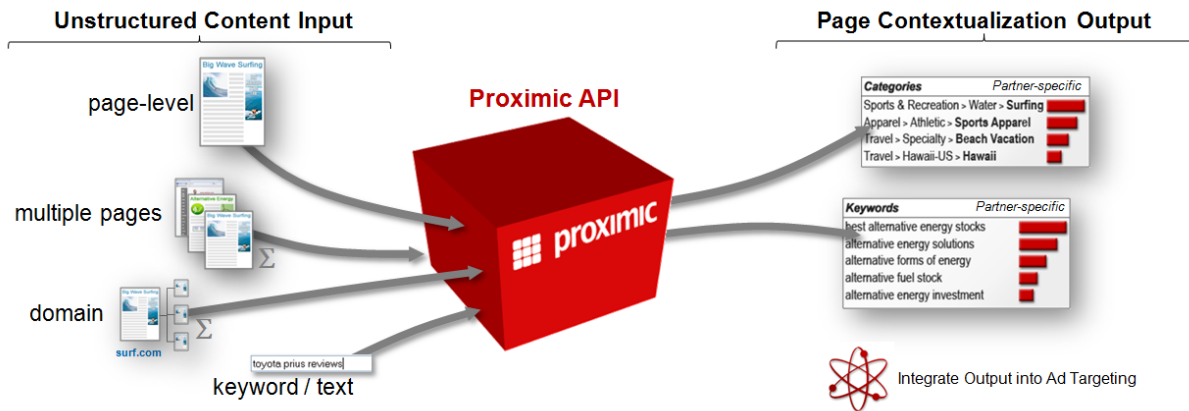


Proximic Contextual Data is a web service that offers versatile, on-demand contextual targeting and returns page-level category or keyword targeting affinities. This provides ad networks, ad exchanges and publishers with greater control, precision, and profitability of content monetization by helping to target ads contextually and improve ad placement.



The Dynamic Contextual Targeting Service

Our unique, non-linguistic technology gives you instant precise page-level contextual analysis. It reads the web page in real-time, matches it across an ultra-granular net of hundreds of thousands of categories and connects it with monetizable keyword or category dimensions.

Use Proximic Contextual Data to target ads that really complement the unique interest of your users. So if you have a blog in your network on “fly fishing wild brown trout from a chalk stream”, Proximic will give you connected keywords such as “Hampshire chalkstream fly fishing” or “trout fishing techniques”, or display categories such as “Travel > Attractions & Activities > Fly Fishing Trip” or “Sports & Recreation > Fishing Gear > Fish Finder”.

You define the context - we identify monetizable opportunities for your traffic.

Versatile and Powerful Integration

Contextual Data is part of Proximic’s web services which meet various levels of client needs and technical capabilities. Choose from multiple methods to access the Proximic web service:

- Target in real-time with our online server integration:
 - Implement our pixel and retrieve targeting data through dynamic pixel response directly into the ad call
 - Connect to the API and receive XML or JSON responses
 - CoLo options available to minimize network latency and allow deeper integration (push / pull)
- Use it offline for frequent inventory or campaign analysis
- Blend hybrid solutions of the above (e.g. input via pixel and receive data via API push into your system environment)

Features

- State of the art URL-level contextual targeting
- Precise matching on hundreds of thousands of categories
- As realtime as it gets with online implementation
- Language versatility and extensibility
- Related environment categorization and adaptive spidering enable immediate results and continuous page monitoring
- Query with various input types for contextual analysis:
 - Web pages (single to multiple URLs)
 - Text queries (from plain text to sets of keywords)
 - Referring traffic data (target on a page’s search engine traffic or referring sites)
- Get relevant and directly actionable targeting output data:
 - Ranked display category affinities (including industry standards such as IAB, Comscore, Google, ...)
 - Ranked topically related keyword affinities
 - Customizable targeting on partner-specific keyword or category sets, without sacrificing speed or effectiveness

Benefits

- Increase CPMs with real-time content targeting
- Improve performance, traffic quality and user engagement with higher relevance
- Analyze and segment your inventory and identify unrealized sales opportunities
- Get deeper understanding of the value of page targeting to have it available for decision making the very instance of an RTB request
- If tied into performance feedback loops Proximic delivers eCPM propensity optimization and ranking
- Identify highest-yielding keywords, that don’t need to be on the targeted content
- Increase ROI significantly by using one infrastructure in conjunction with Audience Interest and Brand Protection Data