

MEDIA STARTUP

MediaGamma: Fixed Price Contracts for Programmatic Advertising



JULIAN
GRAINGER

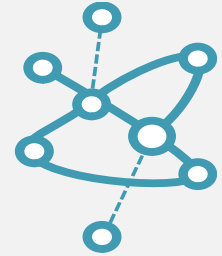
Sales Director
MediaGamma

Audience Liquidity Prediction

Using artificial intelligence to understand and price audiences

Who we are & what we do

We're a spin out of UCL's prestigious computational advertising program. Developed by three world leading data scientists, our platform creates smart, simple ways for publishers and advertisers to engage in programmatic advertising.



Domain			avg. CPM 	Fill rate 	
1	http://www.finance.com	01/11/2016 01/12/2016	\$6.20	99%	
2	http://www.e-retailer.com/	01/11/2016 01/12/2016	\$6.60	35%	
3	http://www.recipe-website.com	01/11/2016 01/12/2016	\$7.60	55%	
4	http://www.digital-publisher.com	01/11/2016 01/12/2016	\$8.60	88%	

Analyse inventory



via API

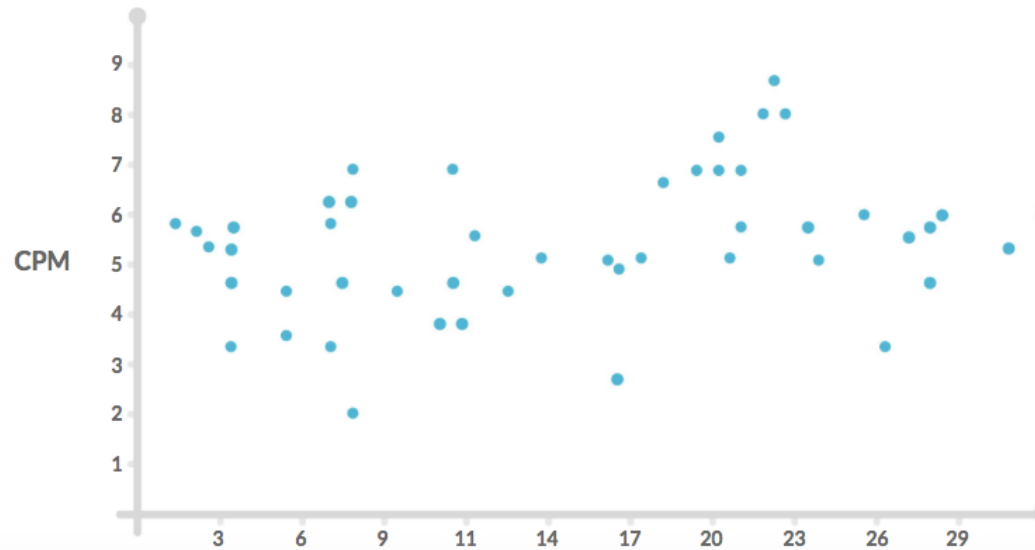
Provide access to an api. We will automatically update your inventory.



via spreadsheet [.csv]

Simply upload a spread sheet in the required format and let our algorithms do the work.

Price prediction



CPM

Historical data loaded

Calibration criteria

Start date
01/11/2015

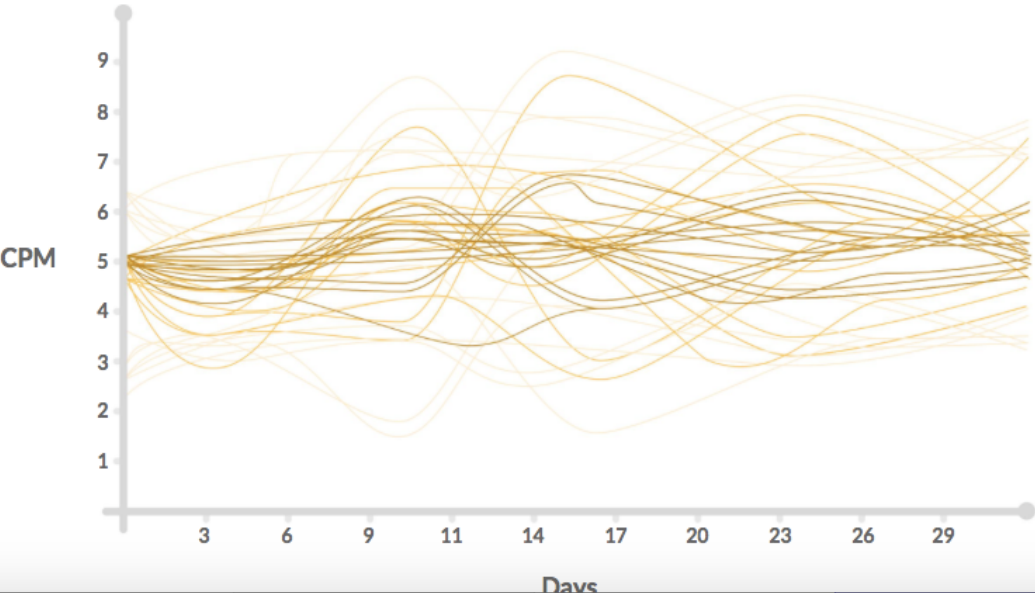
End date
01/12/2015

Volume
1|000,000

Run prediction engine

Days

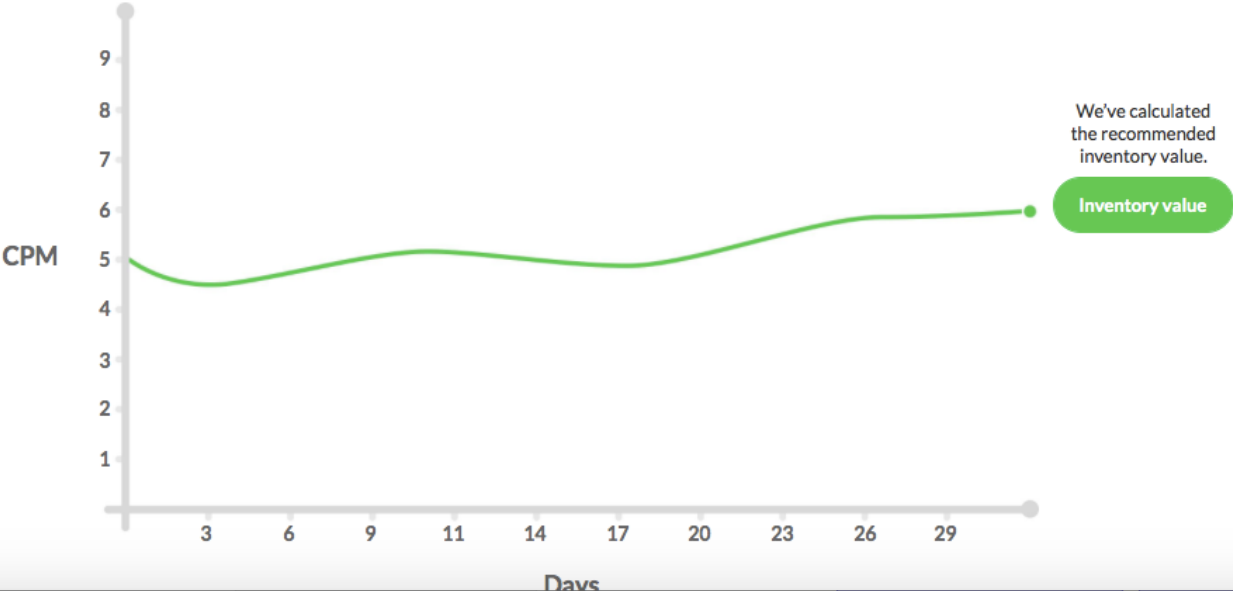
Prediction engine finished



Excellent, we can smooth your pricing.

Smooth pricing

Pricing smoothed



[http:// www.finance-site.com](http://www.finance-site.com)

01/11/2016 - 01/12/2016

Quote No: XY135ABG67



Desktop

Auto

CPC
\$ **1.14**

Guaranteed CPM
\$ **6.00**

1st look reserved
\$ **6.72**

Music

CPC
\$ **1.04**

Guaranteed CPM
\$ **5.40**

1st look reserved
\$ **6.05**

Thank you

Get in touch today to find out more about how we can help you maximise your revenues.

Julian Grainger

011710 481182

julian.grainger@mediagamma.com



Innovation Warehouse, 1 East Poultry Avenue, London, EC1A 9PT