

datonics

Deal Catalog

Brought to you by **Datonics**, available
for activation on any DSP

EQUATIV





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How Curation works with Equativ

Curation with Equativ

Access multi-publisher deals from our top partners - maximize efficiency with minimal effort

Best in class Curation platform

- Efficient planning with real-time inventory insights and forecasting
- Advanced targeting, 1st & 3rd party data activation, contextual segments, cookieless alternatives and more
- Easy deal management & optimization

Prepackaged Curated Deals

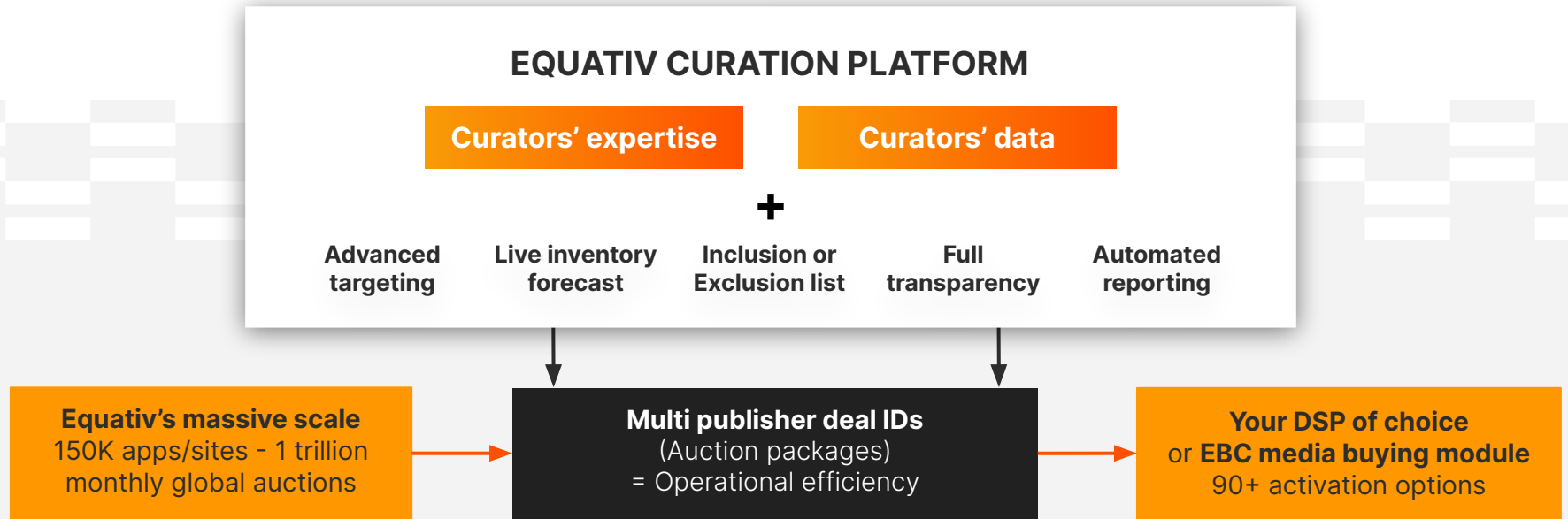
- Easily and efficiently purchase ready-to-use deals from our partners to reach your campaign's KPIs
- Reach the audiences you want to target by consulting our catalog of curated deals
- Guaranteed high reach available for every geolocation

No compromise on ad Performance

- Dedicated team to assist our partners in their deal optimizations
- Advanced visualisation dashboard and custom reporting capabilities
- DSP agnostic and automatic synchronization activated

How curation works

Equativ scale combined with partner expertise & data to provide 100% bespoke, curated deals



About Datonics

About DATONICS



Datonics is a digital data pioneer in powering programmatic platforms with interest and intent data during the nascent stages of real time bidding. Today, we enable marketers with data solutions for audience targeting, CRM enrichment as well as insights and analytics with 80% coverage in the U.S. and Canada.

Channel Availability & Scale

- Targetable in programmatic, CTV, social, DOOH, digital audio environments
- Scalable audiences in both US & Canada

Data Accuracy & Variety

- Our diverse data sources along with our in house identity technology delivers quality and scale while offering variety such as interest, intent, life stage, behavioral, demo, B2B, location and brand affinity segments across dozens of verticals.

Data Sustainability

- In an environment where a single legal, privacy or technological change can upend a data provider's ability to deliver value, Datonics is one of a handful of data providers with the sourcing, integrations and in house technology capable of adapting to the unpredictable shifts of the ad tech environment.

Datonics Curated Deals



Access Exclusive Deals from Datonics

Canadian Audiences

Need a custom Deal?
Contact data@datonics.com

Deal Name / Description	Format	Geo	Bid Guidance	Deal ID
Canada users in market for Gaming & Video Games	Display	CA	\$1.48-\$4.90	418599458179
Canada users in market for Electronics	Display	CA	\$1.48-\$4.90	138375544011
Canada users in market for Family related products and services	Display	CA	\$1.23-\$4.65	386387078844
Canada Tech enthusiasts and mobile device users	Display	CA	\$1.48-\$4.90	330364264705
Canada Property Ownership > Homeowners	Display	CA	\$0.73-\$4.15	128369104797
Canada users in market for Gaming & Video Games	Video	CA	\$1.96-\$8.70	433410922237
Canada users in market for Electronics	Video	CA	\$1.96-\$8.70	380407187746
Canada users in market for Family related products and services	Video	CA	\$1.71-\$8.45	602511128069
Canada Tech enthusiasts and mobile device users	Video	CA	\$1.96-\$8.70	188070099339
Canada Property Ownership > Homeowners	Video	CA	\$1.21-\$7.95	989171977574

How to activate the deals

Activation is easy

To begin buying the deals, simply copy and paste a deal ID into your DSP of choice

Activatable in 90+ DSPs

adform

adxperience

BEE SWAX

Google Display & Video 360

LoopMe

PIXI MEDIA

taptap

RTB HOUSE

Basis Technologies

ADITION

amazon

bid theatre

GroundTruth

MADHIVE

Quantcast

theTradeDesk

easy media

MediaMath



Adobe Marketing Cloud

AMOBEE
A TREMOR INTERNATIONAL COMPANY

CRITEO

HAWK

MEDIAKEYS
EXPERIENCE

Realytics

UNRULY
A Tremor International Company

ASK locala

Zemanta

adot

Appier

DynAdmic

liquid

MEDIASMART
an aff Le company

smadex
by entravision

xandr

MOB PRO

Splicky



Going further: Custom requests

Please contact data@datonics.com to receive a deal ID for use across any of the below DSPs

25+ DSPs available on custom request

yahoo!

Bidtellect
POWERING SMARTER ADVERTISING

solocal

KNOREX®

deepintent+

sportradar

ZETA

ADTHEORENT™



earnify

StackAdapt

NextRoll

antvoice

*ADMIXER

KAY
ZEN

Adelphic
THE VIBANT DSP

DATABERRY

PLATFORM 161

emerse

acuity³

OneView
Ad Platform

INMOBI

ADRULE

ESKIMI

peak²²⁶



Contacts

Please reach out if you have questions or need a **custom deal**.

Partner Info

Name - Yulia Fishelzon

Email - yulia@datonics.com

Equativ

Curation Team

curation-partnerships@equativ.com

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