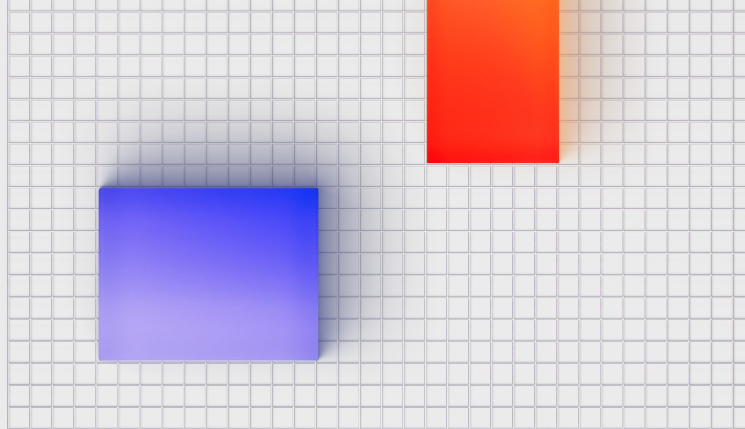
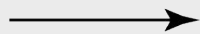


COMPANION AUDIENCES



Predictive companion audiences allow you to create privacy-safe, efficient audiences from any seed—like attentive users—and activate alongside your trusted targeting, all without moving your data. Companion audiences integrate seamlessly with our inventory curation and creative optimization, delivering full campaign benefits for any campaign goal.

PROVEN SUCCESS WITH MAJOR ELECTRONICS COMPANY: EFFICIENT, SCALABLE REACH WITHOUT IDs

<p>CTR +92% .14% vs. Seed</p>	<p>CPM -20% \$5.26 vs. Seed</p>	<p>VCR = .74% vs. Seed</p>	<p>CPCV -24% \$0.008 vs. Seed</p>
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Created a **High Engagement Companion Audience** by enhancing 3P seed data with:

- YM attention + engagement signals
- Zero-party data: brand lift respondents

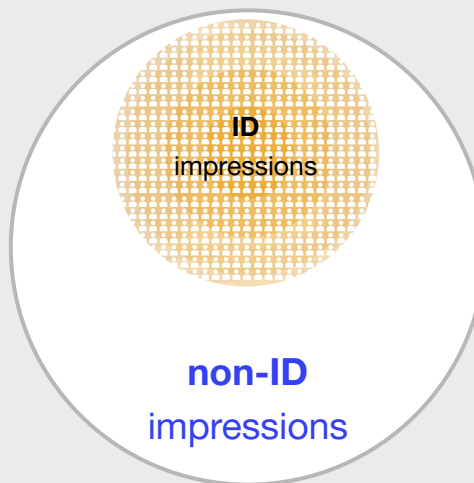
Campaign Overall, Seed + Companion

- Spend: **\$60k+**
- Impressions: **10m+**
- Clicks: **10k+**

CUSTOM, ID-INDEPENDENT | ACT-ALIKE PROSPECTING + EXTENSION

All trains on users + inventory you target and **finds similar users elsewhere** without IDs.

- **Privacy-safe** ways to find new customers
- **Efficient reach** on less competitive non-ID inventory
- **Audience insights** on delivered media
- **Easy activation** with \$10k campaign minimum
- **Ad engagement** refines your target audience



AI maps user behavior to find patterns of actalikes.
Ex: Tech Lovers

COMPANION AUDIENCES

Easy activation



Fast, flexible, custom seeds

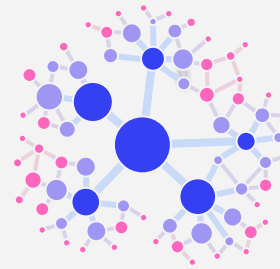
1 you CHOOSE A SEED

Select an audience you value

- Works with [ID or non-ID]-based audiences
- Target that audience on Yieldmo, however you usually buy

2 yieldmo TRAINS COMPANION

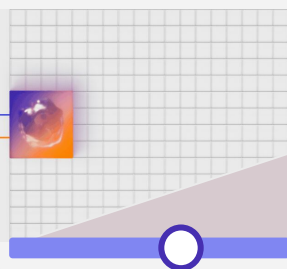
Find **environments** that over-index vs seed:



- Site
- Location
- Device
- Daypart
- Alternative IDs
- Chrome Topics

3 yieldmo REFINES COMPANION

Companion is refined with your creative engagement signals



Performance Reach

4 you TARGET YM DEAL ID

- + Enable non-ID targeting in DSP
- + Review audience & KPI reports

