



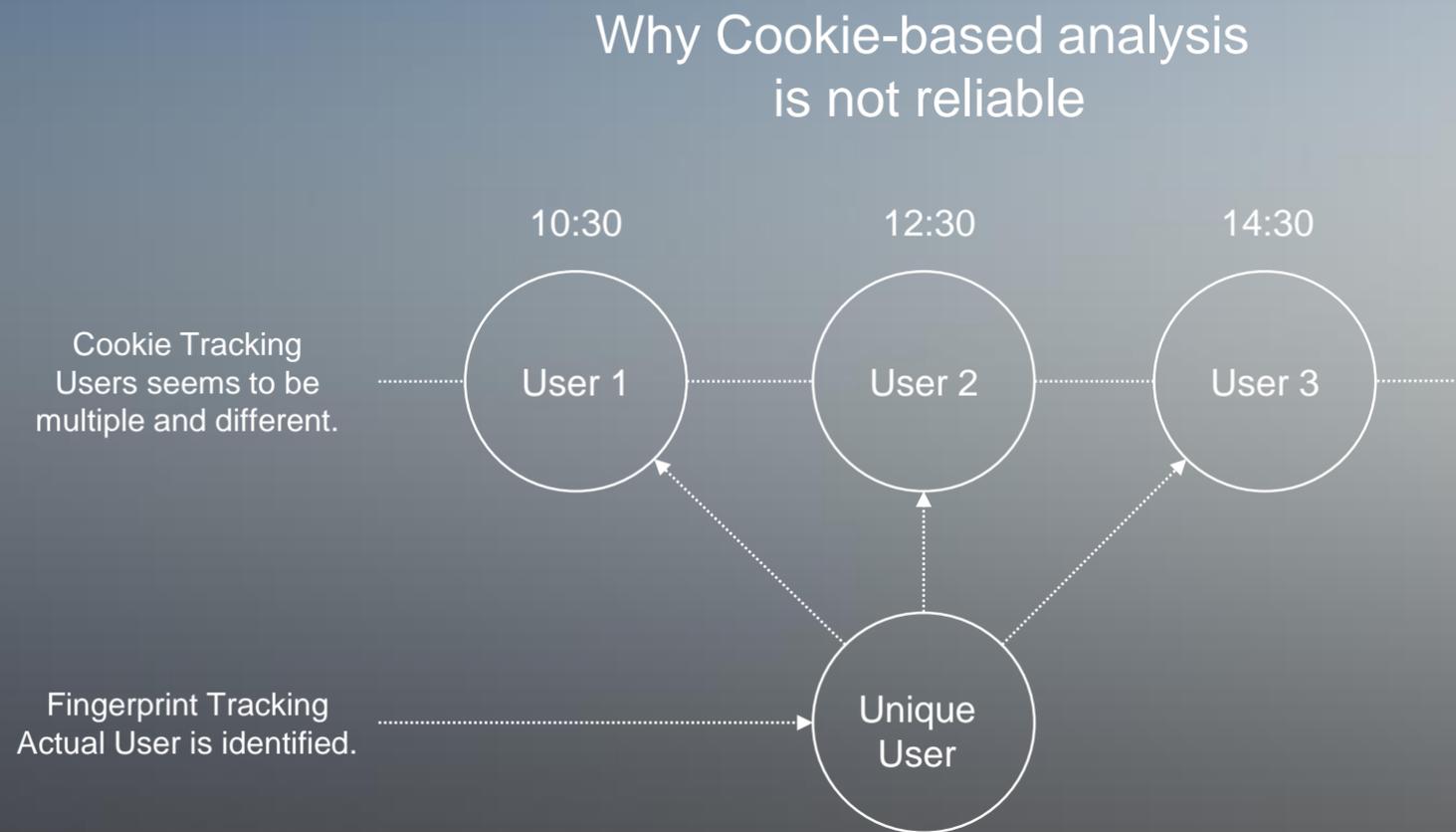
MYNTELLIGENCE

PROGRAMMATIC



THE PARADOX OF DATA DECAY

The process of capturing data in the online industry happens through cookies. The paradox is that cookies decay very rapidly and are not useful for users analysis. However, cookies are the standard transaction currency across ad exchanges, where most of the ad buying transaction occurs. Google owns the largest ad exchange in the world.



The most tangible impact is on unique reach and frequency calculations. Real reach is vastly overstated, while real average frequency is widely understated. The consequence of this is that no behavioral analysis can make any sense on a cookie-based poll of users.

COOKIE DELETION RATE ANALYSIS

“The half-life of an average third-party cookie is about three days, and one-third of all cookies last less than an hour.” Jag Duggal, vice president of product management at Quantcast*.

Research

- There is a constant of 10 sessions per browser per day.
- Whenever a cookie is removed from a browser a new one is set.
- 10% of Browsers remove cookies every sessions.
- 10% of Browsers remove cookies every day.

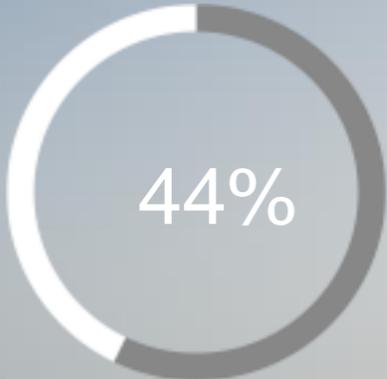
Assumptions

- Assuming we have 100 Browsers at Time 0.
- Assumiing that every Browser have 100 Cookies.
- Cookies at Time 0

Results at the end of the day

- Cookies Deleted due to end-of session deletion 10.000
- Cookies Deleted due to every day deletion habits 1.000
- New Cookies Created for every new session 10.000
- Cookies that never got deleted 8.000
- Total n. Cookies 18.000

Persistent Cookie Rate



Cookie Deletion Rate

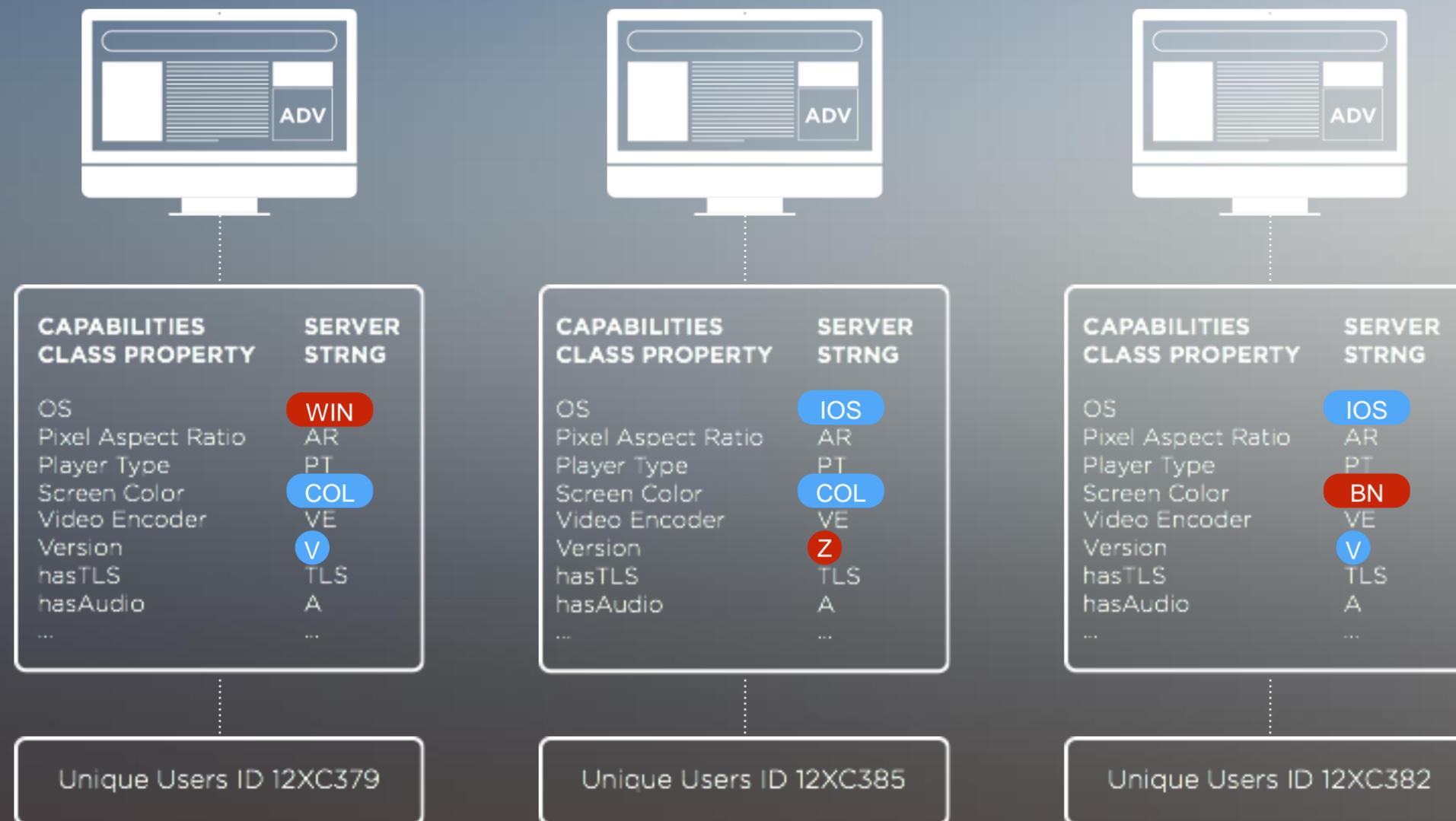


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*extract of an article on Ad Age written by (<http://www.clickz.com/clickz/column/2199669/cookie-deletion-and-upperfunnel-targeting>)

COOKIE-LESS TECHNOLOGY

Myntelligence collects much more parameters than what is usually possible. The assimilation of such information into a single string comprises a device identification. By not tracking users Personal Identifiable Information (PII), Myntelligence solution is a completely safe and effective method of targeting users whilst respecting all privacy regulations.



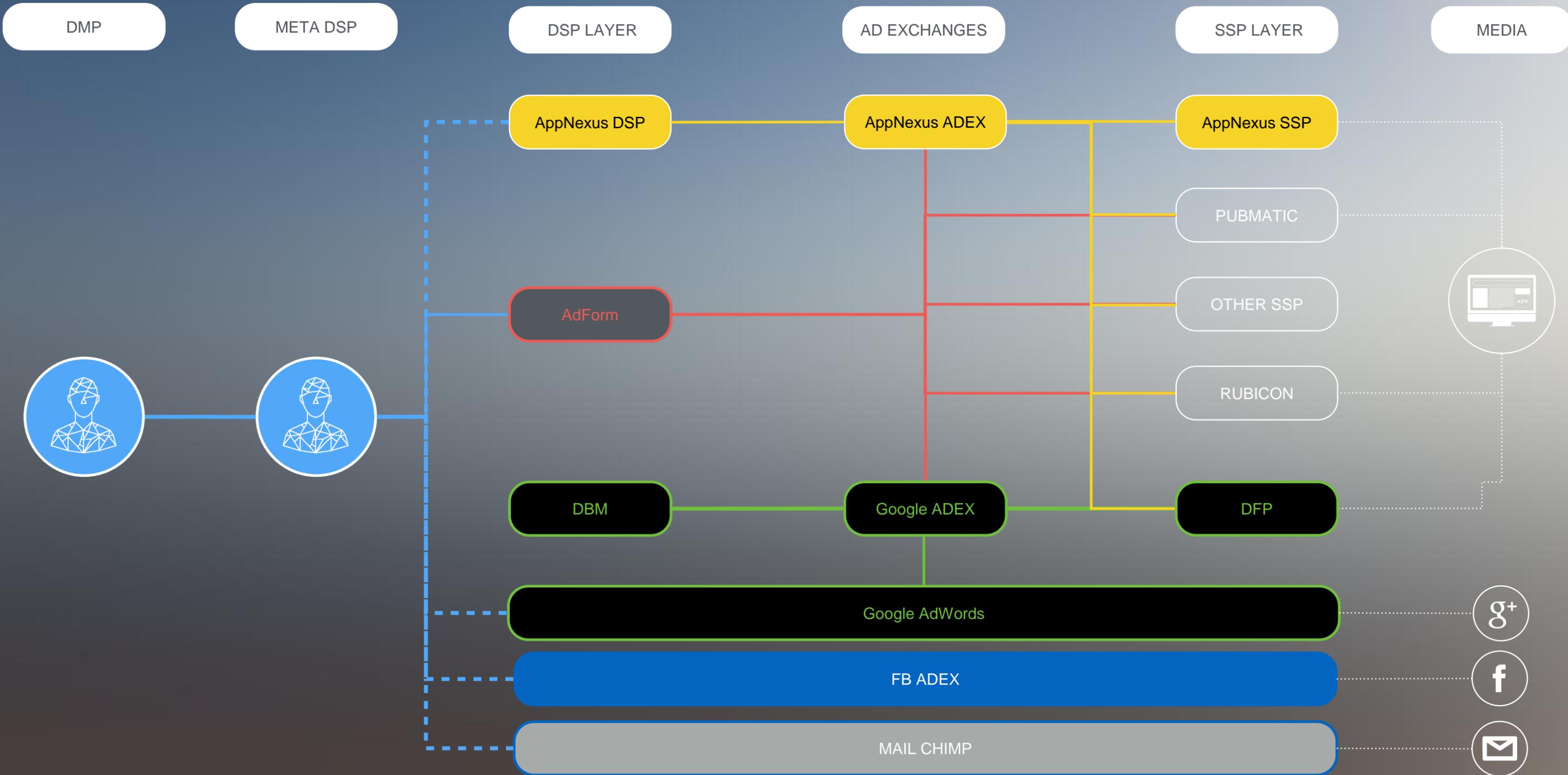
Also mobile and tablet

AN END TO END SOLUTION

Data Ownership - Myntelligence brings your users data back to you and allows you to become completely autonomous when buying advertising. Data Intelligence solution allows you to collect a variety of data, understand your audience and create specific user segments for use when buying an online campaign.

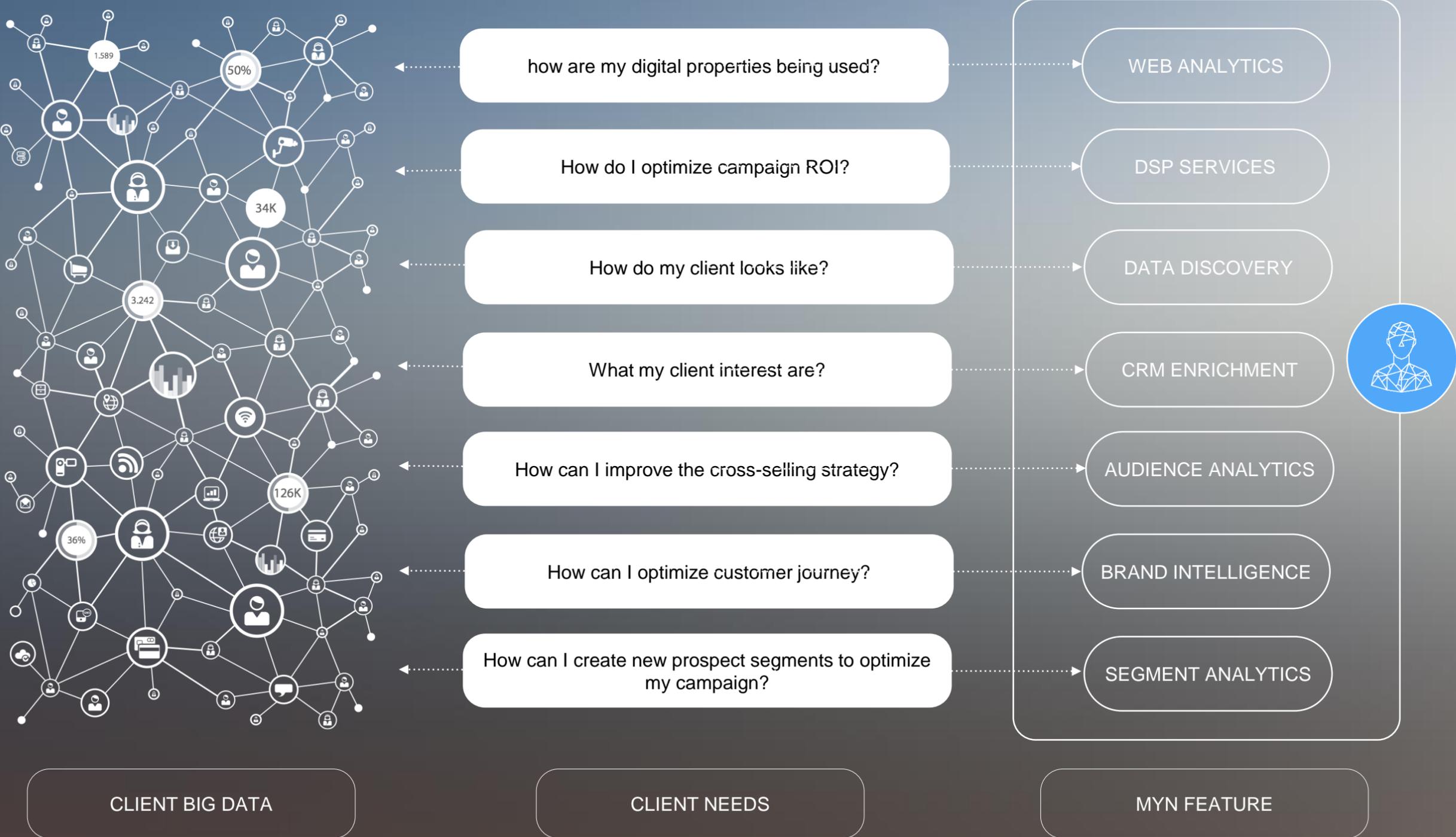


MYNTELLIGENCE META DSP



MYNTELLIGENCE ENABLING BIG DATA STRATEGY

Big Data does not mean anything per-se. Our clients have needs and we help them to get the application that they need to enable data intelligence out of the big data ecosystem that they own.



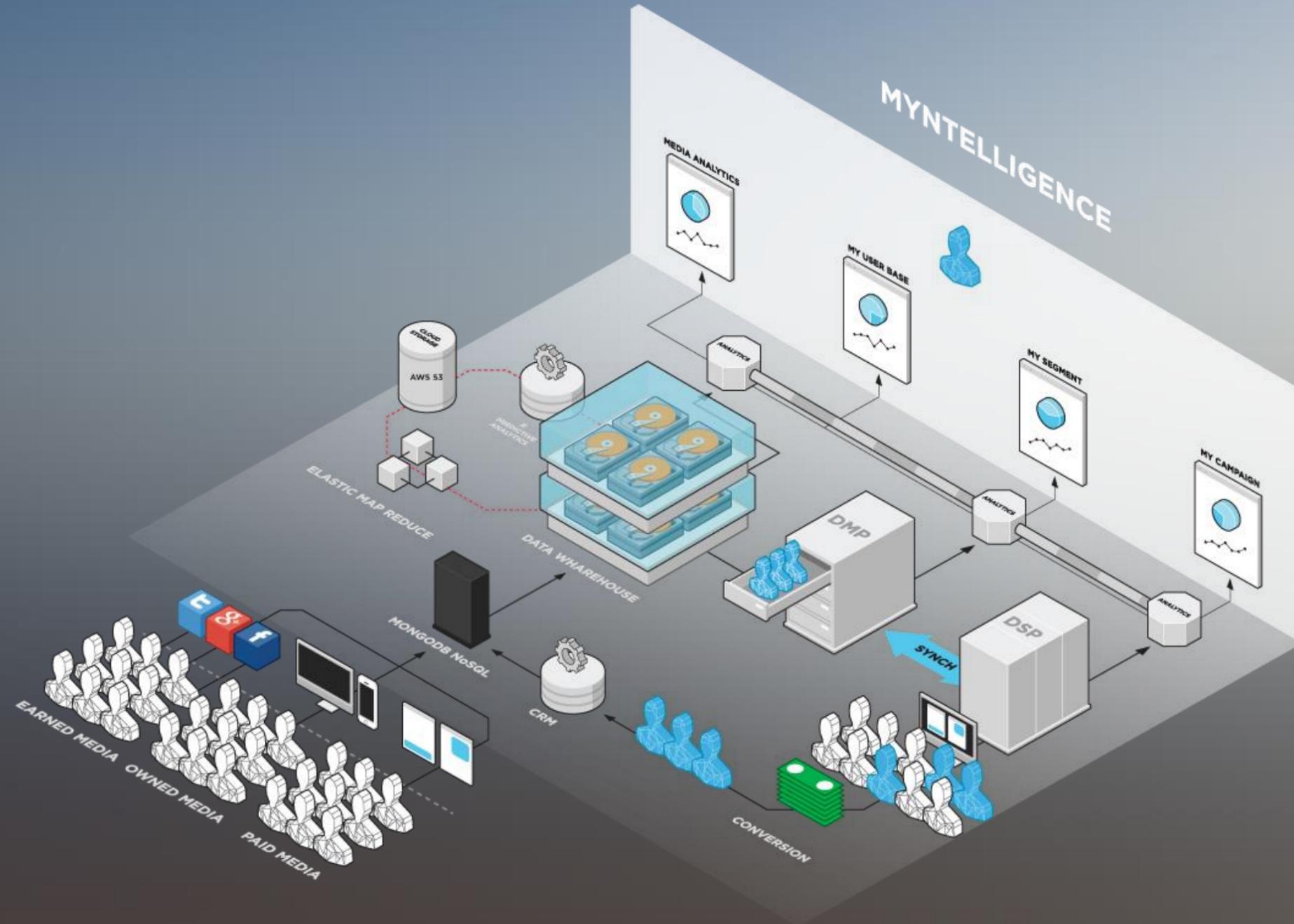
CAPITALISE ON USERS DATA

We ensure that our client can capitalise on data in many ways. Thanks to the cookie-less technology, they can move ad costs into a capital expenditure. They can monetise their data assets by selling these to other companies that need them.

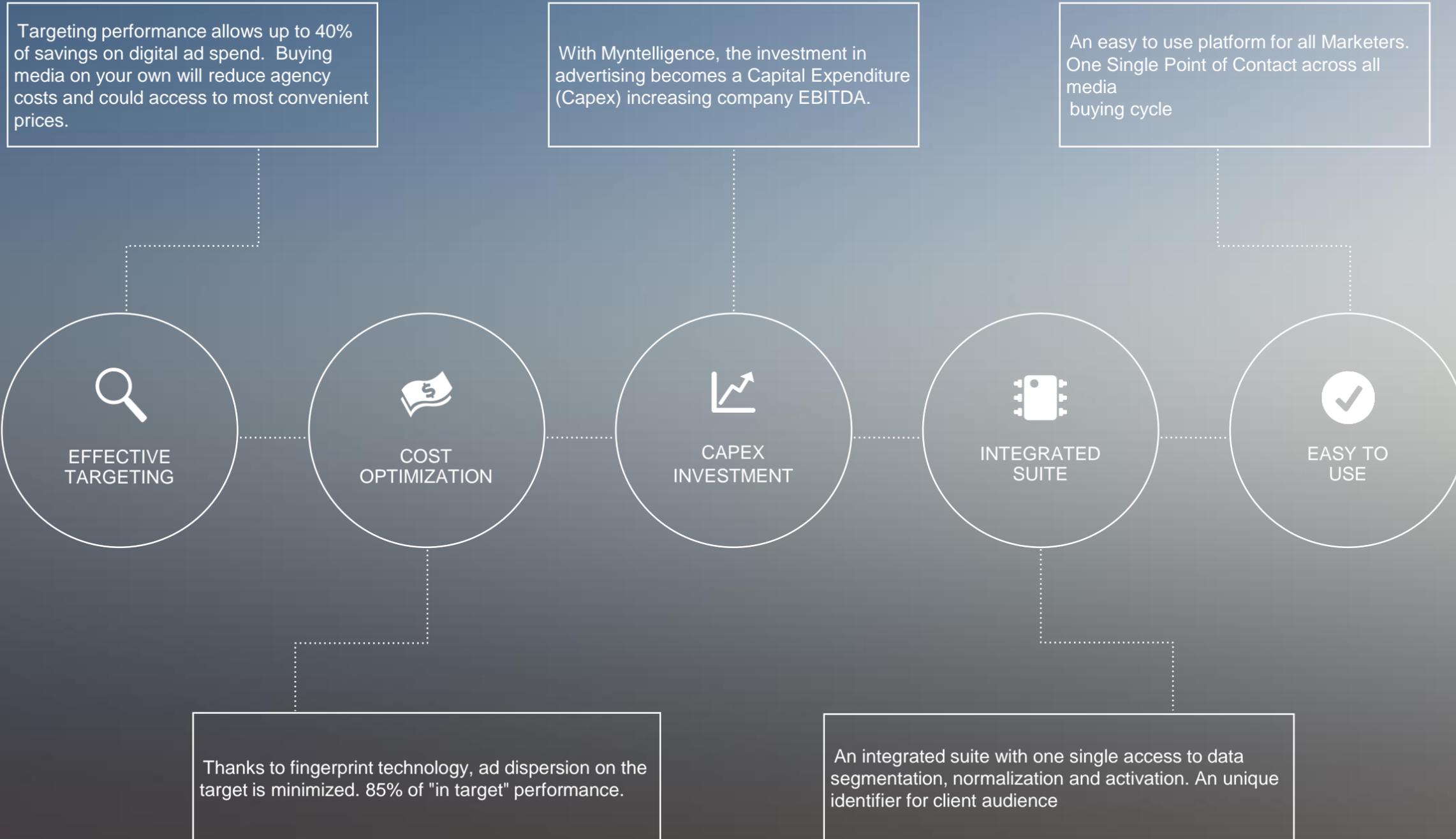


SCALABLE ARCHITECTURE

A reliable and scalable solution with the most advanced technological resources available today.



KEY ADVANTAGES



GLOBAL PRESENCE

Sao Paulo

London

Milan





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DAY
2016

video are available on www.myntelligence.com

CARLO DE MATTEO
CEO - MYNTELLIGENCE

carlo.dematteo@myntelligence.com