



5 Reasons Why Bidtellect Should Be Your *Sole Native Partner* For 2019!



CONTENT FIRST STRATEGIES

We know that content is the future of the brand/consumer relationships. Bidtellect has built the only technology platform for brands to optimize the growing opportunity. Content is the present and future of building brand/consumer relationships, and Bidtellect has built the only technology platform for brands to optimize the growing opportunity. Our Native Demand Side Platform (nDSP), was built specifically for marketers' paid content distribution campaigns in Native. From contextual targeting down to the exact placement level to well-thought creative assets to tell a brand's story, Bidtellect's Native platform is your one-stop shop solution to content marketing.



TARGETED DISTRIBUTION AT SCALE

Bidtellect's platform is the single access point to the most expansive premium Native supply ecosystem, offering advanced targeting capabilities across all devices including first and third party data, contextual, behavioral and demographic. We are the only solution that offers access to all Native formats: that's In-Feed, In-Ad, Recommendation Widget, Outstream (Auto-Play) Video, Click-to-Play Video, In-Feed Autoplay Video, Vertical Video, Scroller Unit, Carousel Unit, and coming in 2019: ISI (did we miss any?). With 38 supply partners our platform processes over 10 billion Native auctions daily across 58 million distinctly targetable placements - in the nonsocial market, there's no longer a supply source we cannot access. (P.S. Check out why NonSocial Native is the future of the industry here.)



OPTIMIZATION & PERFORMANCE

Optimization algorithms developed for Native advertising environments are built using machine learning and artificial intelligence (AI) and designed to drive performance to meet all marketers' objectives. Enhanced analytic capabilities - made possible by our proprietary Engagement Score and partnership with Nudge - mean advertisers can analyze post-click content metrics and optimize toward or away from them based on consumer engagement behavior. The latest breakthrough optimization technology, Dynamic Creative Optimization, allows optimization towards best-performing creatives to happen in real-time. Not only that, our performance analysts experts are on hand to serve clients and create a personalized optimization strategy to guarantee success.

"After a period of not utilizing any Native advertising on our campaigns, the mid-campaign addition of Bidtellect helped to drastically improve the CPA results." - Noah Gladstone, Dentsu Aegis Network.



IN-CONTENT VIDEO DRIVES SUCCESS

As consumers seek more video content online, brands are increasing investment in digital video content creation and distribution. In-content video has proven to build brand favorability, increase purchase intent, grow brand awareness and generally provide a better user experience. Bidtellect offers three valuable video options: Outstream (Auto-Play), In-Feed Click-to-Play, and In-Feed Autoplay.



DEDICATED CLIENT & CREATIVE SERVICES

Bidtellect's Creative Services team, [b]+studio, is available at no cost and can create custom Native assets for campaigns. Dedicated client services team for training, planning & forecasting, support, campaign management, strategy & insights.

Plus...

Our technology is constantly advancing. From vertical scroll to carousel units, our "high impact" Native assets are continuously cutting edge.