



lucidmedia

How is LucidMediaDSP™ Different? Our unique capabilities at a glance

95% US REACH POTENTIAL | 30 BILLION MONTHLY IMPRESSIONS
185 MILLION USER MONTHLY POTENTIAL | 0% DOWNTIME

Preemptive brand safe filters built-in

Lets you evaluate impressions quality & applicability in real-time before you buy for zero waste

Proprietary content & audience targeting

With a universal frequency cap (UFC) & server-side cookie database means you have maximum control

Real-time assessment (RTA)

Across all sources at scale including spot-buys lets you optimize your campaigns at the impression-level

Custom data integrations

Use your own data & 3rd party targeting data to reach the right audience at the right time

Dynamic inventory allocation

Across all real-time bid sources & your spot buys to get more efficient ad operations & higher returns

Real-time bid (RTB) inventory avails

Get insights by channel & demographic means you get the most flexible optimization available

Page-level semantic transparency

For deep insights into what drives the desired outcome & maximum campaign performance

If your current demand-side platform partners are not giving you all of these key benefits then please **contact LucidMedia to schedule a live demonstration.**


lucidmedia.com

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