

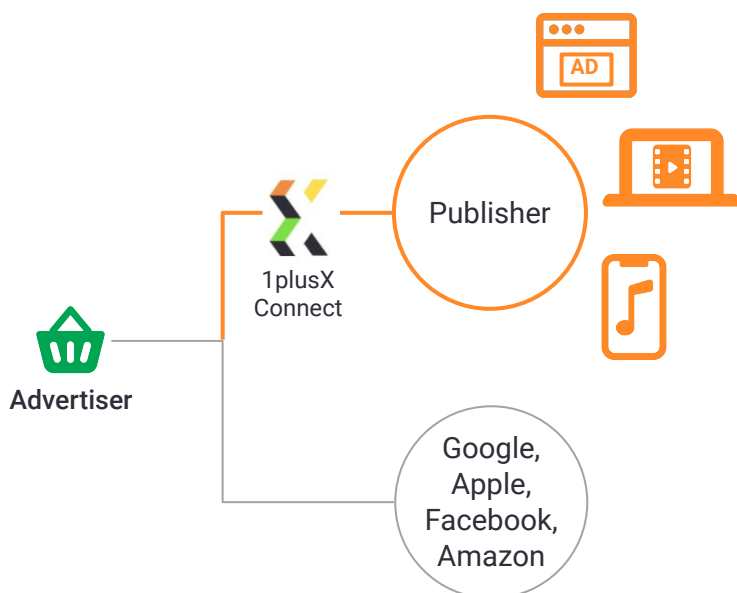
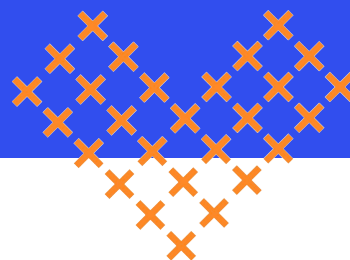
1plusX Connect

Building Data Bridges

Yours. Theirs. Ours. When different parties have synchronicities – like publishers and advertisers – it makes sense to connect their data for even greater performance and reach. 1plusX Connect is designed to do just that. It tackles current and future ecosystem challenges by enabling partners to build solid data bridges and deepen their relationships based on their own first party data. We custom-fit your first-party data with trusted partner data, expanding your reach through a ready-made pipeline.

Features:

- ✖ Flexible data onboarding
- ✖ Full data- and collaboration control
- ✖ Data Clean Room technology & connectivity
- ✖ AI-powered marketing use cases
- ✖ Automation & activation
- ✖ Secure data safe



WHY CONNECT?

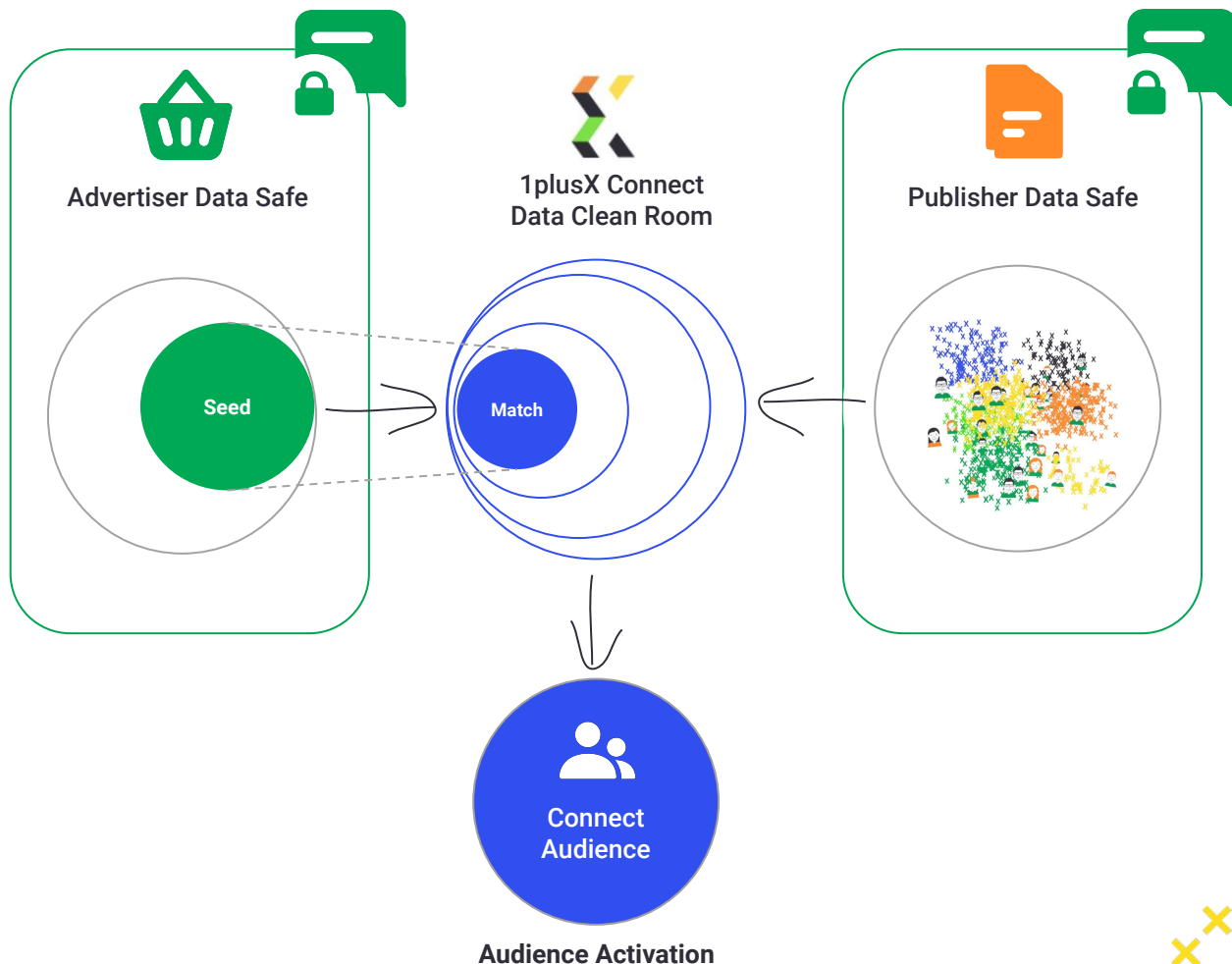
Addressing key advertiser challenges:

- ✖ **Dependency:** Reduces dependency on GAFA's for obtaining high-quality data & reach and to find the right customers.
- ✖ **Addressability:** Helps you to overcome fragmented user identification and connectivity with the demise of third party cookies.
- ✖ **Empowering own data:** Leverage and collaborate on own first party customer data at scale in a privacy safe manner.



HOW IT WORKS

1. We **collect** and **onboard** all types of data from Web, App to CRM and TV on both sides
2. We **match** an advertiser's seed audience with publisher's data and machine learning technology helps to
 - a. **enrich** it to gain high quality lookalikes (prospecting use case) OR
 - b. **target** the matched seed audience (retargeting use case)
3. There is no explicit data sharing between advertisers and publishers. Based on our **data clean room** it is fully privacy compliant.
4. **Activate** the calculated Connect audience for marketing campaigns through any DSP, SSP or via IO.



1plusX is a global marketing technology company operating in Europe, Asia and the US. Our technology empowers advertisers and media companies to give the right message to the right person at the right time, driving their digital revenues.

Tech driven

Founded by
Google engineers
>70% Engineers &
Data Scientists
Chief Scientist
@ETH Zurich

Global footprint

EMEA
Japan
Singapore
& Hong Kong
USA

Remarkable growth

>80% yoy
client growth
>50% yoy
employee growth
Active expansion
into the US & Japan

Privacy by design

Fully GDPR compliant
Fully CCPA compliant
Designed for
1st party data
Full control



media **impact**



LE FIGARO



ringier
axel springer

GOLDBACH

TEGNA



✕ REQUEST A DEMO ✕

1plusx.com