



PREQUEL

A LEADER IN ADVERTISING
TECHNOLOGY



COMPANY OVERVIEW



Since its inception, Prequel has positioned itself as a global leader in cross-device programmatic advertising. We offer transparent, efficient, and effective MarTech solutions, supporting every major vertical: **Display**, **Video**, **Mobile**, **OTT** and **Audio**.

With our best-in-class technology, we rely on data to stay ahead of the curve and maximize every dollar spent. We have our finger firmly on the industry's pulse, allowing us to outperform and over-deliver for our partners. Our campaigns simply **perform better**.



OUR AD-EXCHANGE TECH



DSP

In the complex and everchanging digital advertising ecosystem, trends can change within a week, a day, or even an hour. Human hands are not enough to manage this volatile environment.

Our DSP and it's unique algorithm recognizes market trends and maximizes each opportunity for our advertisers.



REAL-TIME OPTIMIZATION



BROAD TARGETING



GLOBAL REACH



SSP

Having worked with countless publishers directly, we understand their pain-points, and know how to make their lives easier.

With our one stop shop SSP, our publishers can concentrate on what they do best – creating top notch content for their viewers. Publishers trust us to take care of their monetization.



CROSS DEVICE



PREFERRED DEALS



EASY TO INTEGRATE



MEET PHEONIX

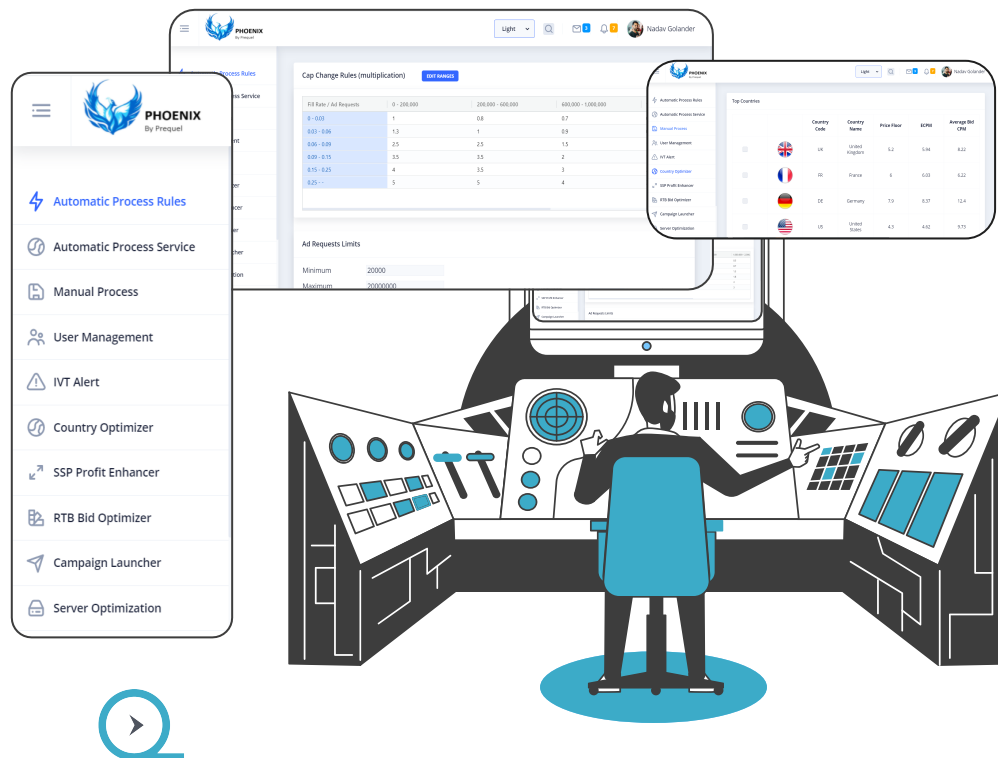
OUR PROPRIETARY CAMPAIGN MANAGEMENT PLATFORM



WE MAKE THE BEST IMPRESSION

Our Ad-Exchange deals with 500M+ digital transactions each day, processing Billions of daily data points. In order to analyze, optimize, and store our campaigns, we've developed **Phoenix** – our proprietary campaign management and optimization platform.

The platform automatically adjusts campaigns to maximize results, block invalid traffic, optimize ECPMs, target specific regions, and filter unwanted inventory.



OUR GLOBAL CLOUD INFRASTRUCTURE

We are built for scale



Ad views per day



Daily bids by advertisers



Of processed data per day

We have data centers in 3 different countries

NORTH AMERICA

APAC

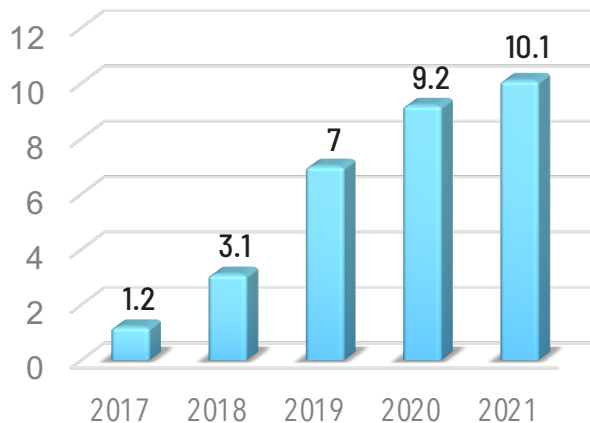
EUROPE



QUALITY GROWTH

WE ARE CONSISTENTLY GROWING

With our specialized technology, we are constantly growing our ecosystem, connecting the internet's leading web publishers and app developers with global brands.



Average daily ad views served on our ad-exchange
in millions

WE SCALE WITHOUT THE SCRAP

our publishers are the leading digital content providers in the world. They trust us to provide them with safe monetization strategies and powerful demand.

< Ads.txt adoption >



nba.com
wnba.com
nfl.com
crunchyroll.com

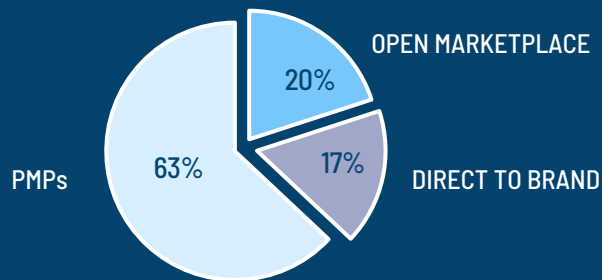


Euronews
Easybrain
Rollic Games
PlaySimple

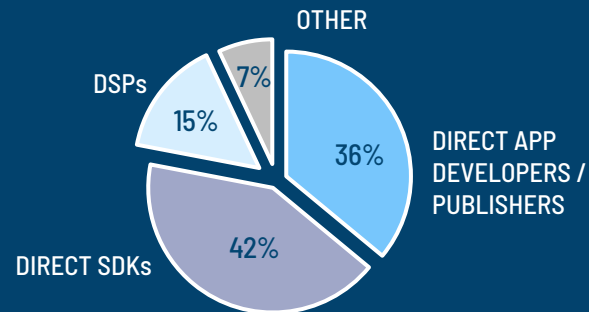
to name a few...

OUR INVENTORY

OUR DEMAND

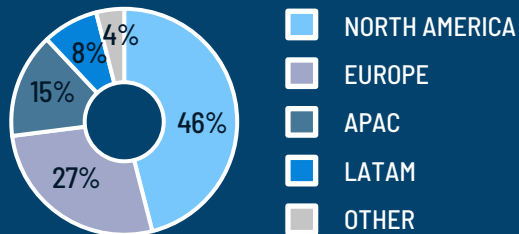


OUR SUPPLY

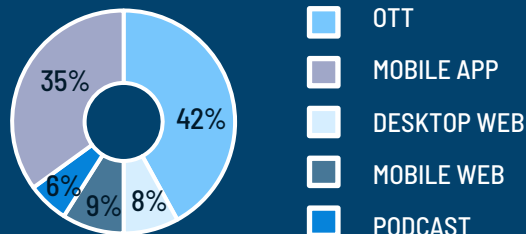


INVENTORY BREAKDOWN

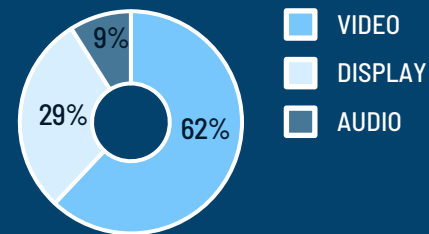
GEO



DEVICE



VERTICAL



SAFETY FIRST

WE ARE RISK-AVERSIVE & PRIDE OURSELVES ON OUR CONSERVATIVE APPROACH

We support our demand partners with proven, profitable & effective supply, and have a strict and rigorous filtering process.

We utilize powerful, globally trusted technology to double check all supply and ensure our demand partners are receiving state of the art content.

BUT WE DON'T RELY ON IT, WE TRIPLE CHECK IT

To double down on our safety regulations, we developed our own proprietary IVT detection technology within Pheonix, to further filter out any fraudulent traffic. When it comes to safety, we go the extra mile.

Our moves are calculated, and we are known for playing it safe, maybe too safe. But our demand partners can rest assured that they are getting quality content.



OUR PARTNERS

Our partners are leaders in the programmatic advertising field.
They trust Prequel to provide them with access to premium inventory and substantial budgets.

verizon[✓]
media



BEACHFRONT



PULSEPOINT®



IMPROVE DIGITAL

PubNative



PROTECTED
MEDIA



OUR LEADERSHIP



NADAV GOLANDER

CO-FOUNDER & CEO

With over 8 years of experience in various leadership roles, Nadav is one of the top product specialists in Ad-Tech. Having created, executed and managed million-dollar campaigns, Nadav has a proven track record in the industry.

Nadav is a barred Lawyer [having graduated from the University of Tel Aviv with Magna Cum Laude honors].

Although it's rare to find Nadav off of his phone - between calls to partners and his fingers on the campaign dashboards, Nadav is a TV buff. Feel free to ask him anything about any episode of any show aired ever.



ASSAF KORENBERG

CO-FOUNDER & COO

Assaf is a seasoned programmatic expert, with over 6 years of hands-on Ad-Tech experience. Assaf is our ad-exchange specialist, with a deep understanding of both publisher's and advertiser's needs.

Assaf is an entrepreneur at heart, having co-founded several businesses such as Consul (a leading NGO) and VIM (a US-based real estate company).

When he's not busy with the day-to-day operations of our Ad-Exchange, it is likely to find Assaf scrawling the Tel Aviv sidewalks with his dog, Sherry. Ask for a picture, he'll send a whole album.



Thanks!



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