

# PROGRAMMATIC AD BUYING & SELLING ECOSYSTEM

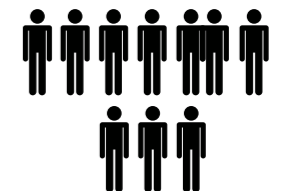
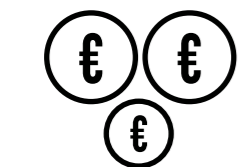


**Demand Side**

**Supply Side**

**AD INVESTMENT**

**AUDIENCE**



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First Party Data

- CRM
- WWW
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