

Yahoo ConnectID (US)

Identity at scale, with direct consumer relationships and consent-based data at its core.

Prepare today for a cookieless future.

Our integrated approach to sustainable identity starts with Yahoo ConnectID, our new unified ID solution, powered by Yahoo's consent-based, first-party data, diverse ID graph and full stack DSP & SSP ad platform.

A multi-pronged, consent-based approach.

1. Persistent identity

Our identity graph synthesizes a significant amount of opt-in, compliant 1st, 2nd, and 3rd party data to build comprehensive user profiles.

2. Identity-less Solutions

Advanced contextual targeting that goes beyond content at scale. We leverage Yahoo data, machine learning and real-time signals to infer audience characteristics in a privacy-preserving manner.

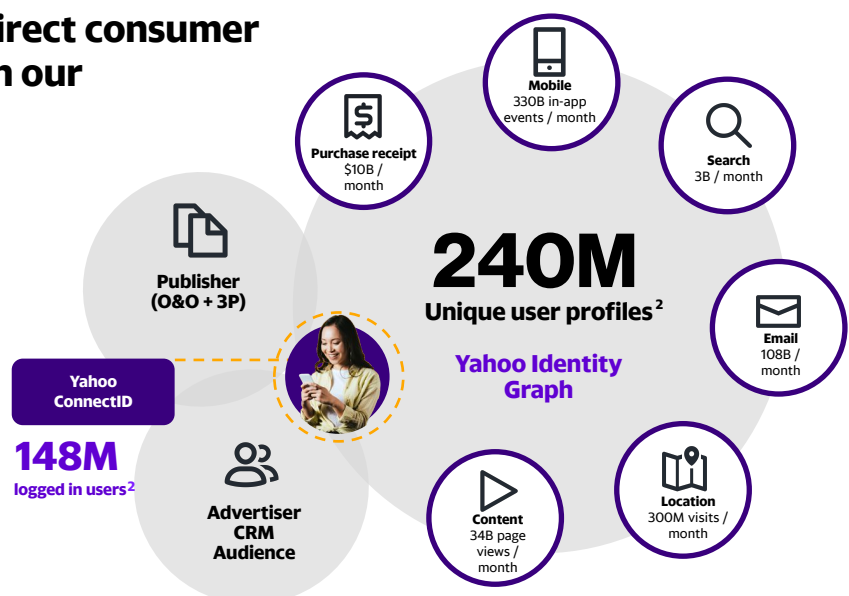
3. Partnerships

We collaborate with industry partners to develop privacy-friendly solutions for adoption at scale.

Yahoo ConnectID is built on the direct consumer relationships that already exist in our ecosystem. No cookies required.

#2* Digital media company, second only to Google¹

80B Cross-screen data signals per day²



Get started today.
Contact your Yahoo representative to learn more.

¹ Comscore data (+MSN Partnership)

² Yahoo internal data, June 2021

A DSP with connections that matter.

Harness the power of Yahoo's direct consumer relationships and diverse insights to deliver your omnichannel strategy with efficiency at scale.

Why Yahoo DSP



Identity at the core

Leverage our best in class identity graph and first party data to address the challenges of a post-cookie world.



Nothing to hide

All the benefits of a walled garden without compromising on transparency and independent measurement.



Performance, performance, performance

Machine learning that consistently drives market leading performance vs. other DSPs. Brand & DR, with no hidden fees or pricing inefficiencies.



Premium exclusive inventory

Exclusive reserved access to Yahoo & Microsoft properties and the largest premium native marketplace.

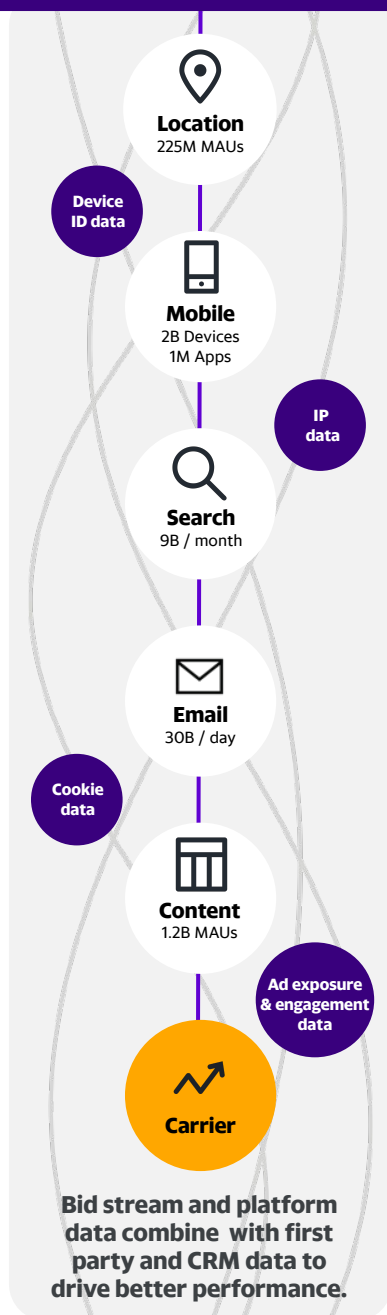
Omnichannel quality and scale

Reach your audience anywhere, on any device, in any format with exclusive access to reserved Yahoo & Microsoft properties, direct partnerships and the largest premium native marketplace.

Mobile | Display | Video | Native | CTV | DOOH | Audio

200B

cross-screen data signals
across Yahoo daily



*source: comScore Custom Reporting, Multi-Platform, Yahoo (and Microsoft Partnership), 2019

Outperform ordinary

No hidden fees + smarter machine learning = better ROI

Supply Path Optimization

Identify the most efficient path to a publisher's supply by evaluating bid duplication and reseller opportunities across our ecosystem.

180B

Bid requests evaluated & scored daily

Automated Bid-Shading

Automated & standardized first price auction bidding protection across exchanges at no cost.

40%

Lower 1st price auction CPMs and at no cost

AdLearn

Leverages deep site segmentation & rich audience data into a performance engine for real time bid prediction and optimization.

48%

Lift in conversions

Predictive Audiences

Analyzes 2M+ dimensions across 200B daily impressions to score & predict the conversion probability for each user.

4X

Lower eCPA on mobile

8X

Lower eCPA across device

Comprehensive measurement

1 Open and independent

Partnerships with leading providers for online & offline measurement:

IDV
DoubleClick

IAS
Integral Ad Science

MOAT

whiteops
grapeshot

2 Identity based proprietary

Proprietary insights powered by Yahoo's Identity Graph.

3 Privacy friendly data sharing

Additional campaign data transparency that respects consumer trust & privacy.

Greater transparency

Omniscope offers unmatched omnichannel insights of the programmatic ecosystem

Analyze how each channel, format and exchange are performing and use forecasts to shape campaign strategy.

