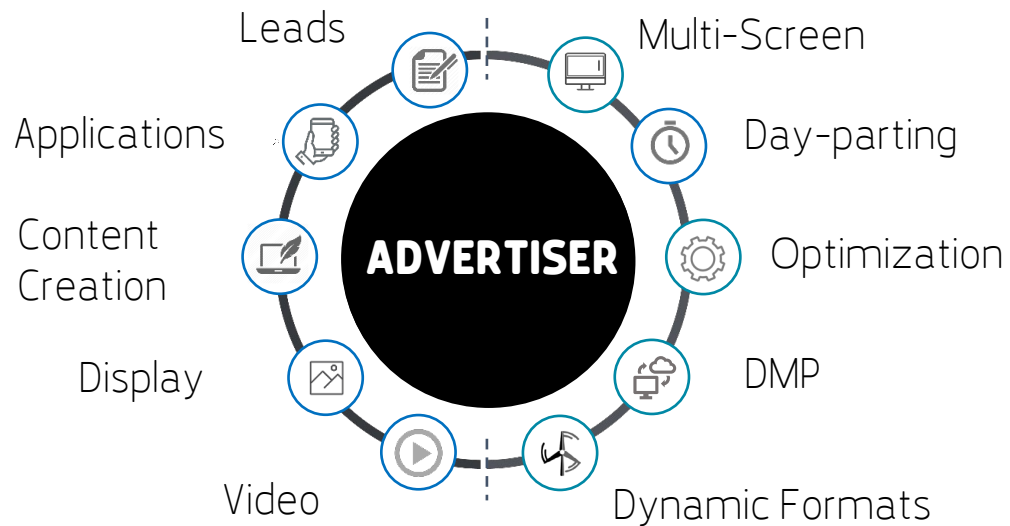


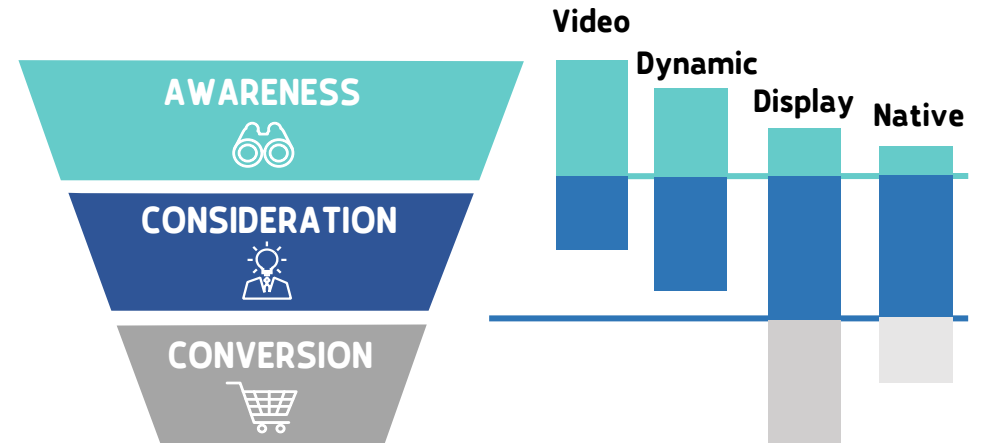
# EVOLVE

A Division of Connect Ads

Evolve, a division of Connect Ads, serves as the programmatic buying arm, bringing the best technology to EMEA, incubated with premium inventory topped with sophisticated audience targeting to offer tailored and results-oriented solutions.



**A cross funnel approach**



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## Evolve Targeting Capabilities

- 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)
- Offline data match



## Ad Formats



Video



Display



Rich Media



Mobile