

AT UNDERTONE COOKIELESS IS MORE

Privacy-first solutions are the future of ad targeting,



Browsers are removing cookies, with Chrome to be the latest in 2023



Consumers are valuing their privacy more than ever.



Regulations are being put into place to protect consumer privacy.

and are proving to be a win-win for advertisers and consumers.

MAJOR BENEFITS OF COOKIELESS TARGETING

Increased scale against your audience

Fills cookies' gaps with Cross-Browser support

Compliant with GDPR & CCPA

Increased campaign performance

Increased consumer favorability

Future-proofed targeting strategy

UNDERTONE IS PREPARED INNOVATIVE COOKIELESS TARGETING SUITE

We will always believe a blended targeting approach is the best way to maximize reach against your audience- which is why we offer varying cookieless solutions in addition to our traditional targeting solutions.



SORTTM

(Smart Optimization of Responsive Traits)

Our proprietary cookieless technology that segments users into targetable SmartGroups based on their shared attributes

✓ Fully Ready
✓ Extremely Scalable



CONTEXTUAL

Reaches relevant users by targeting ads based on the content of the they are viewing

✓ Fully Ready
✓ Scalable



UNIVERSAL IDs

Industry wide identifiers that allow advertisers to identify users across the supply chain without syncing cookies

✓ Partially Ready
✗ Limited Scale

**COOKIELESS
SUITE
THAT GOES
BEYOND
PRIVACY**

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Scaleable across
browsers & devices



Support across all
Undertone products



Direct &
Programmatic deal
types



Drives
performance for
all KPIs



Deliver Relevant
Ads

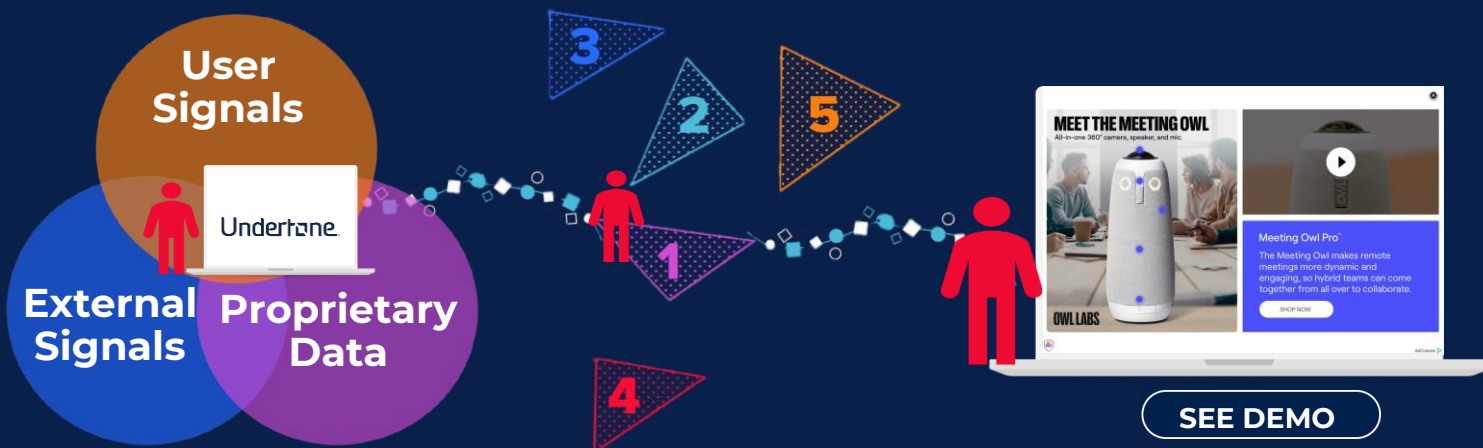


CCPA & GDPR
Compliant

Undertone's Proprietary
Cookieless Targeting Solution
That Protects Consumer Privacy
& Is **Outperforming** Cookie-
Based Targeting Across All KPIs



HOW SORT™ TECHNOLOGY WORKS



When a person lands on a page in Undertone's network, SORT clustering technology analyzes all of their cookieless attributes in real-time.

Based on the combination of attributes seen, SORT will match the person into one of our predefined SmartGroups, and decide which ad is the most relevant to serve.

**DRIVING
PERFORMANCE
USING AI &
MACHINE
LEARNINGS**

We've proved **users in the same SmartGroup respond similarly to ads** - enabling us to:

PREDICT

how a user will respond to an ad

OPTIMIZE

towards specific KPIs

SCALE

delivery across browsers & devices inaccessible with cookie-based targeting

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SMART™ IS OUTPERFORMING COOKIE-BASED TARGETING

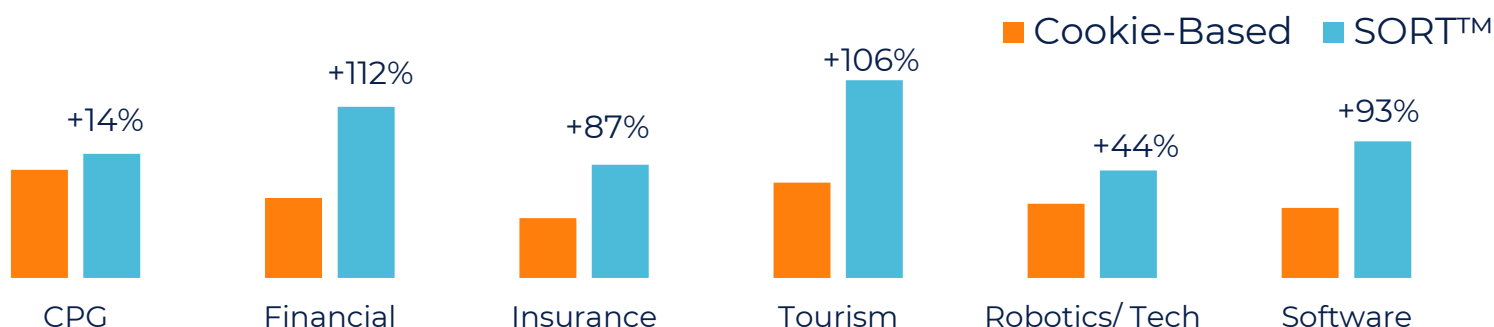
FOR ALL KPIs & VERTICALS

UP to
**112%
LIFT**
IN CTR

**14%
DECREASE**
IN COST PER SITE
VISIT

UP to
60% LIFT
IN INTERACTION
RATE

LIFT IN CTR BY VERTICAL COMPARING SMART™ VS COOKIE-BASED TARGETING



**Source: Undertone Internal Study comparing performance of cookie-based targeting strategies vs. SMART™.*

CLICK BUTTONS TO SEE CASE STUDIES:

CPG

INSURANCE

TOURISM

TECH

**GAIN INSIGHT ON
KEY MOMENTS OF
RECEPTIVITY
FOR THE
TOP PERFORMING
SMARTGROUPS**

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We'll provide a deep dive into the **combination of attributes** that led to the top SmartGroup's high performance:



PERSONA & KEY INTERESTS



DEVICE TYPE & DEVICE MAKER



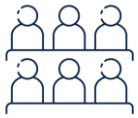
OPERATING SYSTEM



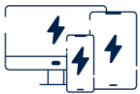
DAY OF WEEK / TIME OF DAY

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WHAT MAKES SORT™ TECHNOLOGY UNIQUE?



Inclusive vs. Exclusive approach to targeting- reaching users who were inaccessible with traditional targeting



Scaleable Across All Browsers, Devices & Ad Formats



Users are **placed into a targeting group every time they land in our network** based on their specific combination of attributes present in that moment



Real-time solution enables **optimizations** during **key moments of receptivity**



Cookieless solution protects consumer **privacy**



It's **outperforming** cookie-based targeting by up 2X

FULL NETWORK
SCALE



PERFORMANCE
LIFTS vs COOKIES



CERTIFIED
COOKIELESS



PATENT
PENDING



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[Click to read more!](#)

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SORT™ IS A WIN-WIN SOLUTION FOR ADVERTISERS & CONSUMERS

ADVERTISERS ARE LOVING THE INCREASED PERFORMANCE FROM SORT

"The Colorado Tourism Office has been hard at work discovering targeting solutions that are future-proofed. So, when presented with the opportunity to test out Undertone's new cookieless technology, SORT™, we jumped at it. In the tests we ran, we were able to reach entirely new audiences by scaling our delivery on previously inaccessible browsers, AND results also significantly exceeded our cookie-based targeting tactics. Scale, privacy & performance? Can't beat it!" – COLORADO TOURISM

"Undertone's SORT technology perfectly achieved our need for a solution that protects user privacy, while maintaining relevancy and performance... it allowed us to find consumers we were never able to reach with previous methods... [and] we saw this new technology overwhelmingly exceed third-party cookies', across all of our main KPI's." – OWL LABS

& CONSUMERS LOVE THAT THEIR PRIVACY IS BEING PROTECTED

A [2021 study with Lucid](#) on consumers sentiment towards ad targeting & privacy showed:

- 74% would like ads to have a clearly visible seal guaranteeing that the brand is not tracking.
- 87% have noticed when an ads follows them around, and 46% of those find it suspicious.
- 53% of consumers favor brands who protect their privacy.



Click
shield to
see it in
action!

**We're putting a Privacy
Protection Guarantee
shield on all campaigns
utilizing SORT – so
consumer's know
they're not being
tracked.**

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