Azira™

Elevate your CTV campaigns with Azira's precision targeting and Attribution

Azira's unique blend of real-world intelligence, premium inventory access, and advanced attribution capabilities empowers marketers to deliver superior client results. By choosing Azira, you're not just buying ad space – you're unlocking a full-stack solution that combines pinpoint audience targeting, cross-device reach, and measurable offline impact. Discover how Azira can help you win more business, maximize your clients' ROI, and stand out in the crowded media landscape.

Why choose Azira for your CTV campaigns?

1. Superior Targeting with Real-World Intelligence

- Access to a large and diverse audience of targetable households in the US
- Precise audience curation based on location behaviors, visitations, and patterns
- Comprehensive household profiles for more effective targeting

### 2. Competitive Pricing and Premium Inventory

- Competitively priced inventory from top providers (Hulu, ESPN, Disney, etc.)
- Single price inclusive of custom audience creation, media buy, and attribution

3. Omnichannel Capabilities

- Extend reach across mobile and desktop platforms
- Seamless integration with social media budgets
- Cross-device targeting for enhanced campaign performance

4. Advanced Measurement and Attribution

- Footfall attribution for CTV campaigns
- Both online and offline attribution metrics
- Optimize spend and prove ROI to your clients
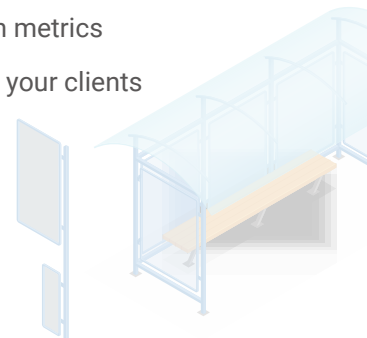
The Azira Advantage:

Data Quality	• Multi-source data ingestion (GPS, Wi-Fi, Event streams) • Continuous advanced quality screening
ML/AI Models	• Advanced algorithms build comprehensive location graphs • 27+ signals used to determine common evening locations
Places Database	• Precise, hand-drawn location boundaries • 70 Million stored Points of Interest across 44 countries

How Azira's CTV Advertising Works:

Our proprietary algorithm connects CTVs to corresponding mobile devices using proximity, frequency, and duration of device co-location, enabling precise household-level targeting and measurement.

Azira's Full-Stack Approach to CTV Advertising

Example: "Young families with infants in Texas who frequently visit outdoor retailers"

Audience Curation	Targeting	Performance Metrics
Curate audiences at a household level based on multiple attributes:	**Use a combination of targeting options, including:**	**Accurate campaign performance metrics:**
✓ Location ✓ Family size ✓ Affluence level ✓ Brand and political affinity ✓ Lifestyle choices ✓ Demographics	✓ Household Targeting: Based on CTV ID, location, IFA, etc. ✓ Location-Based Targeting: Real-time or historical location data ✓ Cross-Device Targeting: Reach customers on multiple devices ✓ Contextual Targeting: Based on content being viewed	✓ Attribution Lift Index ✓ Online metrics: Completion Rate, Gross Rating Point, Viewability ✓ Offline attribution using the connected mobile device ID's visit behavior

Maximize Your Agency's Value with Azira CTV

1. Increase Your Clients' Media Spend
• Demonstrate superior targeting capabilities
• Prove campaign effectiveness with concrete visitation data
• Show how CTV fits into and enhances overall media strategy

2. Streamline Your Workflow
• One-stop solution for audience creation, media buying, and attribution
• Tools to fine-tune your supply and inventory preferences
• Brand safety powered by MOAT

3. Deliver Measurable Results
• Track the customer journey from ad view to in person
• Optimize campaigns in real-time based on performance data
• Provide clients with comprehensive, cross-channel insight

How It Works: From Ad View to Store Visit

1. **More Effective Audience Creation: Leverage Azira's rich location data to build precise, custom audiences based on real-world behaviors**

◆ Create custom audiences based on real-world consumer behavior data combined with location data with demographics, interests, shopping intent, financial data, and political segmentation

◆ Build segments using where someone has been, who they are, when they go, and what their intent is - and gain the ability to create location-specific segments, including targeting competitor locations

◆ Extend audiences through household, look-alike, and social extensions (who they spend time with) via access to rich consumer insights for a better understanding of customers, markets, and competitors

2. **Media Execution: Deploy your campaigns across premium CTV inventory, with options to extend to mobile and desktop.**

   ◆ All-in-one media buying across multiple channels: Desktop, Mobile Display, In-App, CTV, Video, and Social and seamless activation across channels

   ◆ Access to programmatic and PMP (Private Marketplace) support

   ◆ Custom rich media units created at no additional charge

3. **Cross-Device Tracking: Our proprietary algorithm links CTV ad exposures to mobile devices within the same household.**

   ◆ Extend audiences with household extension, targeting other devices within the same household

   ◆ Activate campaigns across multiple channels including Desktop, Mobile Display, In-App, CTV, Video, and Social

   ◆ Integrate CTV for cross-channel reach, with CTV spend projected to increase 20% to $27.7B in 2024

4. **Visitation Measurement: Track when exposed devices visit specified locations (e.g., stores, restaurants).**

   ◆ Track footfall attribution to measure impact on in-store visits and then measure visitation with custom-created audiences

   ◆ Gain the ability to benchmark visitation before, during, and after campaigns

   ◆ Measure cross-country visits to entire destinations and unlimited POIs within destinations

5. **Attribution Reporting: Receive detailed reports showing the lift in visitation rates for exposed vs. control groups.**

   ◆ Provide detailed attribution lift index, calculated as the ratio of exposed footfall rate to control footfall rate

   ◆ Deliver interactive and customizable reporting across multiple dimensions, with built-in footfall attribution reporting

   ◆ Present comprehensive data feeds for chosen DMAs, including over 30 reports such as Origin Market, Length of Stay, Pathing, and Cross-Visitation

Ready to Transform Your CTV Advertising?

Contact us to learn how Azira can help you win more business, increase your clients' ROI, and stand out in the competitive media landscape.

Visit www.azira.com for more information
Email: info@azira.com

About Azira™

Azira LLC, a global Consumer Insights platform, helps marketing and operational leaders improve their effectiveness with actionable intelligence to drive business results. Its mission is to create a more relevant world where brands are empowered to reach and build relationships with their consumers. With a profound commitment to partnership, trust and transparency, combined with decades of expertise in consumer behavioral analytics, Azira delivers innovative marketing solutions to curate audiences, activate omnichannel campaigns, and understand footfall attribution. It also provides operational insights for use cases such as site selection, trade area analysis, competitive intelligence and more. Azira serves enterprises in retail, hospitality, travel, real estate, financial services and media. A global company, Azira is headquartered in Los Angeles with offices in Paris, Bangalore, Singapore, Sydney, and Tokyo. To learn more, please visit https://azira.com.