

When you have quality connections at scale, you're truly connected.

We don't just connect people. We do it better. Real human actions are our rocket fuel. We help deliver high quality content to people who seek it across 30+ media sites and empower advertisers to deliver their message in safe environments - billions of times per day.



The Yahoo advantage

Trust

- Brand-safe owned media properties
- High-quality, professionally-produced content
- Exclusive access to unique inventory such as XBOX, NFL, Microsoft, Apple, and Samsung
- Reliable, 1st party data with over 200B daily data signals²
- Global leader in 5G technology

Performance

- Award-winning DSP and SSP to access a wide variety of audiences and channels
- Robust cross-device targeting and reporting with over 750M+ people mapped²
- Meaningful consumer controls and data transparency with <1% invalid traffic rates
- 20% higher lift in purchase intent vs. non-premium partners

Trusted performance businesses rely on.



Built for brand safety.



#1
premium content producer¹

30+
editorial media sites



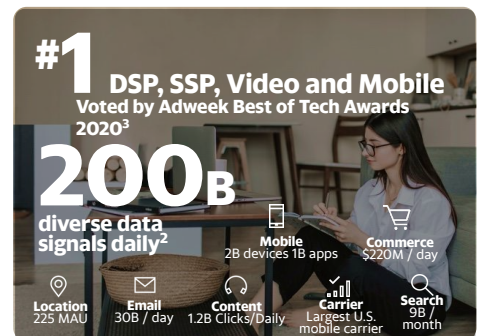
Reach more customers.



#2
largest digital media company US
2nd only to Google¹



Drive more results.



#1 DSP, SSP, Video and Mobile
Voted by Adweek Best of Tech Awards 2020³

200B
diverse data signals daily²

Location 225 MAU
Email 30B / day
Content 1.2B Clicks / Daily
Mobile 2B devices 1B apps
Commerce \$220M / day
Carrier Largest U.S. mobile carrier
Search 9B / month



Quality connections built upon...

Trusted Content

91%

Associate our 30+ media brands with trust¹

Trusted Data

200B

daily data signals.³

Trusted Performance

#1 DSP, SSP, Video and Mobile

voted by Adweek Best of Tech Awards 2020⁵

#1 in PGC

users in a premium (non UGC) environment²

Unified

ID Graph

82%

higher sponsorship association than non-premium sites and 72% higher purchase intent than premium sites⁶

2x

more likely to prefer premium content over user-generated⁸

<1%

invalid traffic rates all inventory⁴

71%

higher average conversion rate than 3rd party segments across verticals⁷

Premium

access supply and partnerships

754M

registered users³

+48%

lift in conversions using AdLearn³



yahoo!

yahoo!
news

yahoo!
sports

yahoo!
finance

yahoo!
life

yahoo!
mail

yahoo!
entertainment

1/3 of the US digital pop reached through Yahoo Homepages¹

#1 for digital News with 171M monthly UVs³

#1 Fantasy Sports App 5 years running⁹, #2 Sports UVs⁵

#1 for Business / Finance news with 88M monthly UVs⁶

#1 for Beauty / Fashion news with 88M monthly UVs⁵

#2 e-mail service on the web²

#4 Entertainment news property with 43M UVs⁷

Source: 1) Yahoo, Trust & Content Study, 2019 2) comScore, Key Measures, Yahoo (+MSN Partnership), Multi-platform, August 2020 3) Yahoo, internal data, 2020 4) Yahoo Internal data, 2020, TalonPro + 3P measurement across all Ad Platform inventory 5) Adweek 2020 Reader's Choice: Best of Tech Awards July 2020 6) Kantar Millward Brown, Performance Norms Study, December 2020 (Non-Premium Competitors: Google, Youtube, Facebook, Twitter, Amazon, Snapchat, Twitter, Premium= Top 30 sites in each Super category- Lifestyle/Entertainment, Finance, Tech, Mail/Home, Sports, News) 7) Yahoo Internal data, 2018, across 3k+ campaigns on Ad Platform 8) Yahoo, Band Love Report, Omnibus, April 2019

yahoo!

Contact your Yahoo representative to find out more and get started today.