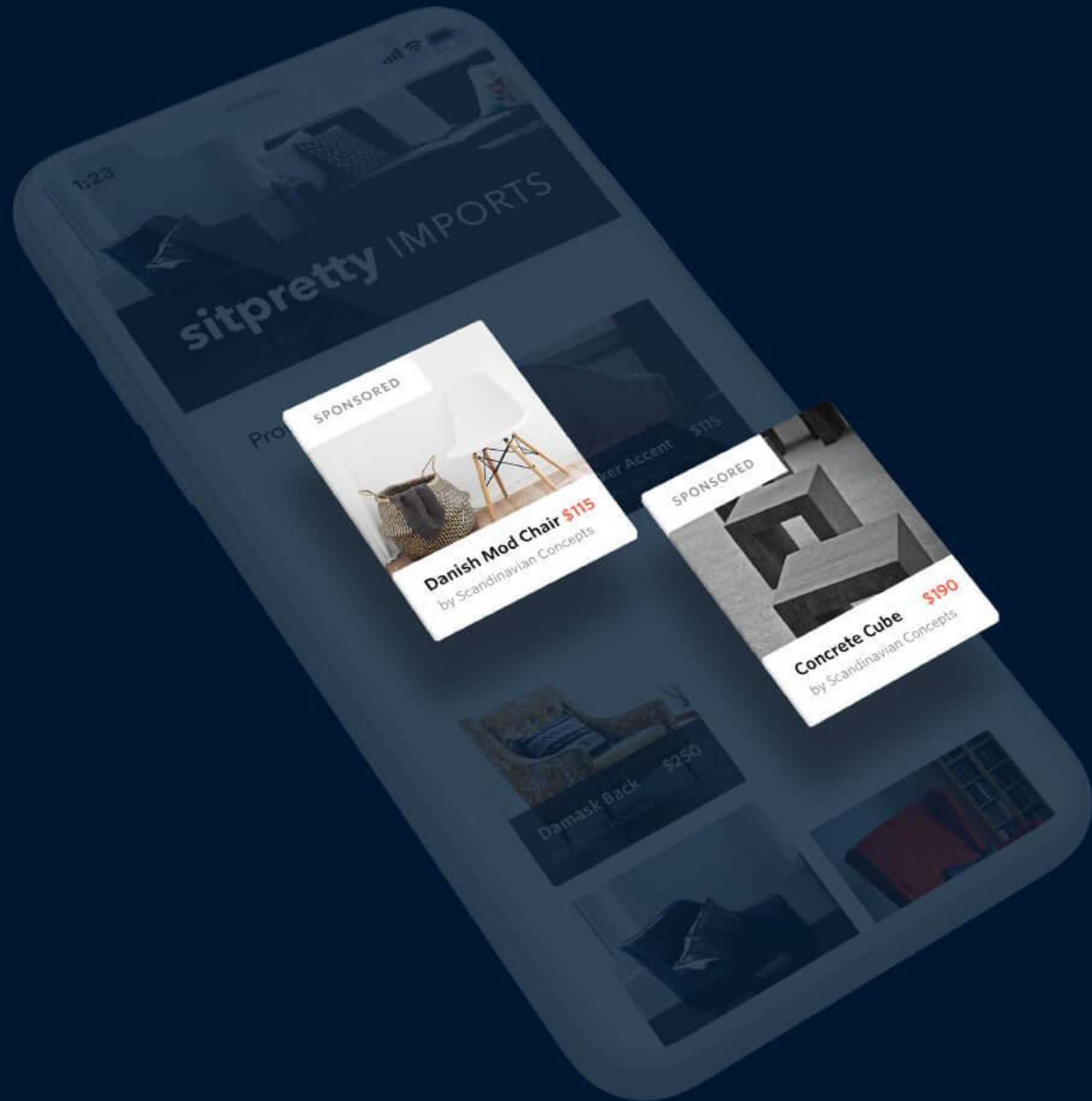




# Future-proofing your ad platform



# State of Advertising Today





Today

Tomorrow





Today

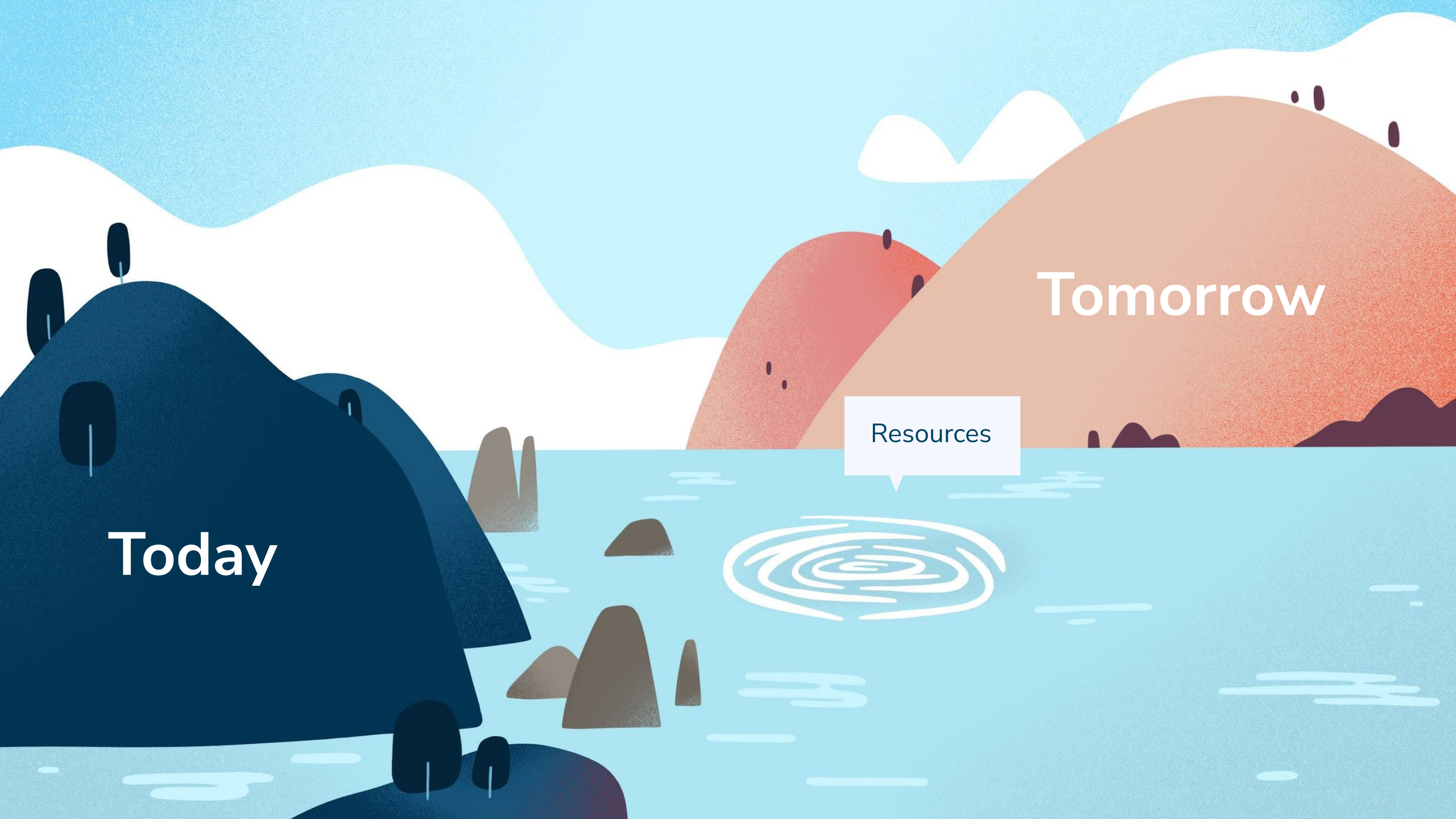
Loss of third-party cookies

Ad Blockers

Privacy Regulation

Tomorrow



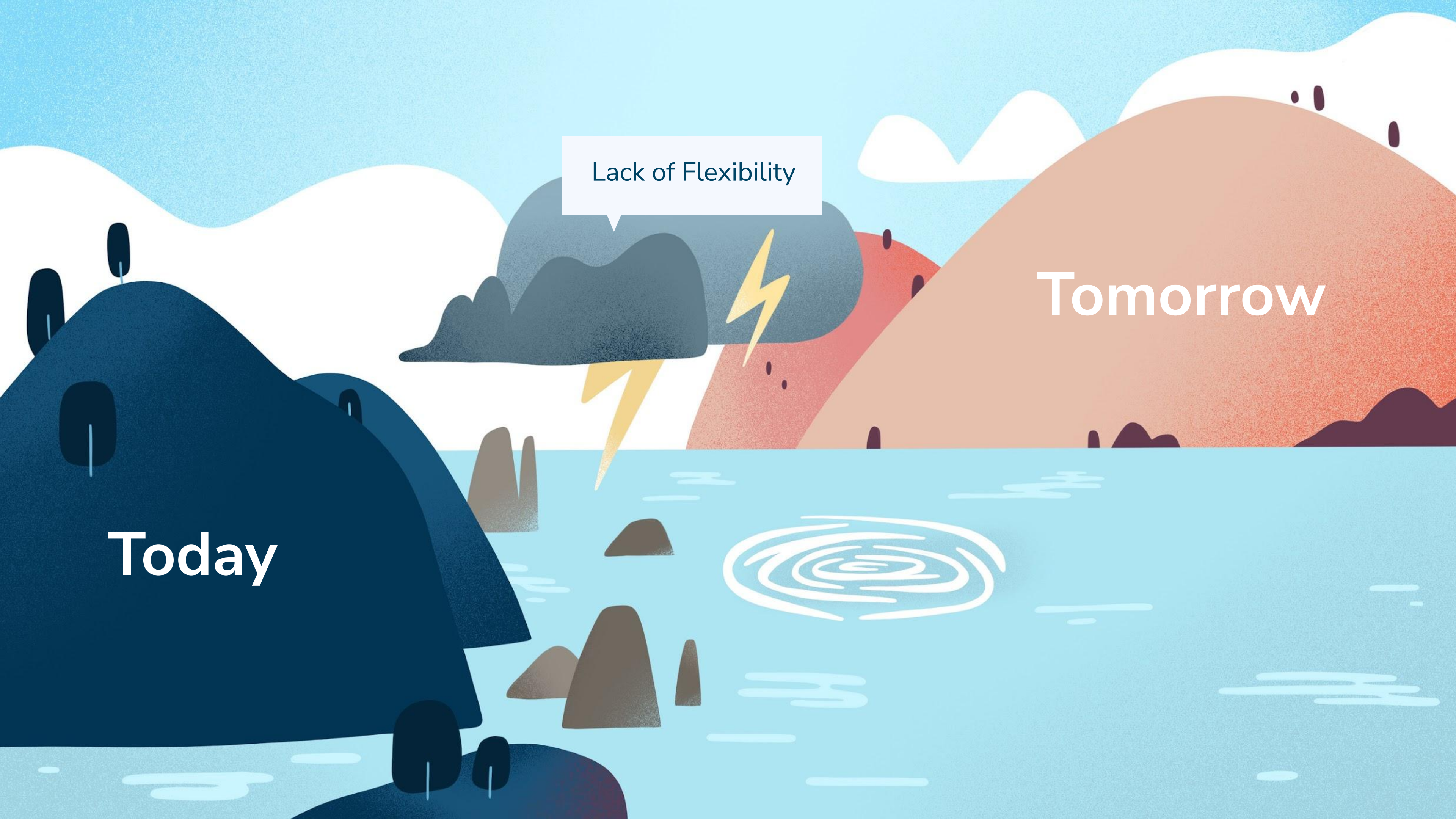


Today

Tomorrow

Resources





Lack of Flexibility

Tomorrow

Today





Today

Tomorrow

AdTech Tax





Today

Tomorrow

Personalization

Relevancy





Today

Tomorrow





The illustration depicts a scene in a stylized ocean. On the left, a dark blue submarine is partially submerged, with the word 'Today' written on its side. In the center, a red cargo ship with a white superstructure is moving towards the right, carrying a stack of brown crates. The background features rolling hills or mountains in shades of blue, white, and orange, under a light blue sky. The overall style is flat and modern.

Today

Tomorrow

**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



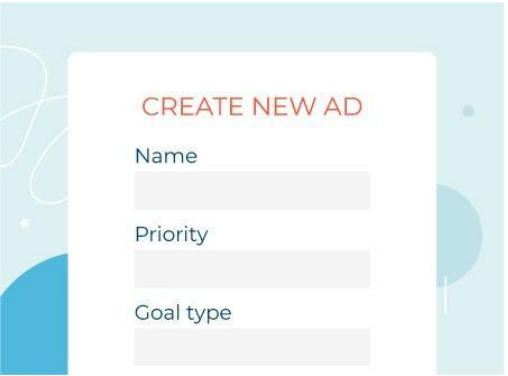
With Kevel,  
you get full  
ownership over  
your media  
platform. All the  
ad units you need.  
All the features  
you want. **All  
through one  
partner.**



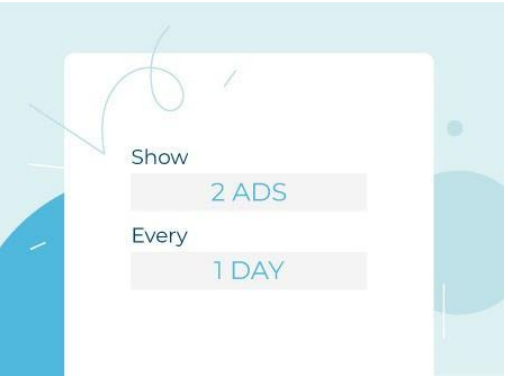
Auction  
pricing



First-party  
data



Self-serve  
UI



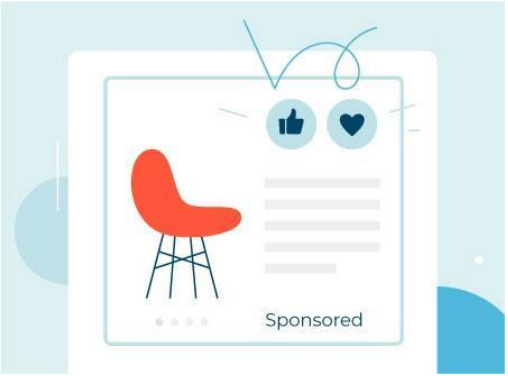
Frequency  
capping



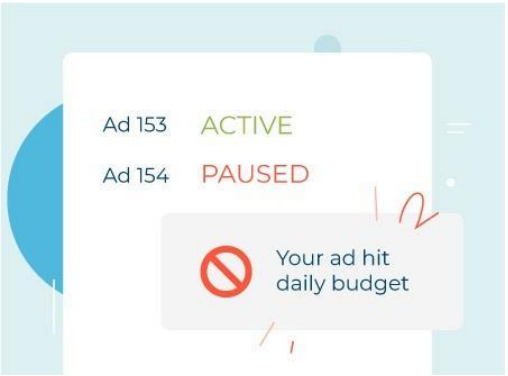
Reporting  
dash



Geo  
targeting



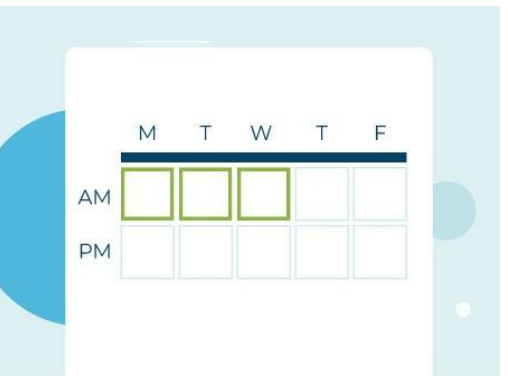
Event  
tracking



Budget  
capping



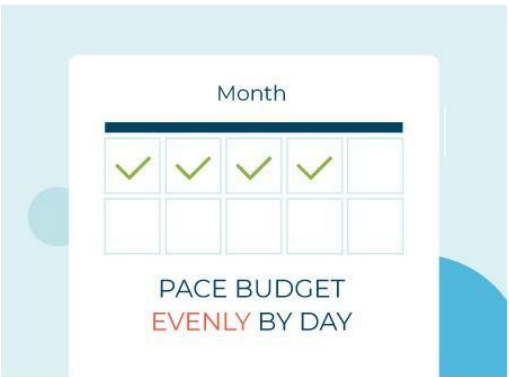
Privacy  
compliance



Day  
parting



Georadius  
targeting



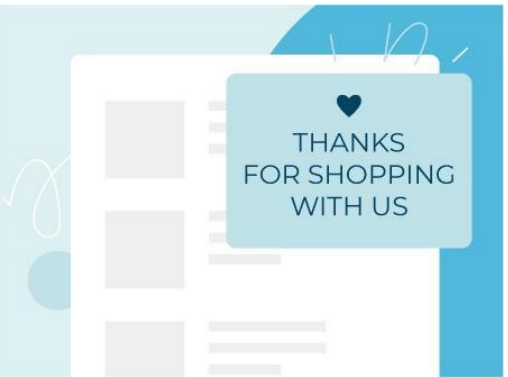
Pacing



Ad blocker  
work-arounds



Bot  
filtering



Conversion  
tracking



Search  
targeting



# What Kevel brings to the table

**90** Billion  
Ad decisions  
powered every  
month

**60** ms  
Average p95  
latency

**30** ms  
Latency for some  
customers

 GoDaddy

 accenture

  
Delivery Hero

dunnhumby

 everli

moz://a

 BINANCE

  
transfer

**LYST**

**Klarna.**

 bukalapak

**MONSTER**

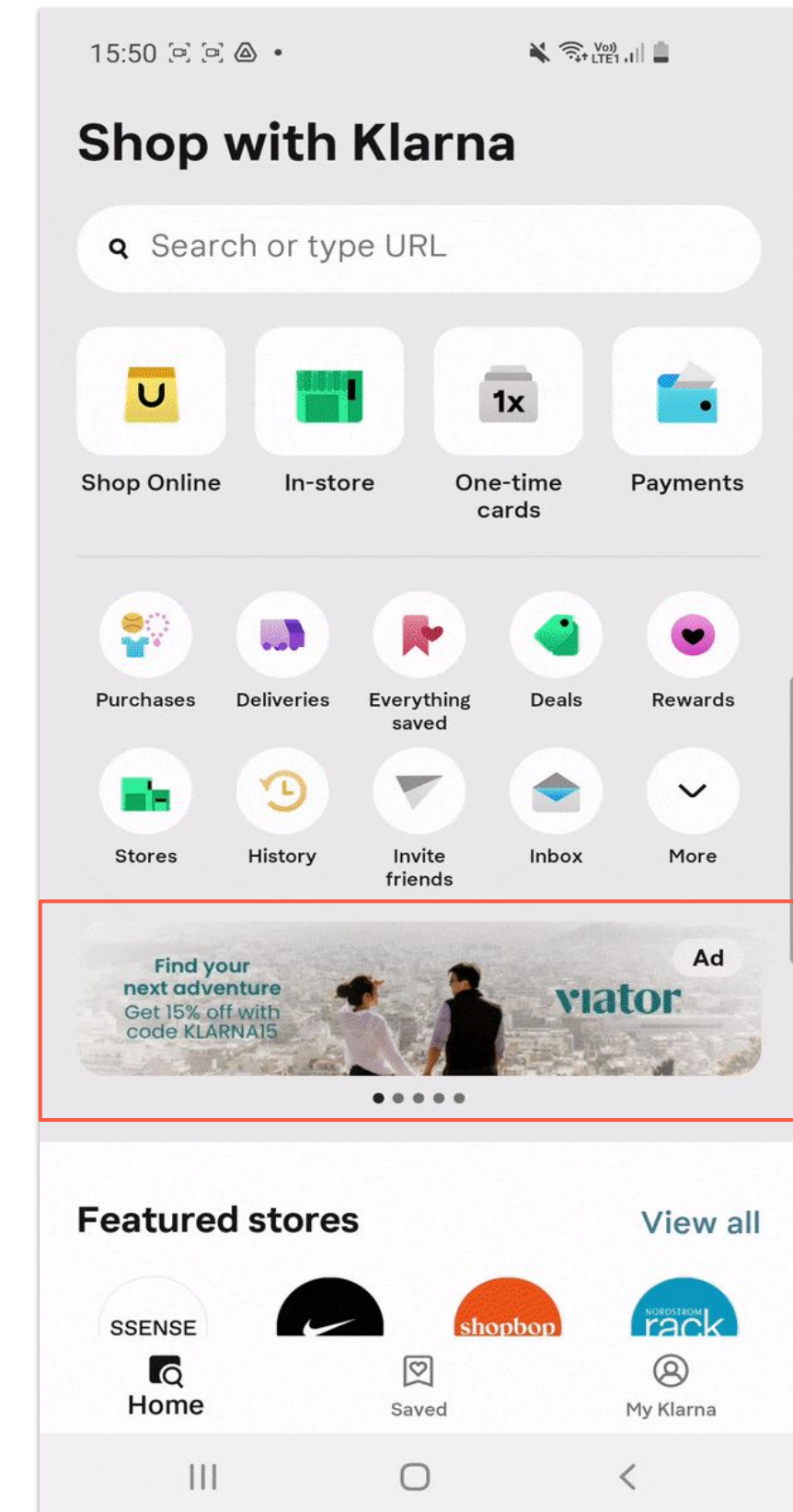


# Klarna.

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

sales@kevel.co  
[www.kevel.com](http://www.kevel.com)