



DIGITAL EAST

Advertising
Made Simple



Unlock Your Digital Potential



AI-Powered Audience Targeting

2.5x

Higher Engagement Rates

"Precision targeting helped us reach exactly who we needed" – Mutual fund house



Brand Safety & Verification

100%

Brand-Safe Environments

"Complete peace of mind with premium inventory and whitelist of sites and apps"
- Game development company



Creative Optimization

85%

Better Creative Performance

"Dynamic creatives doubled our click-through rates"
- Agency in Europe



Smart CPM Optimization

15%

Average Cost Savings

"Reduced our impression costs by 15% while improving better reach" - Leading Survey company



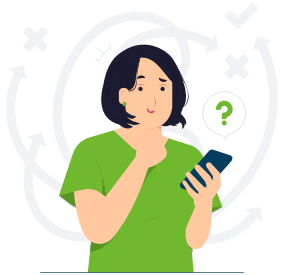
Audience segments



450M+
Active Users

50+
Cohorts

30+
Signals



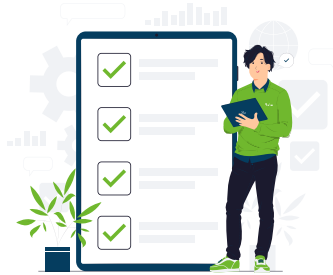
Intent & Interest

Custom cohorts:
Intent & Interests



Look-alike

Similar content & interest



Category Based Segments

Standard IAB categories



Demographics

Age, gender, location,
language, income



Follow the User

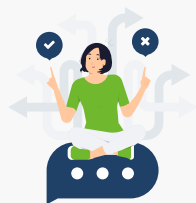
Custom audience based
on publisher



Creative Studio



Step 1



Choose template

Choose from a wide variety of templates from simple animation to interactive to storyboarding

Step 2



Upload assets

Logo, text, font, colour, images

Step 3



Create variations

A/B testing, Vernacular, different colours & text

Step 4



Publish

Go live with the new assets in hours





Smart CPM



Dynamic bidding
within 40-120% of
target CPM



Automatically adjusted
every hour of the day



Save up to
15%



Brand Safety



Audit

All bids are validated by AI every 8 hours and update





DSP Targeting Capabilities

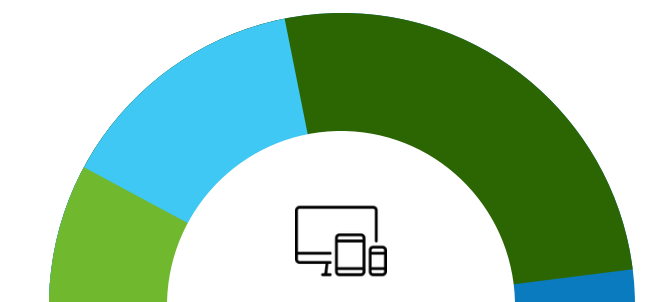




Traffic



Medium



● Desktop

18%

● Mobile Web

30%

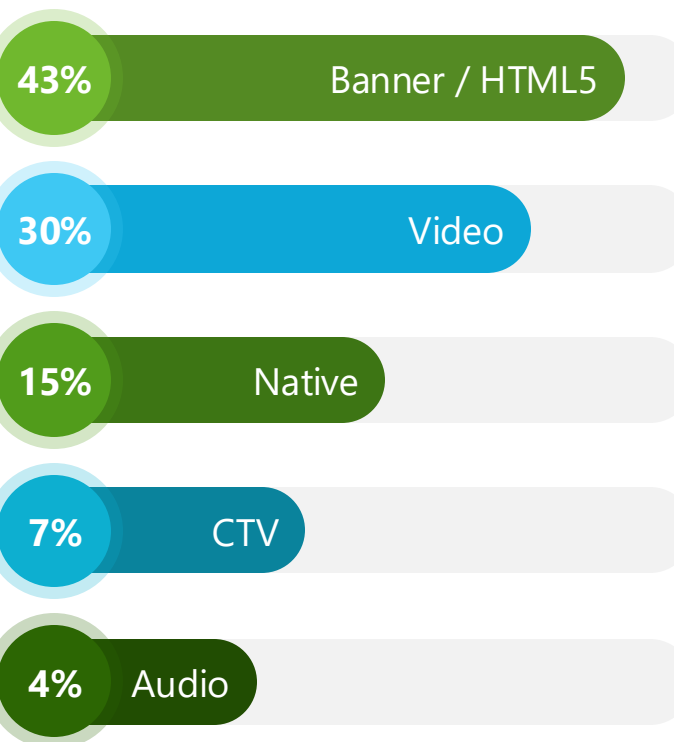
● Mobile App

45%

● Tablet

7%

Format



43%

Banner / HTML5

30%

Video

15%

Native

7%

CTV

4%

Audio

Traffic



15+ billion

Requests per day

Top Partners



And more



Appendix: Full Feature & Case Library



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AI-Powered Audience Targeting

2.5x Higher Engagement
Rates



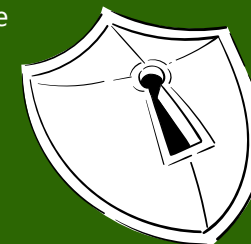
450M+ Active Users

15~ Billion requests/day



Brand Safety & Verification

100% Brand-Safe
Environments

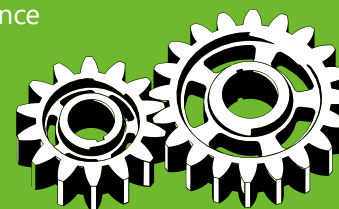


Top site /apps from premium SSPs



Creative Optimization

85% Better Creative
Performance



Analyze and grow your audience

Define your brand identity



Smart CPM Optimization

15% Average
Cost Savings



DSP Creative Studio Audience Builder Adserver



Media Planner & Inventory Discovery

