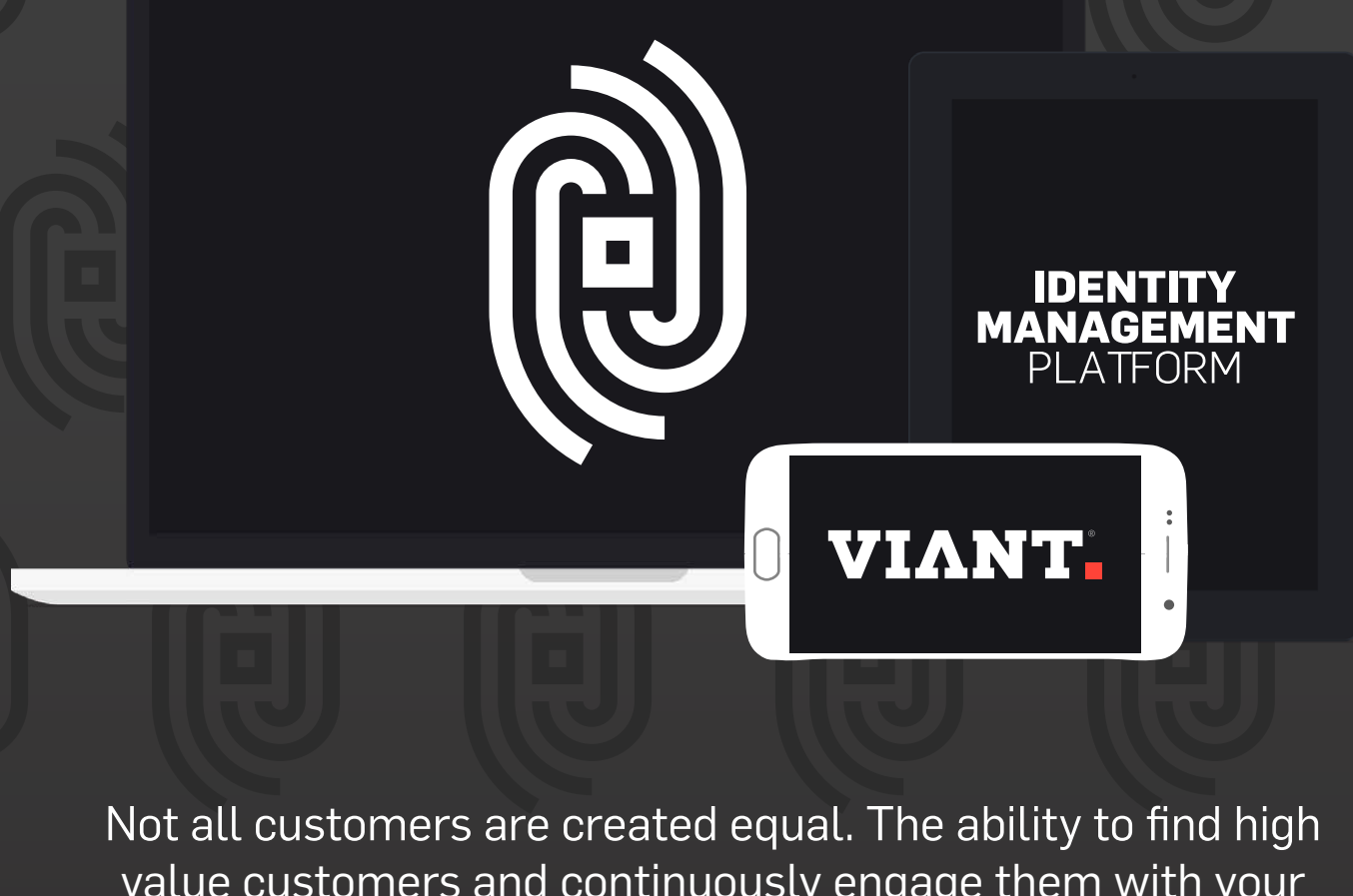


VIANT IDENTITY MANAGEMENT PLATFORM



Not all customers are created equal. The ability to find high value customers and continuously engage them with your brand is imperative to a successful marketing strategy.

Activate your customer data in **3 quick steps:**

1

UPLOAD

Leveraging one of the largest pools of 1st party registered users, we allow you to engage with more consumers online.



Upload your first-party data



Upload into the Viant® Identity Management Platform

All data is MD5 hashed for security

50-65% match rates



1.2 billion registered users

2

SEGMENT

Known identity attributes are available for consumer segmenting, allowing you to easily create new audiences in seconds.

Audience insights are displayed in a simple interface



Your enhanced customer profiles



Option to expand your targeting pool by creating looklike segments based on known customer attributes



3

ACTIVATE

Integrated into the Viant Advertising Cloud™, you can seamlessly target consumers in our people-based Media Execution Platform or export to any of our partners.



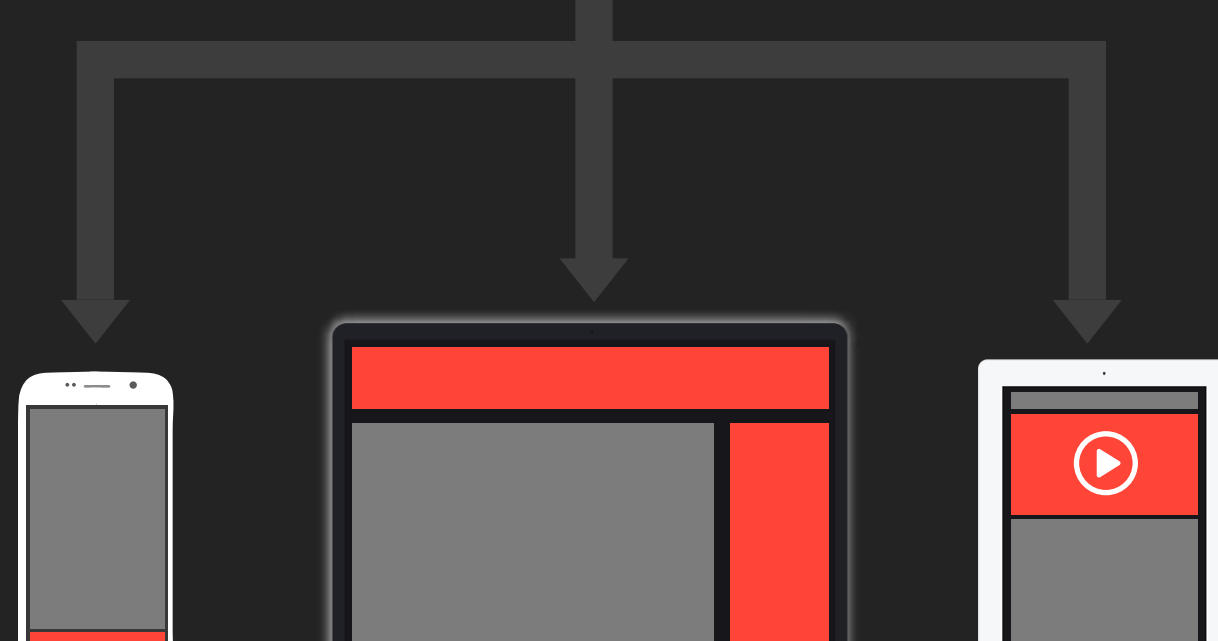
Export Cookies (over 50 partners)

Activate Identities



Integrated people-based DSP

Execute campaigns and reach audiences across devices



For more information, visit

viantinc.com

VIANT.