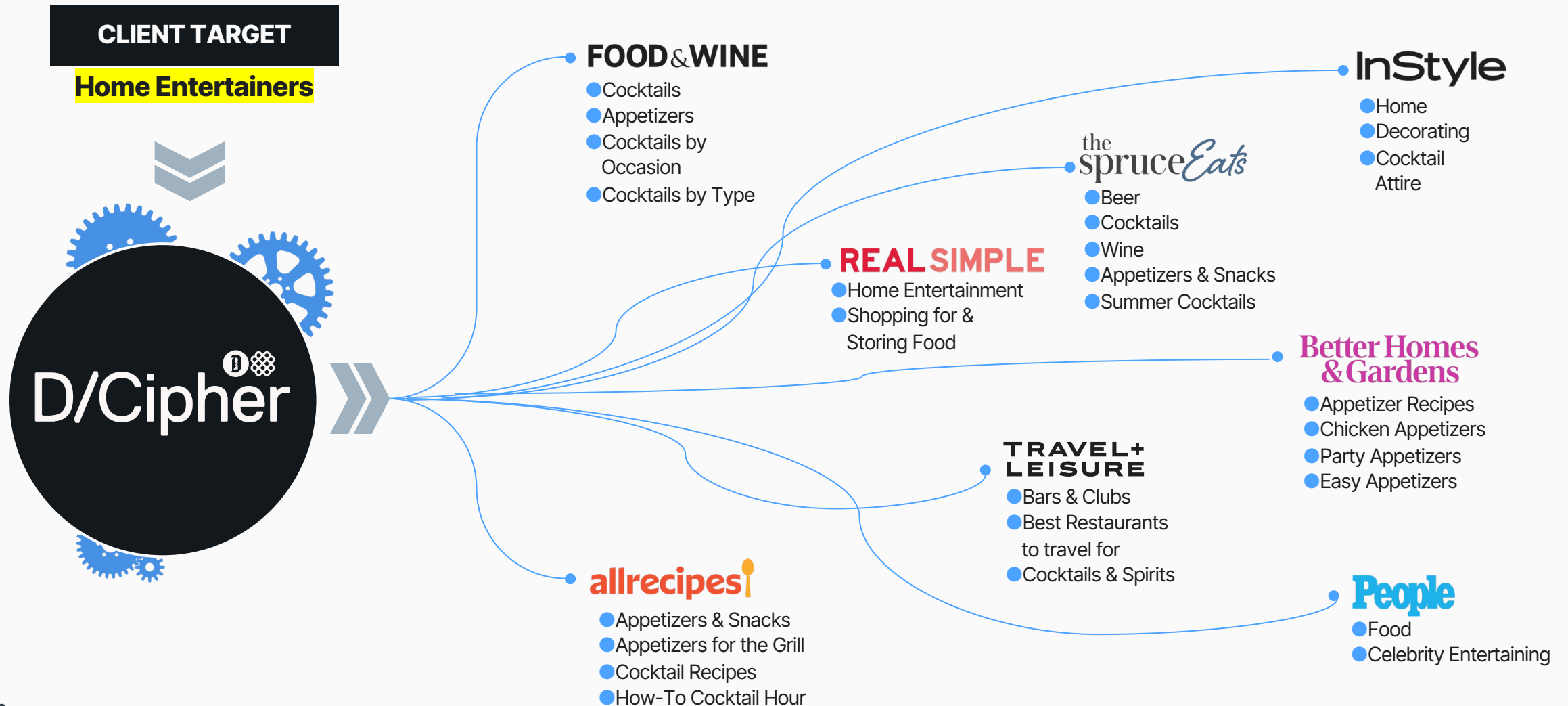
# We built the future-proof ad targeting solution

Introducing

  
**D/Cipher**

- Intent based ad targeting at scale, without cookies
- 100% expert written content across the world's best brands
- Doubles audience size, unlocks Apple users
- Guaranteed performance

# Connecting advertisers to consumers in key moments of intent



# D/Cipher works.

## Results

- Major beauty brand & agency partner compared cookie results to DDM Intent Targeted media
- DDM drove **+126% better conversion** vs. cookie targeted media
- **40% less cost** per product page visit

### Impression Conversion Rate

Intent Targeting / DDM

**+126%** 

Cookie Targeting / Network