



Capabilities

Programmatic Media Buying

- Programmatic media buying across various channels including
 - Display
 - Video
 - CTV/OTT
 - Audio
 - DOOH
- Xandr Invest
- The Trade Desk
- Google Display & Video 360
 - Primary DSPs



Behavioral

- Serve relevant ads to users based on their online and offline behaviors
 - Demographic targeting (age, gender, HHI, etc)
 - Interest targeting
 - Purchase intent/history
 - B2B (profession/job)
- Trusted data partners include:

ORACLE

/LiveRamp



Nielsen



eyeota

adstra

datonics



Contextual

- Serve relevant ads to users based on the content of the page
- Trusted contextual data partners include:



Categorical

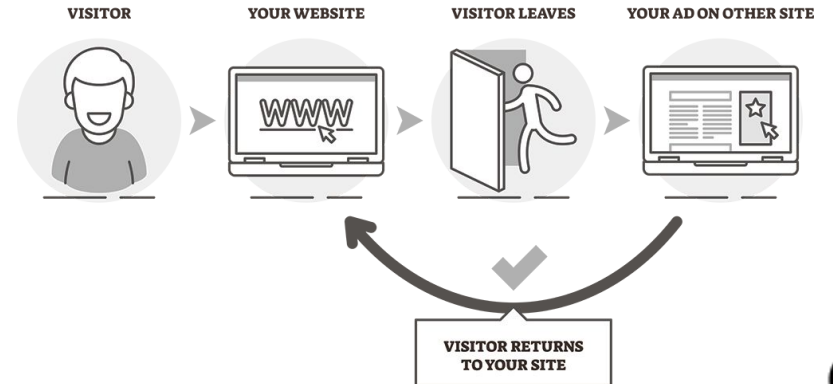
- Serve relevant ads to users based on the category of the website
- Site category examples:
 - Sports
 - Music
 - Travel
 - Shopping
 - Technology
 - Food & Drink
 - News
 - Gaming
 - Finance
 - Home & Garden
 - Education
 - Automotive
 - Health
 - Entertainment
 - Real Estate
 - Science
 - Beauty & Personal Care
 - etc...



Retargeting

- Serve relevant ads to users who have previously interacted with the business, company or brand
- Site retargeting
 - Re-engage with users that have previously visited the website
- Targeting off email list/first party data
 - Re-engage with users that have provided their email address or some other form of first party data

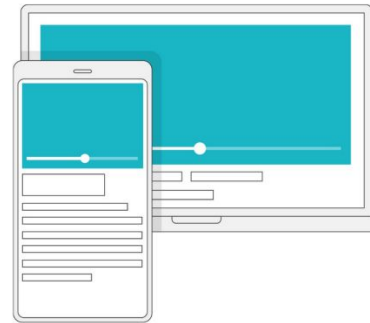
REMARKETING



Video

- Instream video
 - Video ads are embedded within a video player
 - Pre-Roll
 - Mid-Roll
 - Post-Roll
- Outstream video
 - Video ads are embedded within the body of a web page

Instream

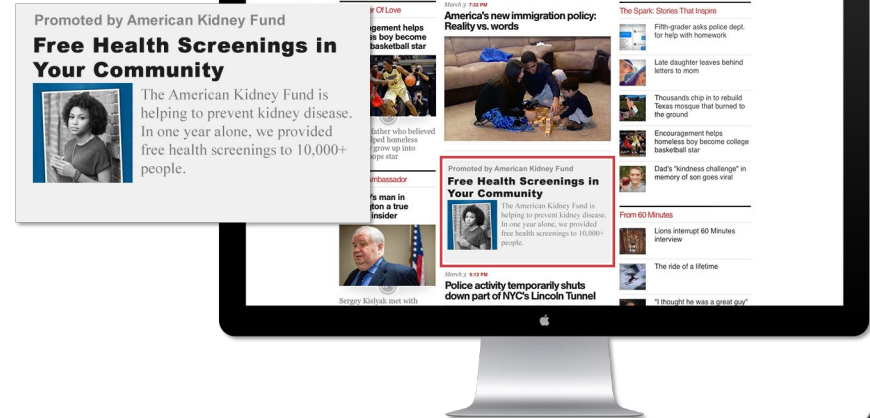


Outstream



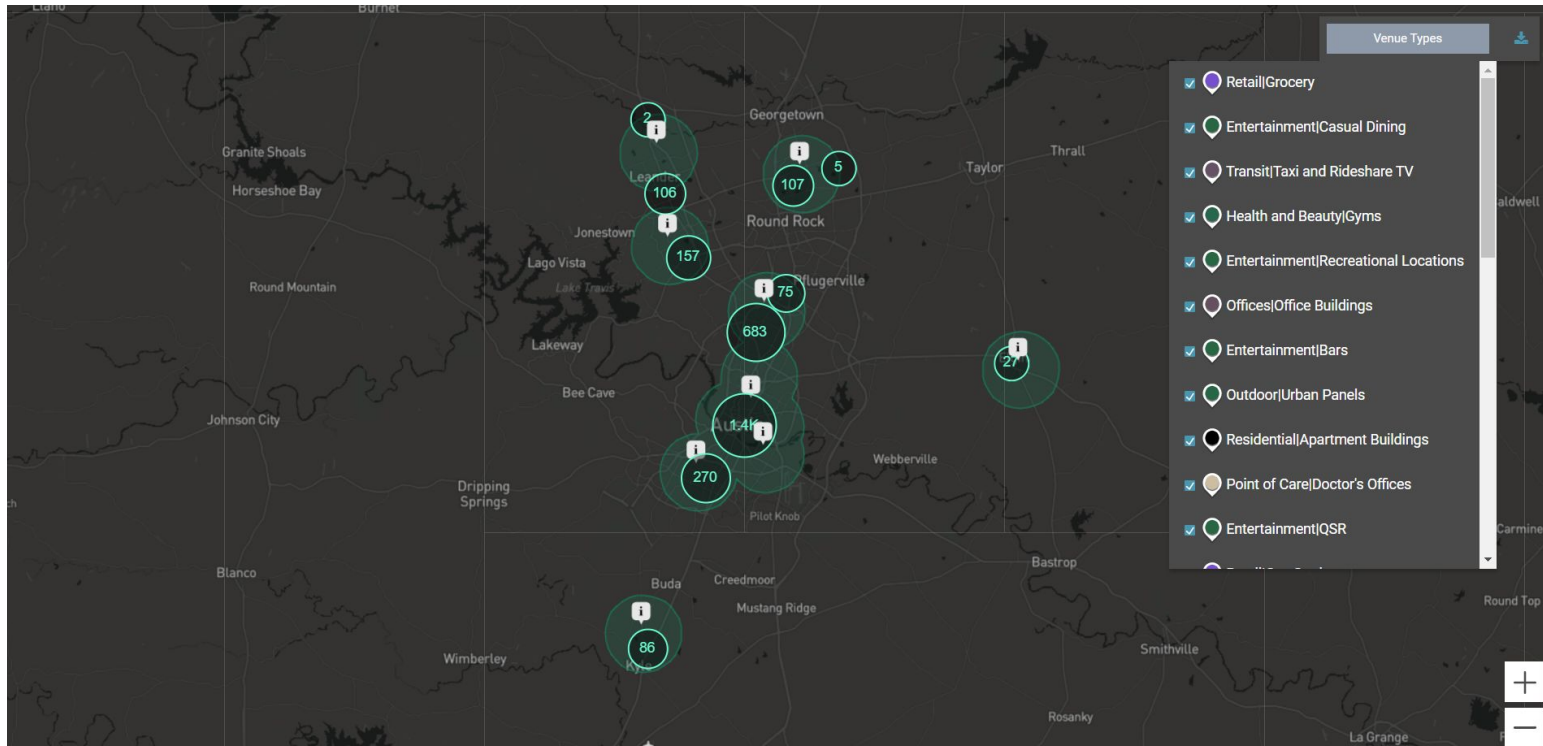
Native

- Native creatives match the form, feel, and function of the page that they appear on
- Generally contain:
 - Title
 - Body Text
 - Sponsor
 - Image
 - Call-to-action



Digital Out Of Home (DOOH)

- Serving to digital out of home screens in real time
 - Billboards, urban panels, TV screens, etc.



Geofencing

- Proximity target around points of interest

FSQ/targeting

Proximity Audience

My Account ▾

Design Name
ACC - Texas Tech University

Set Name
acc_texas_tech_university

Targeting Code
acc_texas_tech_university

Geofence size
1 miles

+ Save

You have unsaved changes

+ New Design

Create Audience

1 PLACES

Texas Tech University
2500 Broadway
Lubbock, TX 79406
Colleges and Universities

1 Places

PLACE EQUALS

Texas Tech University (d507907a-5875... X)

Finish Set Cancel

Calculate Reach



Geofencing

- Audience target around points of interest
 - Target users who are frequently at locations
 - Estimated audience size must be >25k

FSQ/targeting Proximity Audience My Account ▾

Design Name
ACC - University Target

Targeting Code
acc_university_target

+ New Design ⌚ Incomplete Build

Behaviors

Places visited, online interests or curated ready-to-use audiences

People Who Have been at Places In US in the past 1 month

Add Places Filter

12 PLACES SHOW

PLACE EQUALS

- Texas Tech University ✕
- Texas A & M University ✕
- University of Texas At Austin ✕

See 2 more

All frequencies Mon, Tue, Wed, Thu, Fri 6a-9a, 9a-12p, 12p-3p, 3p-6p

Upload Clear Add to Design

Audience Estimate

☐ Enable Reach Multiplier ⓘ

To use Reach Multiplier, your base audience must be >50K

We recommend making your audience broader. Please contact location@foursquare.com if you need support.

<25K DEVICES

People who...

Use of Audience Designer & Proximity Designer is subject to Foursquare's [Enterprise User Interface Terms](#)

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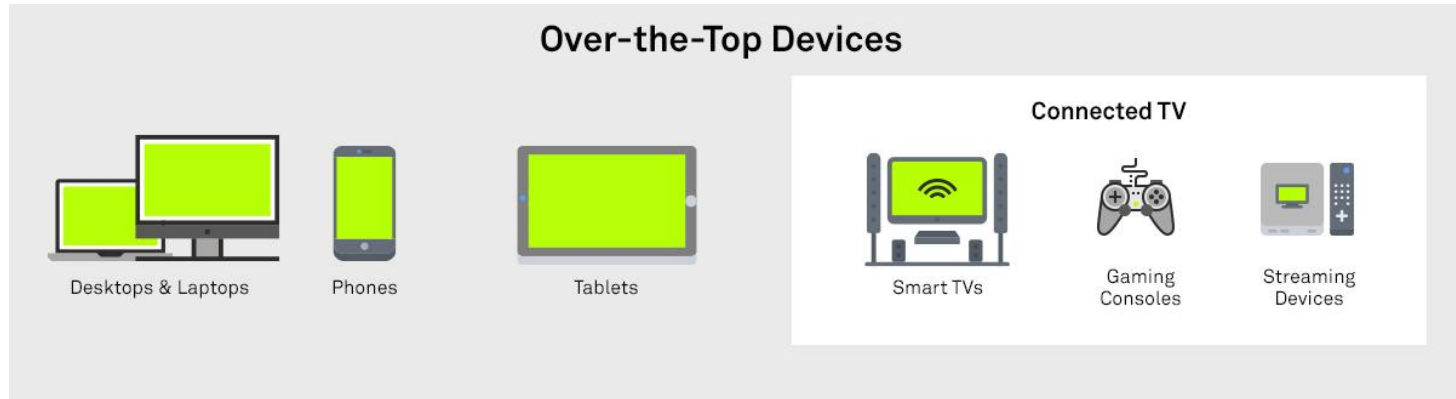
Audio

- Serve relevant ads to users while listening to streaming audio
- Streaming audio examples:



Connected TV & OTT

- Connected TV (CTV)
 - Any type of TV screen that can stream digital video, whether through a built-in Smart TV platform, dedicated streaming device, or game console
- Over-the-Top (OTT)
 - TV content accessed through the internet, without going through cable or satellite. This is not exclusive to TV, but also includes TV content delivered to desktop, tablet and mobile



Connected TV & OTT

- Streaming service example:

sling

DIRECTV
stream

fubo^{TV}

tubi

xumo

philo

pluto tv



Connected TV & OTT

- Streaming channel examples:



Connected TV & OTT

- Streaming device examples

ROKU

firetv



chromecast

apple tv

androidtv


XBOX



PlayStation®



Brand Safety & Anti-Fraud

- Utilize brand safety and anti-fraud segments on all campaigns
 - Preventative step we take to make sure we are only serving on high-quality inventory
- Ads.txt
 - We only serve on inventory that has been ads.txt certified
 - Text file publishers and programmatic platforms can drop on their web servers to list the resellers and exchanges authorized to sell their website ad inventory
- Brand safety partners include:



comscore



In-Depth Reporting

- 24/7 access to real-time reporting
- Customize reports to look and feel like your branding

High level reports we can pull:

- Analytics Report
- Buyer Geo Report
- Device Report
- Site Domain Report
- Carrier Report
- Video Analytics Report
- Audio Report

