

TARGETING PORTFOLIO

Bidtellect builds custom targeting strategies with your brand's unique needs in mind. Our industry leading context targeting solutions can be complimented by a variety of custom targeting strategies. With over 20+ targeting solutions available, we're able to create custom strategies to engage audiences.

CONTEXTUAL TARGETING SOLUTION

Our **"bread and butter."** Seamlessly integrate your ads into relevant content users are already consuming. Our contextual targeting curates solutions from industry leading partners like IAS, Peer39 and Admantx alongside our own proprietary offering to deliver top performing engagement and greater cost efficiencies.



Content Channel



Page Level



Keyword Targeting



Sentiment



Brand Safety

PEER39 Admantx

BIDTELLECT PROPRIETARY TARGETING



Bidtellect Interest Targeting

Bidtellect has built custom audiences who have shown an explicit interest within the category.



Category

Bidtellect utilizes machine learning algorithms and content classification to categorize domains into a practical taxonomy. The 39 categories are inspired by the IAB v2 category taxonomy with enhanced selections designed and driven by years of experience trading in contextual line items



Demographics

Bidtellect created the **first to market** context demographic targeting capability, a cookieless solution to skew supply towards their target demographic characteristics.



Bidtellect's B2B Contextual Powered by Bombora

Bombora's robust B2B taxonomy mapped to content consumption.

ADDITIONAL TARGETING SUITE



Audience Targeting

Partnerships with top DMPs for access to behavioral, interest and in market segments.



Re-Engagement

- Site Retargeting
- Sequential Messaging (Creative Retargeting)

Custom Targeting

- ABM
- Custom Audience Curation
- HCP / Pharma Targeting
- 1P CRM
- Lookalike Audiences

Vertical Specific

Partnerships with industry leading publishers to deliver custom audience strategies across Travel, B2B & Medical. And specialized targeting like Location Based and Fair Lending Compliant strategies.



Specialty + Supply Targeting

- Supply Tiers
- Run / Block Lists
- Supply Sources (25+ Available)
- Brand Safety via IAS Pre-Bid
- Sentiment Targeting
- Keyword blocking

THE FUTURE OF TARGETING: **COOKIELESS ID SOLUTIONS**

We're currently integrated with the top partners in the industry, working to integrate additional solutions as navigate the fast approaching cookieless landscape.



ABOUT BIDTELLECT

Bidtellect is a performance-driven DSP specializing in context-first optimization, cookieless solutions, and native programmatic. We pride ourselves in premium supply quality and optimizing down to the placement level, while offering deep campaign insights across a wide range of KPIs for our brand, agency, and trading desk partners. Bidtellect consistently outperforms competitors in nearly every head-to-head performance test thanks to industry-leading brand safety technology, premium supply quality, superior context capabilities, and proprietary bid factoring and optimization technology: delivering ads that work.