



ADTEGRAL AND **CLARITAS** HAVE TEAMED UP TO SUPERCHARGE YOUR MARKETING ROI. THIS PARTNERSHIP COMBINES CLARITAS' CUTTING-EDGE DATA AND AI-POWERED TOOLS WITH ALETHEIA'S STRATEGIC EXPERTISE TO BOOST ROI AND STREAMLINE EXECUTION.

CLIENTS BENEFIT FROM UNIFIED CAMPAIGN TARGETING AND REPORTING, ACCESS TO ADDITIONAL MEDIA CHANNELS, BELOW-MARKET RATES ON PROGRAMMATIC TRADING, AND EXCLUSIVE DISCOUNTS ON CLARITAS AND LIVERAMP SERVICES — ALL DESIGNED TO MAXIMIZE PERFORMANCE WHILE MINIMIZING SPEND.

KEY FEATURES

Audience Building + Segmentation

Build custom segments using Claritas' industry-leading **Identity Graph** or utilize its widely adopted segmentation solutions including:

PRIZM Premier: Rich insights for U.S. households

P\$YCLE® Premier:
Financial behaviors of U.S. households

ConneXions Premier:
Companies prioritizing technology usage and adoption

AI Creative Optimization

Departing from the traditional rules-based norms, this innovative approach **unifies ad creative and audience dynamics in real-time**, utilizing advanced algorithms to dynamically tailor content based on individual user preferences and behaviors.

As data accumulates and campaigns evolve, AI algorithms continuously optimize creative pairings, **ensuring each impression is matched with the ideal creative.**

Multi Touch Attribution

Claritas has set a new standard in ad measurement by analyzing thousands of campaigns daily, leveraging cutting-edge technology and machine learning to deliver precise incrementality measurement. This reduces wasted spend by identifying the true cost per incremental action.

Attributed conversions increase by as much as 15%+ with our AI-optimized solutions.

CUTTING-EDGE TECHNOLOGY. EXCEPTIONAL SERVICE. PROVEN EFFICIENCY. TOGETHER, CLARITAS AND ADTEGRAL ARE REDEFINING SMARTER MEDIA.