



Programmatic & Performance

EVOLVE is a division of Connect Ads specializes in programmatic advertising and performance solutions; a hub for leading premium advertising technologies offering ultimate cross-channel solutions and integration with third party monitors and major MMPs which caters to advertisers' demands and objectives.

EVOLVE enables advertisers to achieve their success metrics and can reach, buy, communicate and engage with complex audiences in the most advanced and consolidated way.



Media, Tech and Data Partners

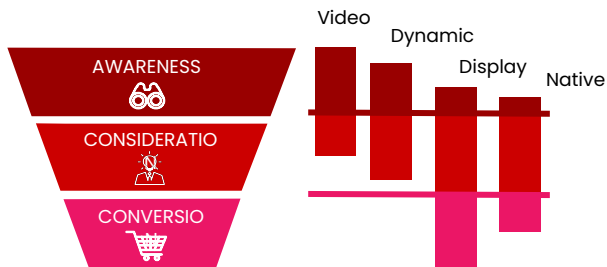


EVOLVE

Programmatic & Performance

A Division of Connect Ads

A CROSS FUNNEL APPROACH







Programmatic & Performance

- Brand Safety
- Keywords (Contextual Targeting)
- Apps & URLs
- Viewability
- Demographics
- Geography
- Weather
- Ad Position (Above The Fold)
- Frequency Capping
- Categories / Industries
- Audience Lists (1st Party, 3rd Party, Affinity & In-market, Custom Lists)
- Retargeting

ADVERTISER

-  Leads
-  Applications
-  Content Creation
-  Display
-  Video
-  Multi-Screen
-  Day-parting
-  Optimization
-  DMP
-  Dynamic Formats

Ad Formats

-  VIDEO
-  DISPLAY
-  RICH MEDIA
-  MOBILE

Targeting Capabilities

-  Brand Safe Environment
-  Programmatic Preferred & PG Deals
-  Full Control