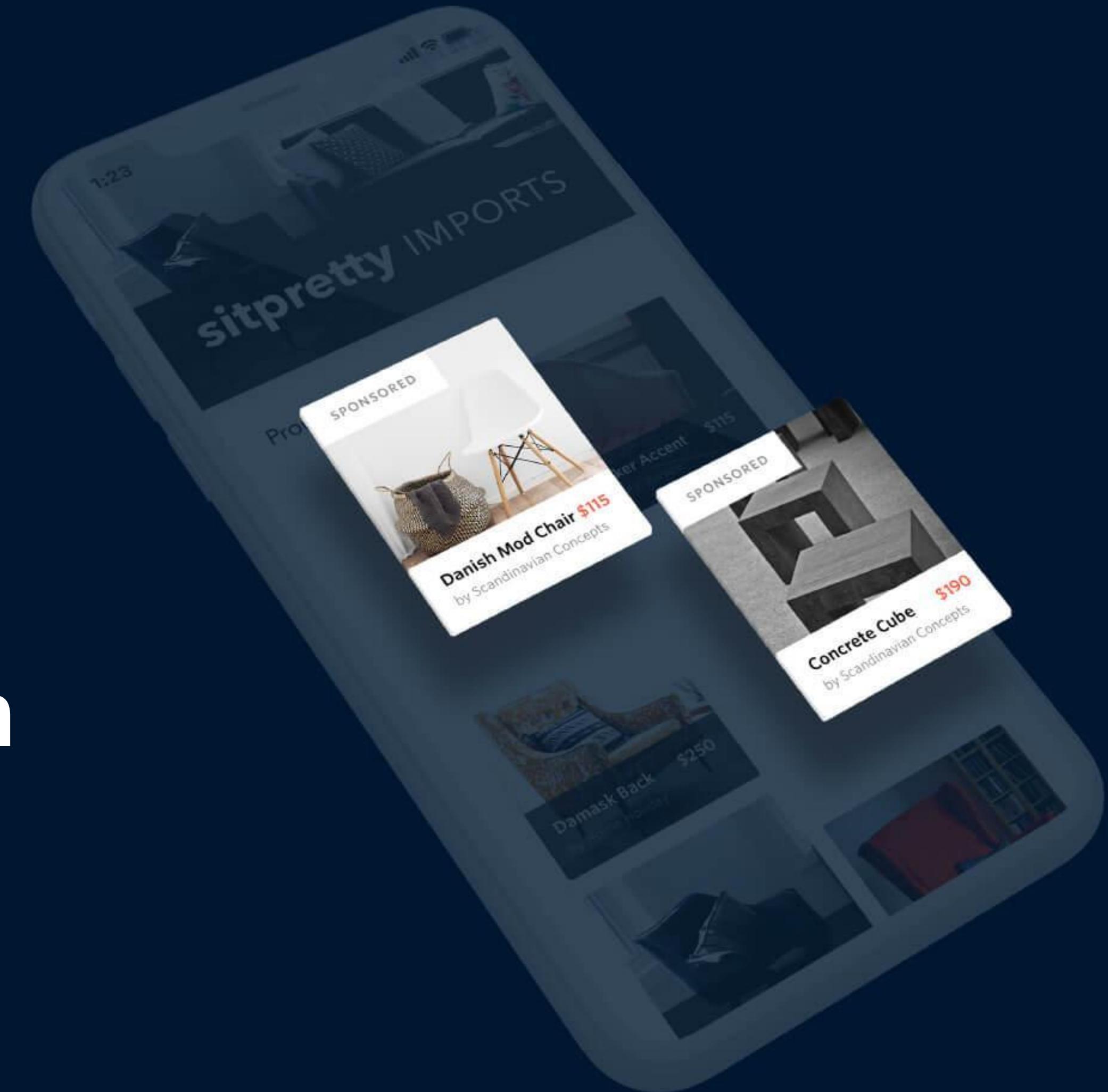




Future-proofing your ad platform



State of Advertising Today



Today

Tomorrow



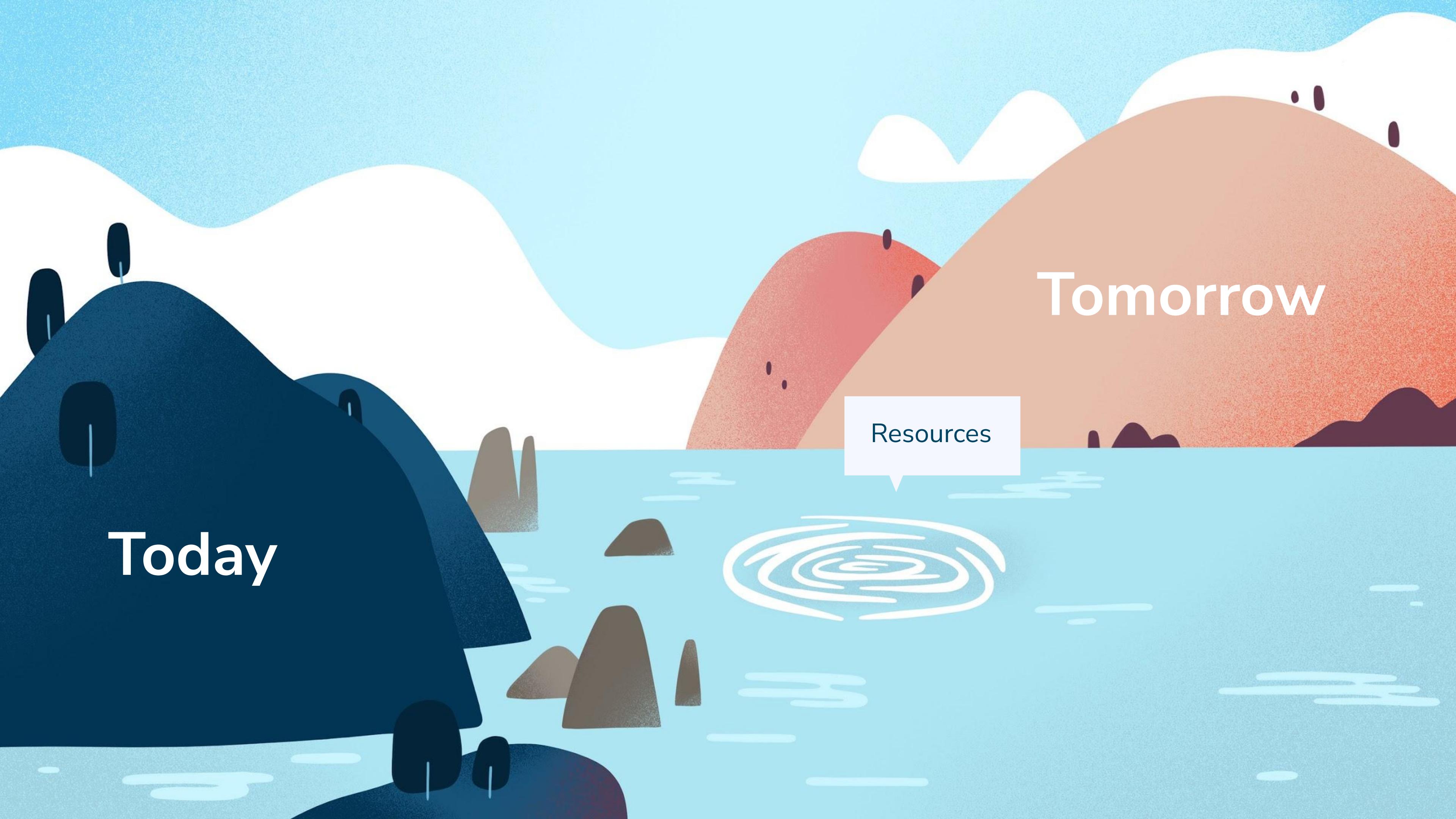
Today

Loss of third-party cookies

Ad Blockers

Privacy Regulation

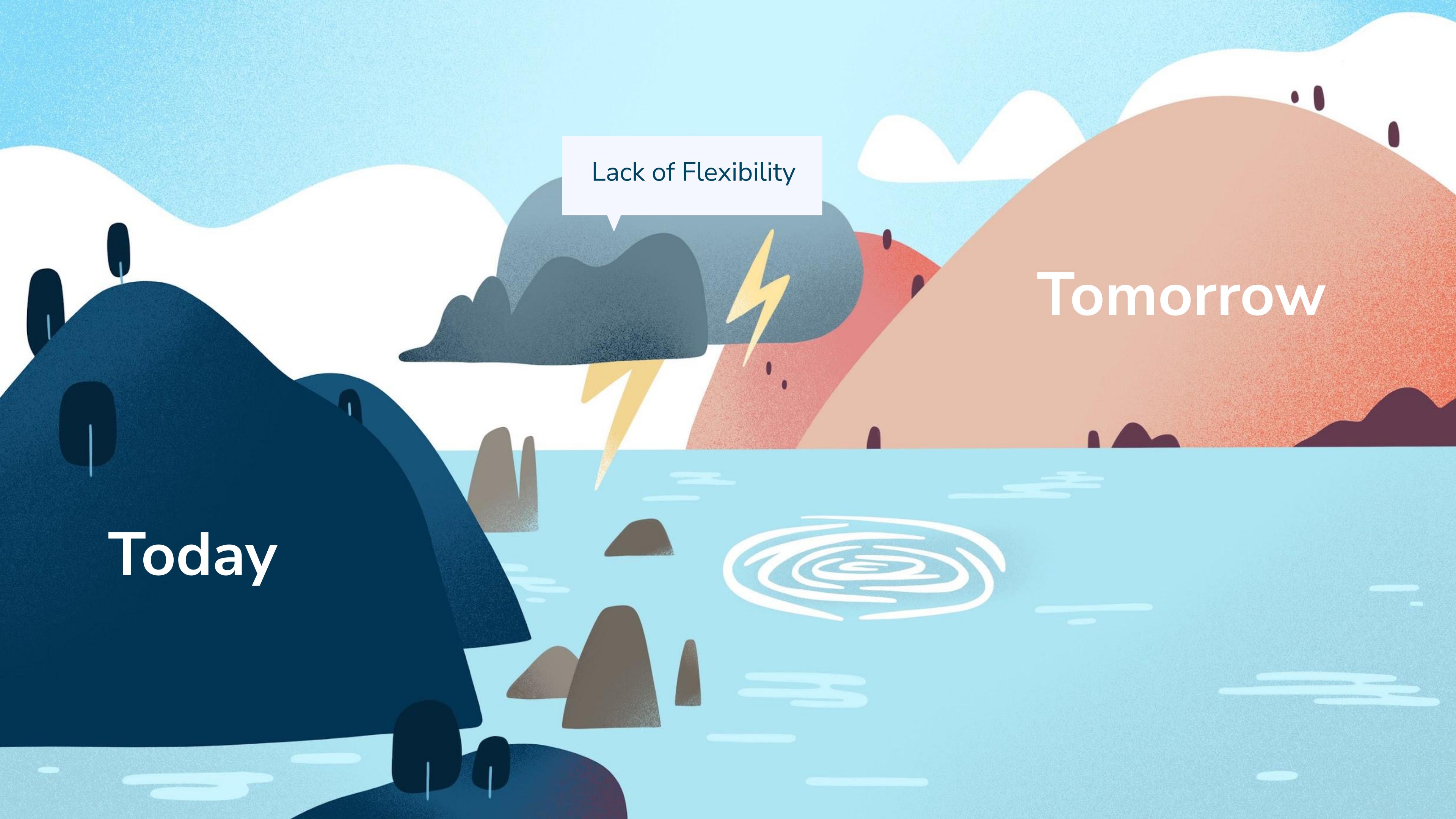
Tomorrow



Today

Tomorrow

Resources



Today

Lack of Flexibility

Tomorrow



Today

Tomorrow

AdTech Tax



Today

Tomorrow

Personalization

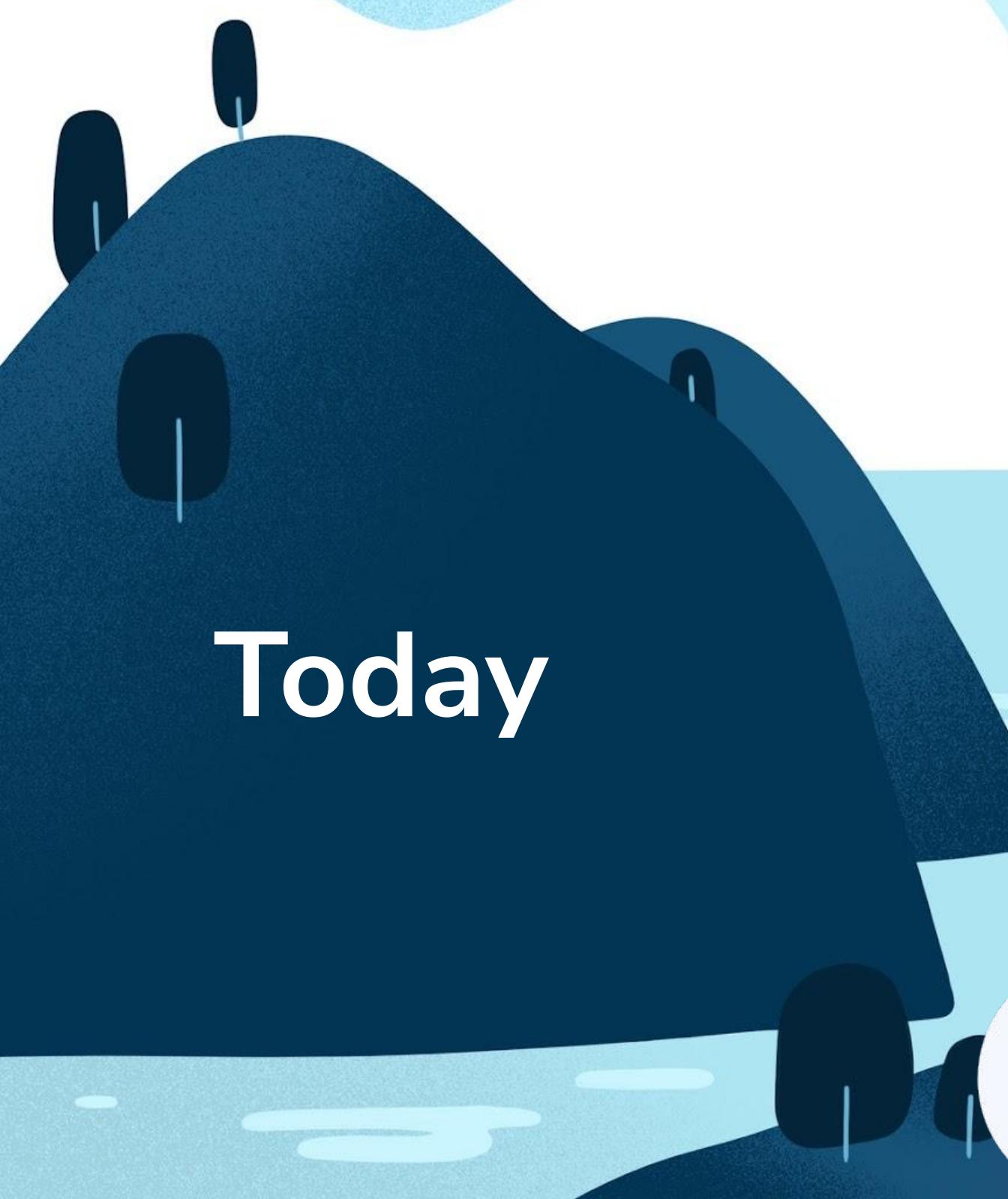
Relevancy



Today



Tomorrow



Today

OPTION 1



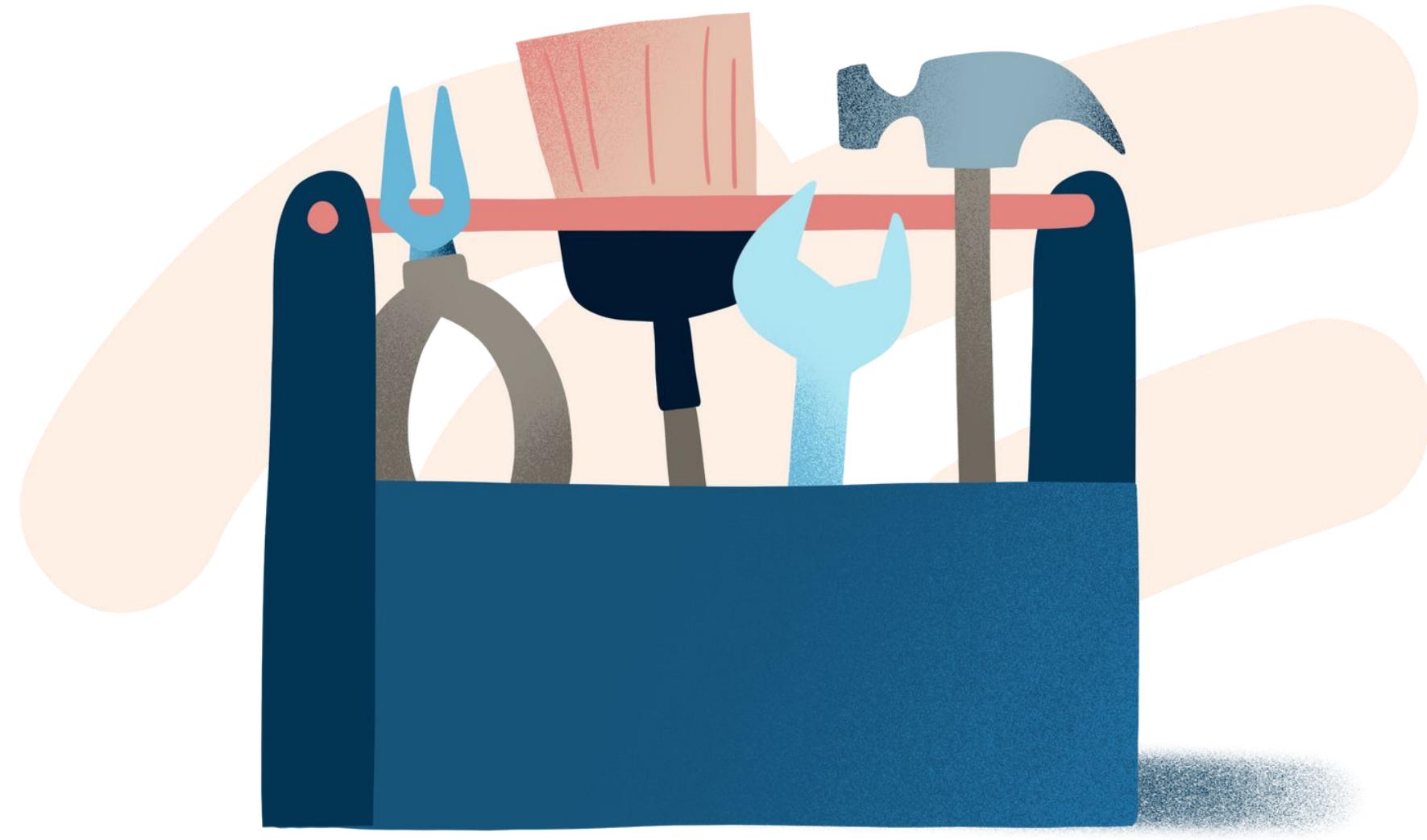


Today

Tomorrow

OPTION 2

The Future is Here.



It's time
to start
building.

Future-proofing Lessons from Industry-Leading Ad Platforms

1

Protect and Activate
your first party data

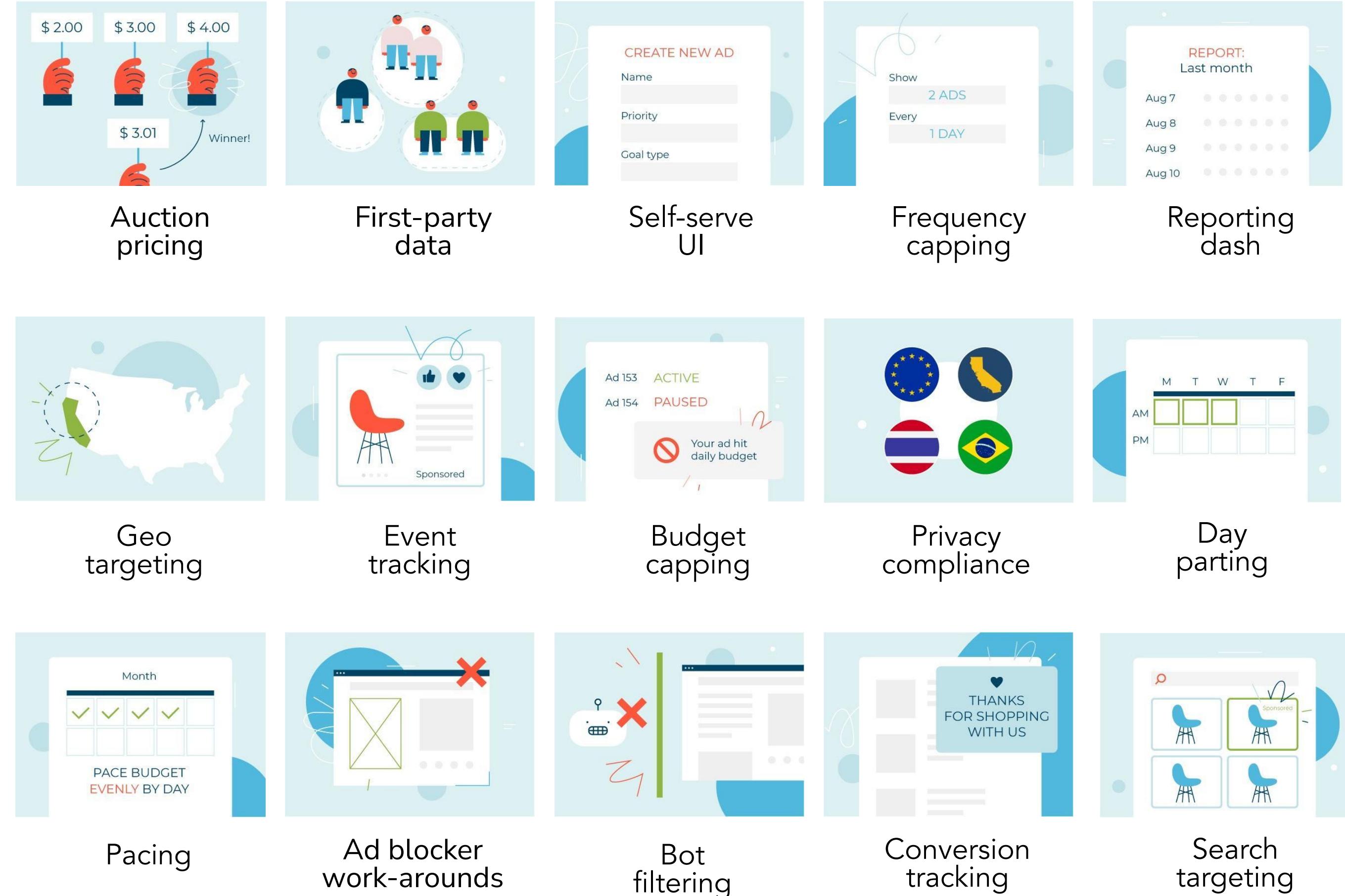
2

Create better customer
experiences when they visit
your platform

3

Build your own walled
garden where you make
the rules

With Kevel, you get full ownership over your media platform. All the ad units you need. All the features you want. All through one partner.



What Kevel brings to the table

90

Billion
Ad decisions
powered every
month

60

ms
Average p95
latency

30

ms
Latency for some
customers

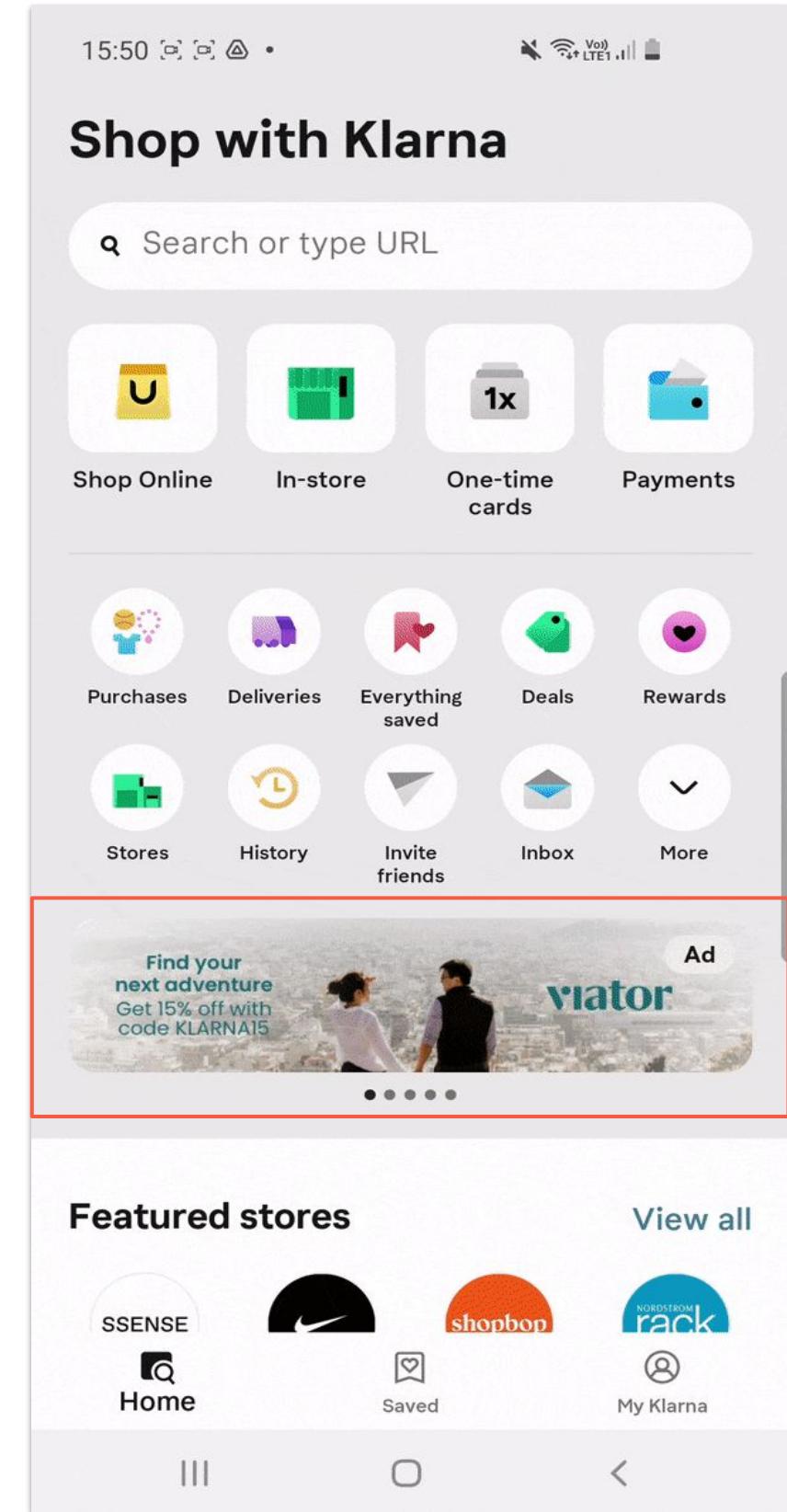




Monetizing the marketplace with a user-friendly, user-targeted native ad product.

"From the start of scoping out Kevel, they provided sufficient support, demos, and follow-up material to make our decision easy. Support didn't stop after we signed — we are very happy with the service provided."

Katie Ball, Klarna Advertising





kevel

Take Back the Internet

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www.kevel.com