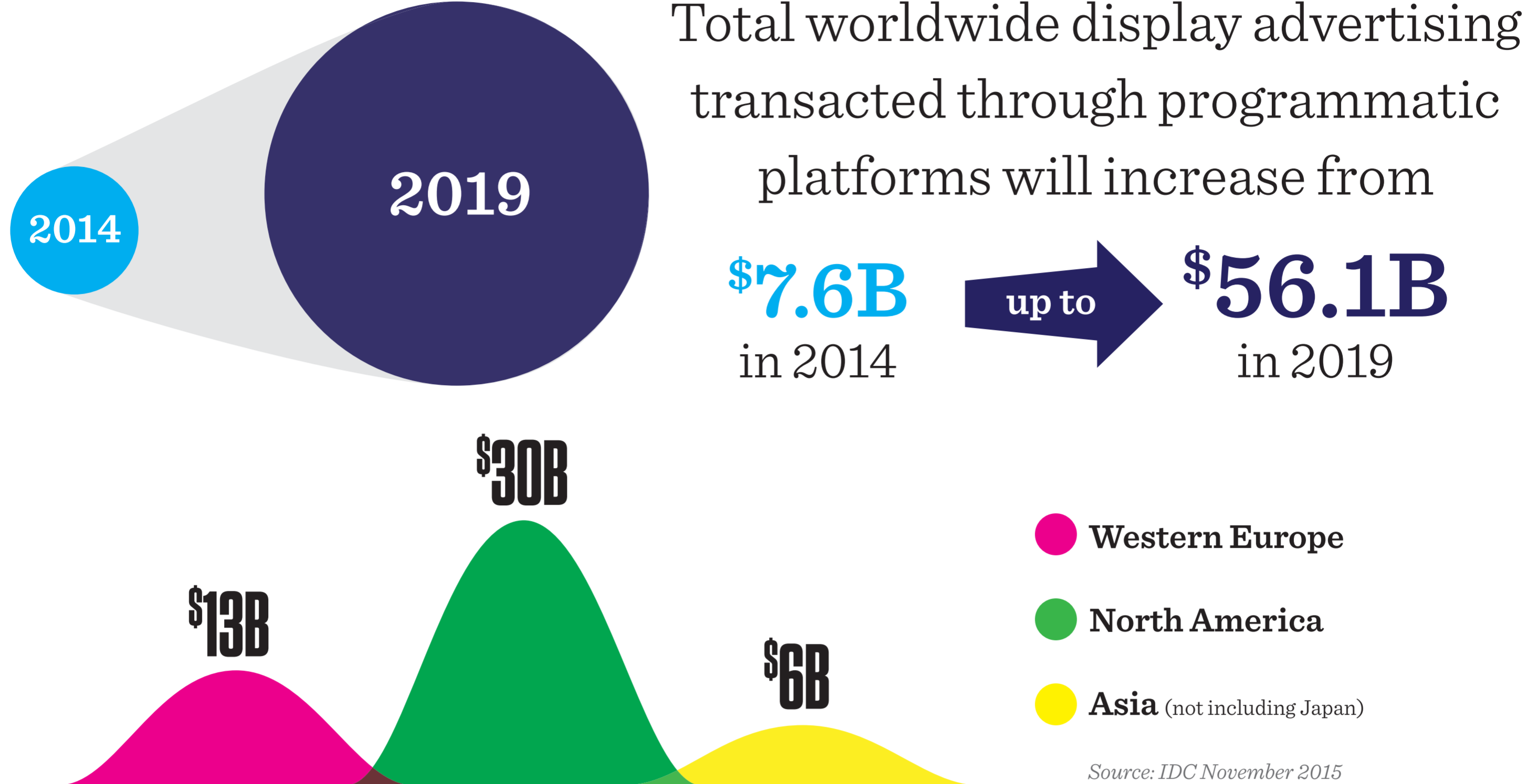
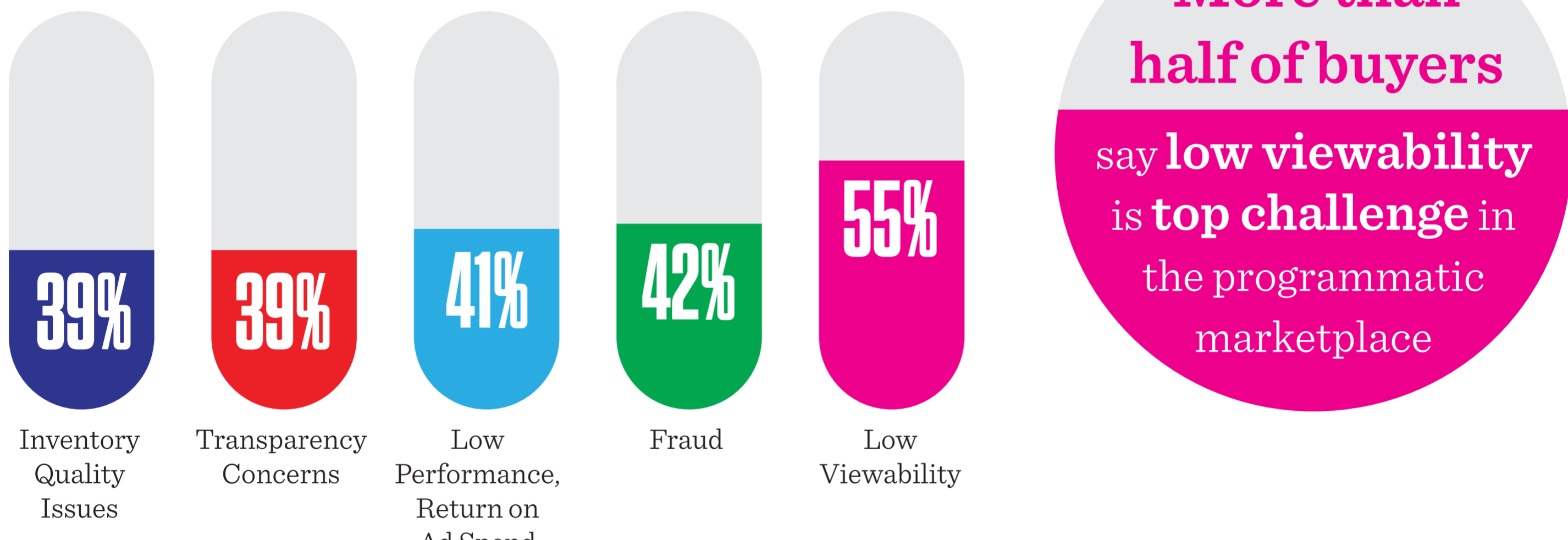


PROGRAMMATIC BUYING: Challenges & Solutions for a Growing Market

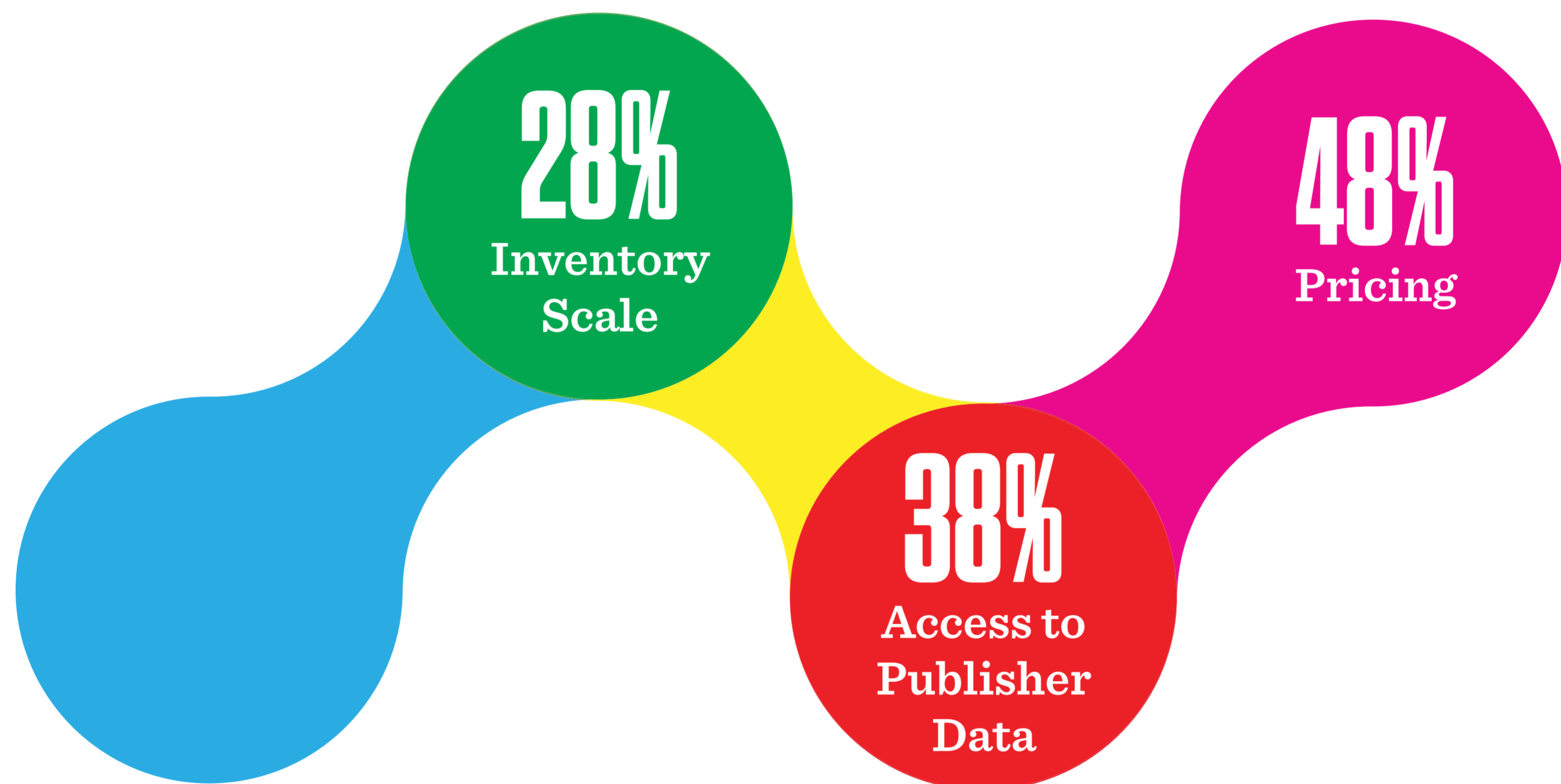
Market Forecast 2019 Expected Programmatic Spend



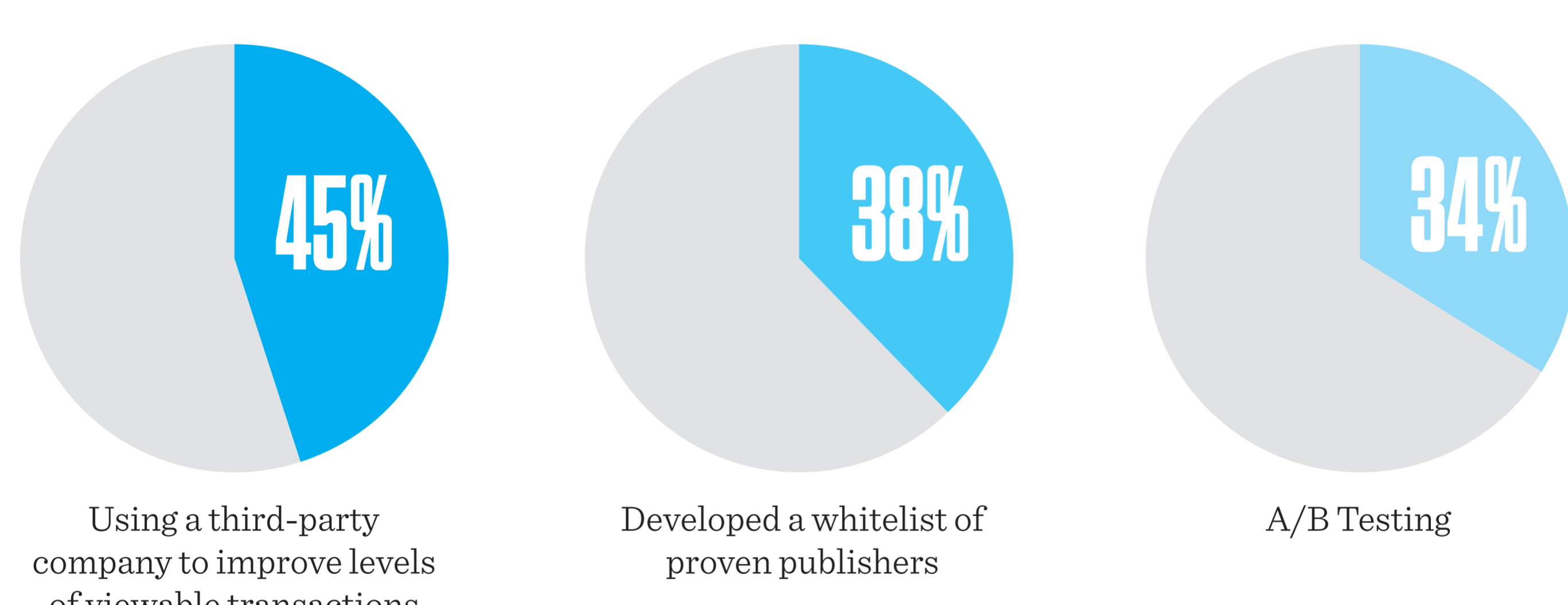
Top 5 Programmatic Buying Challenges



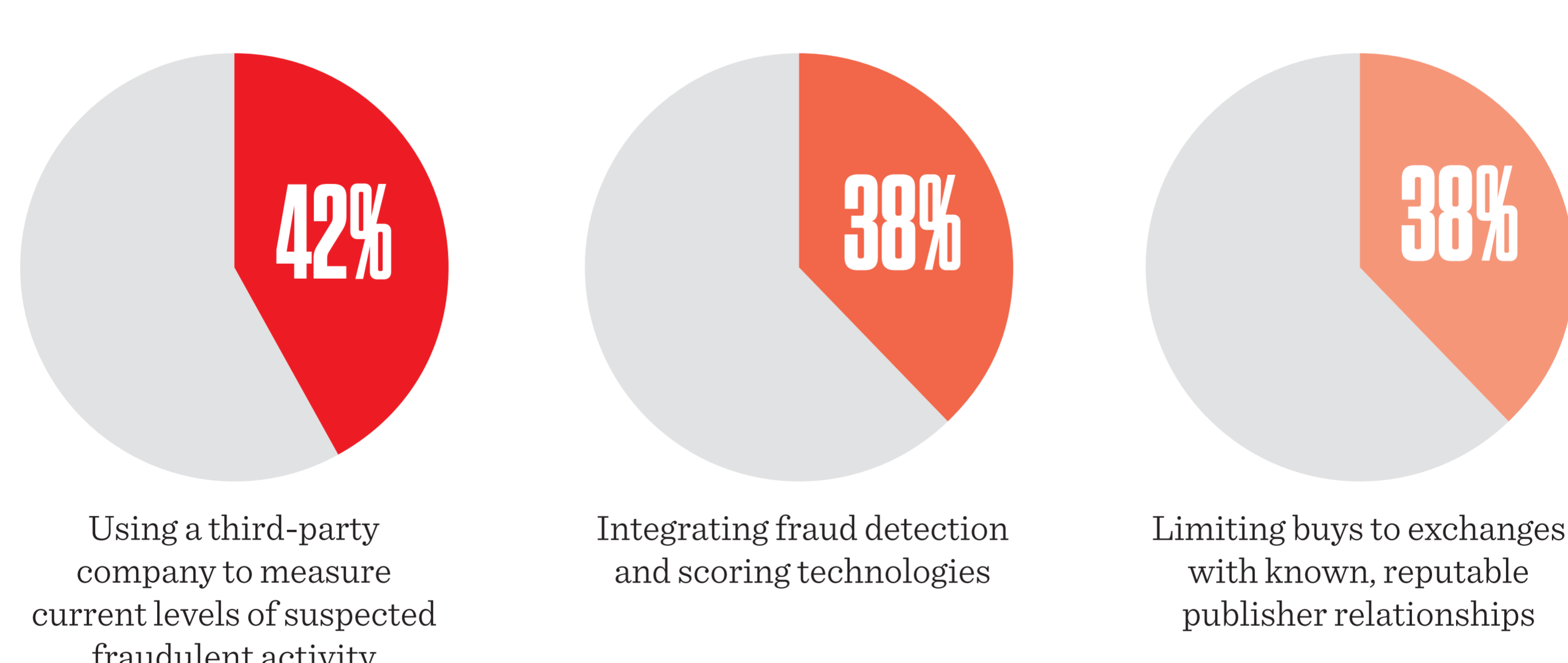
Top Factors for Success: When Structuring a Publisher Private Marketplace Deal



What's Working: Increasing Viewability



Combating Fraud



Top Benefits to Executing Private Marketplace Deals with Publishers

