



## The BlueKai Exchange

### A Data-Centric Approach to Identifying Target Audiences Anywhere on the Internet

BlueKai's data-centric approach to audience targeting has made the marketer's dream of "reaching an audience anytime anywhere" a reality.

We created the world's largest marketplace where buyers and sellers trade high-quality targeting data like stocks, while ensuring transparency and control for consumers. Supported by BlueKai's proprietary platform, this marketplace is an open exchange for all audience data. Most importantly, it's anchored by BlueKai Intent™, the largest aggregation of in-market shopping data available on the Internet.

### Connect with your target audience, anywhere on the Internet.

- Access actionable audience data on more than 200 million users.
- Leverage a range of data to power in-market to business to demographic targeting.
- The Exchange operates on the BlueKai Platform™, which is the industry's standard for data management and analytics, processing more than 750 million data events every day.
- Eighty percent of the top 20 ad networks, portals, trading desks and creative optimizers leverage data from the BlueKai Exchange to run high performance ad campaigns.
- BlueKai Exchange offers more than 30,000 data attributes to power any branding or direct marketing initiatives you can imagine.
- The BlueKai Exchange transacts over 75 MM auctions daily.

All the data you'll ever need,  
all in one place.



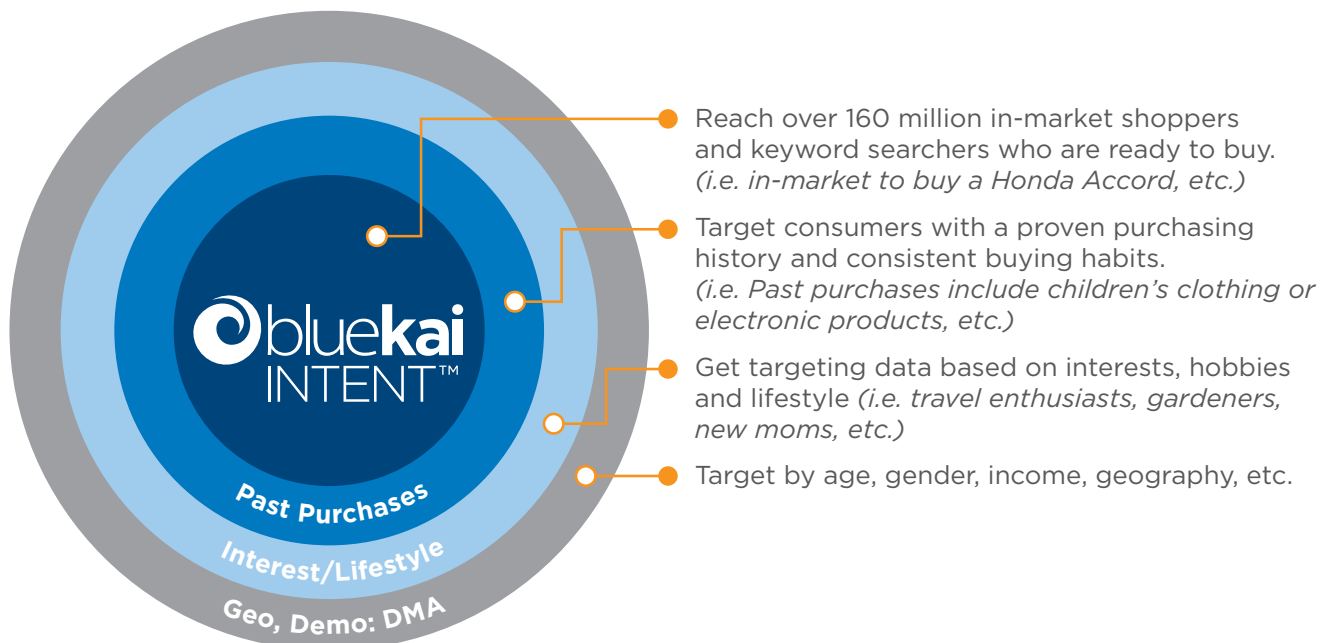
The BlueKai Exchange covers the entire spectrum of audience targeting data, with a special emphasis on BlueKai Intent™ data. The BlueKai Exchange also connects data buyers to a vast selection of third-party data providers for demo, geo, B2B, social and lifestyle targeting.



**N**- Networks | **P** - Publishers/Portals | **TD** - Trading Desks | **DSP** - Demand-Side Platforms | **A** - Agencies/Advertisers




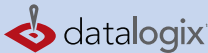


## Target your audience across the entire marketing funnel.

With the BlueKai Exchange, you can acquire targeting data to reach your audience at any stage of their purchase funnel with branding or direct response messages.



## Targeting Data Available Through the BlueKai Exchange

Through the Exchange, you can centrally access and analyze audience data for every stage of the purchase cycle, including the largest source of BlueKai Intent data, with over 160MM unique in-market buyers. We offer unparalleled data depth and breadth, including data types for branding and direct marketing initiatives, seven key in-market verticals, and over 30,000 targeting attributes.

DATA TYPE	DESCRIPTION	SOURCE	AVAILABILITY	QUALIFICATION	SEGMENTATION
<b>BLUEKAI INTENT</b>	Consumers who intend to buy a particular product or service in the near term.	Exclusive 	160+ million uniques	Actions indicating intent to buy on top tier ecommerce, financial, retail, online travel agency sites. Sample actions include interactions with a search function (either via search widget, or entering in a keyword), product comparison, loan calculators, etc.	<b>Autos</b> (ie. by Make and Model) <b>CPG</b> (ie. consumer products by category/ brands) <b>Financial services</b> (ie. loans, mortgages, investment products) <b>Travel</b> (ie. by departure/ destination city, length of stay, air travel, hotel, rental cars and brands) <b>Education</b> (ie. by education products and services) <b>Retail</b> (ie. by product type, categories, brands) <b>Local Goods &amp; Services</b> (ie. by products and services)
<b>B2B</b>	Business consumers who are occupationally similar.	Exclusively 	12+ million uniques	Occupational attributes sourced from hundreds of business web sites.	Company size Functional area Industry Seniority
<b>PAST PURCHASES</b>	Consumers who are more likely to buy based on previous purchasing habits.		65+ million uniques	Consistency in online and offline shopping behaviors.	By Product Type (e.g. Women's Apparel, Laptop )
<b>GEO/DEMO</b>	Geographically or demographically similar.	 	TBD		<b>Geo:</b> By State <b>Demo:</b> Age, Education Level, Gender, Homeowner Status, Presence of Children, etc.
<b>INTEREST, LIFESTYLE</b>	Consumers who are more likely to be interested in a topic or fall within a lifestyle category based on modeling from multiple data types.	 	103+ million uniques	Consistency in online and offline shopping behaviors contrasted with demographic attributes to determine interest, hobbies and lifestyles.	<b>By Product Type</b> (ie Women's Apparel, Laptop) <b>By Lifestyles</b> (e.g. Frequent Travelers, High Spenders) <b>By Generations</b> (e.g. Gen X, Baby Boomers)
<b>BRANDED</b>	Consumers sorted by branded sources of data ranging from geo/demo, lifestyle, interest and purchase propensity.	 	TBD	Contact BlueKai to get a comprehensive list of data providers.	Contact BlueKai to learn more about our branded data providers.

## Power to the People.

BlueKai knows consumers are concerned about privacy as they navigate the Internet. As a leader in the industry, we fundamentally believe consumers should be informed of this process with transparency and choice.

That's why we've created the BlueKai Registry. It empowers consumers to see, edit and choose what data marketers are collecting for online advertising. At the Registry, consumers can opt out completely or control their anonymous profile by managing their topics of interest. We also offer an off-the-shelf, white-label version of the BlueKai Registry for any sites that wish to empower their visitors with the same level of transparency and choice.



### **Why buy through the BlueKai Exchange?**

As a centralized market for data trading, prices are set based on data performance and buyer demand. This auction model rewards quality and attracts top-tier data providers to participate on the Exchange. Moreover, Buyers get a centralized view of the entire data landscape, guided by insightful analytics for better targeting across the purchase funnel. Also, Buyers can purchase high quality, highly targeted data at massive scales.

### **Why sell through the BlueKai Exchange?**

The price of data is bid up by performance and demand for sellers. This auction model rewards quality and ensures maximum yield for Data seller. By choosing to work with just one company, the Exchange streamlines data collection, centralizes operations, and minimizes load impact on site users. As the industry standard for collecting, classifying, buying, transferring and analyzing data, the Exchange brings conformity, trust and transparency to marketplace.

**For more information, please contact [sales@bluekai.com](mailto:sales@bluekai.com) or call 425.452.9200.  
[www.bluekai.com](http://www.bluekai.com)**