

causal iQ

# digital advertising solutions for the modern marketer

---

2018 Media Kit

Take a peek inside to learn more about solutions designed just for you



causal iQ

# every conversion happens for a reason

hello

Causal IQ is a programmatic solutions provider stacked with digital marketing experts that don't leave anything to chance.

We create strategies that align with your vertical, target audience, and campaign goals to keep customers moving through the purchase funnel.

## Audience Modeling Mavens

---

With 2B+ global audience profiles that include proprietary transactional data, the inclusion of social graphing data, and cross-device matching, we know your consumers.

## On-point Optimization

---

Our account managers continuously optimize campaign performance in real time to build your brand and drive consumers to conversion.

## We Prove Our Worth

---

Brand lift, offline sales, audience insights and performance—you name it, we measure it—and provide you with custom reporting tied to your KPIs.

**5M+**

monthly conversions

**\$3B+**

generated annual sales

**60B+**

ad requests per day

causal iQ

# endless channels, endless possibilities

dive in

Each of our product offerings is designed to help you effectively reach your ideal target audience across screens.

Hit your KPIs with a master mix of messaging across CTV, display, mobile, native, OTT, social, and video.

## Display



Put a modern twist on a classic approach to advertising. Our predictive analytics enable superior audience selection that drive performance and incremental value.

## Mobile



Reach target audiences on-the-go at their point of need. Whether your target consumer is at home on the couch or at a coffee shop, your brand is right there with them.

## Cross Device



Why use just one channel when you can leverage them all? Reach consumers at the right place, the right time, and on the right device for optimal campaign performance.

## Native



Make your message stick. Offer consumers an experience they won't forget by providing relevant messaging alongside content they care about.

## OTT & CTV



We're your remote control for driving brand awareness and future conversions with a targeted TV audience. Causal IQ ensures optimal reach, frequency, and scale, verified by reporting.

## Social



Utilize social channels such as Facebook and Instagram to get consumers talking about your brand. Spur engagement and sharing among friends and fellow consumers.

## Video



Video is where it's at for brands that want to tell their story quickly and effectively. One of the best perks of video advertising is heightened brand awareness.

**52%**

of consumers want to see the same, but device-optimized, brand from contents.<sup>1</sup>

causal iQ

# products with a purpose

## rypl



We're taking a new approach to prospecting by considering the effects everyday influencers have on the consumer's path to purchase.

RYPL integrates household, workplace, and social data, in addition to standard audience data, to create an audience graph that generates a viral impact, or shall we say a ripple effect, that gets people talking about your brand.

**Brands are looking to influencers, advocates, and new prospecting solutions to help win new customers.<sup>2</sup>**

## data that delivers



Everyone's got data, but not everyone knows how to use it. Causal IQ's team of data scientists evaluate both proprietary and third-party data to develop an exhaustive list of predictive attributes that help us determine when and where each consumer in your target audience is likely to take action.

Our extensive data asset enables:

- Unmatched audience knowledge
- Supreme predictive modeling capabilities
- Artful real-time campaign optimization
- Timely actionable insights

## optimized media delivery



We're the team that's going to make your life easier—way easier. Our seasoned delivery and optimizations team not only knows the ins and outs of efficient media buying, but each vertical is managed by domain-specific experts. From auto to retail, entertainment to travel, and beyond, we've got you covered.

## robust reporting



Choose from a variety of insights including brand lift, cross-device performance, online and offline sales, audience insights, and more.

1. TapAd, 2018  
2. A commissioned study conducted by Forrester Consulting on behalf of Causal IQ, August 2017

**We're ready to get started, are you?**

**Email [hello@causaliQ.com](mailto:hello@causaliQ.com) to get the conversation going.**

causal iQ

