Ad Manager

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Digital Data

ad manager

Why we built ad manager

Addressing Ecosystem Challenges with Ad Manager

Optimize

an inefficient & opaque supply chain

Simplify

the buying of targeted & biddable ads

Future-proof

First party IDs for maximum addressability

Introducing
Ad Manager+

Work **Smarter**

Drive Better **Outcomes**

Stay in **Control**

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Ad Manager+

Four Smart Tools
One Streamlined Suite

Smart
Optimization

Smart
Audience

Smart
Studio

Smart
Assistant

ad manager+

dpg media

Smart **Optimization**

AI-powered bidding strategies that **maximize outcomes** for your campaign goal

Continuously learns from multiple data signals

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Smart **Optimization**

Under the hood

20-60%
Better performance compared to current setup

Smart **CPM**

Maximize impressions across Seamless formats, aiming for the lowest possible CPM per format within budget — while optimizing for viewability or video completion when delivery is on track

Maximize **Clicks**

Drive more traffic. Maximizes clicks within budget, focusing on the lowest possible cost per click

Maximize **Viewable Impressions**

Delivers the most viewable impressions within budget at the lowest possible cost per viewable impression.

Maximize **Video Completions**

Drives the highest number of video completions within budget at the lowest possible cost per completed view.

New Strategies Coming in 2026:

Maximize **Attention**
Maximize **Reach**
Maximize **Conversion**

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Smart
Optimization

Under the hood

Smartly Balancing **Performance and Delivery**

Ad Group Budget

Ad Group **A**
80% pacing

Smart Optimization intelligently **relaxes the goal value** to bring delivery on track

Ad Group **B**
100% pacing

Smart Optimization intelligently **tightens the goal value** to maximize performance

The optimization follows **a learning process**, getting even better over time

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Audience

Expands reach to similar users and relevant page contexts **when budget delivery falls short** — while always **prioritizing your selected audiences**

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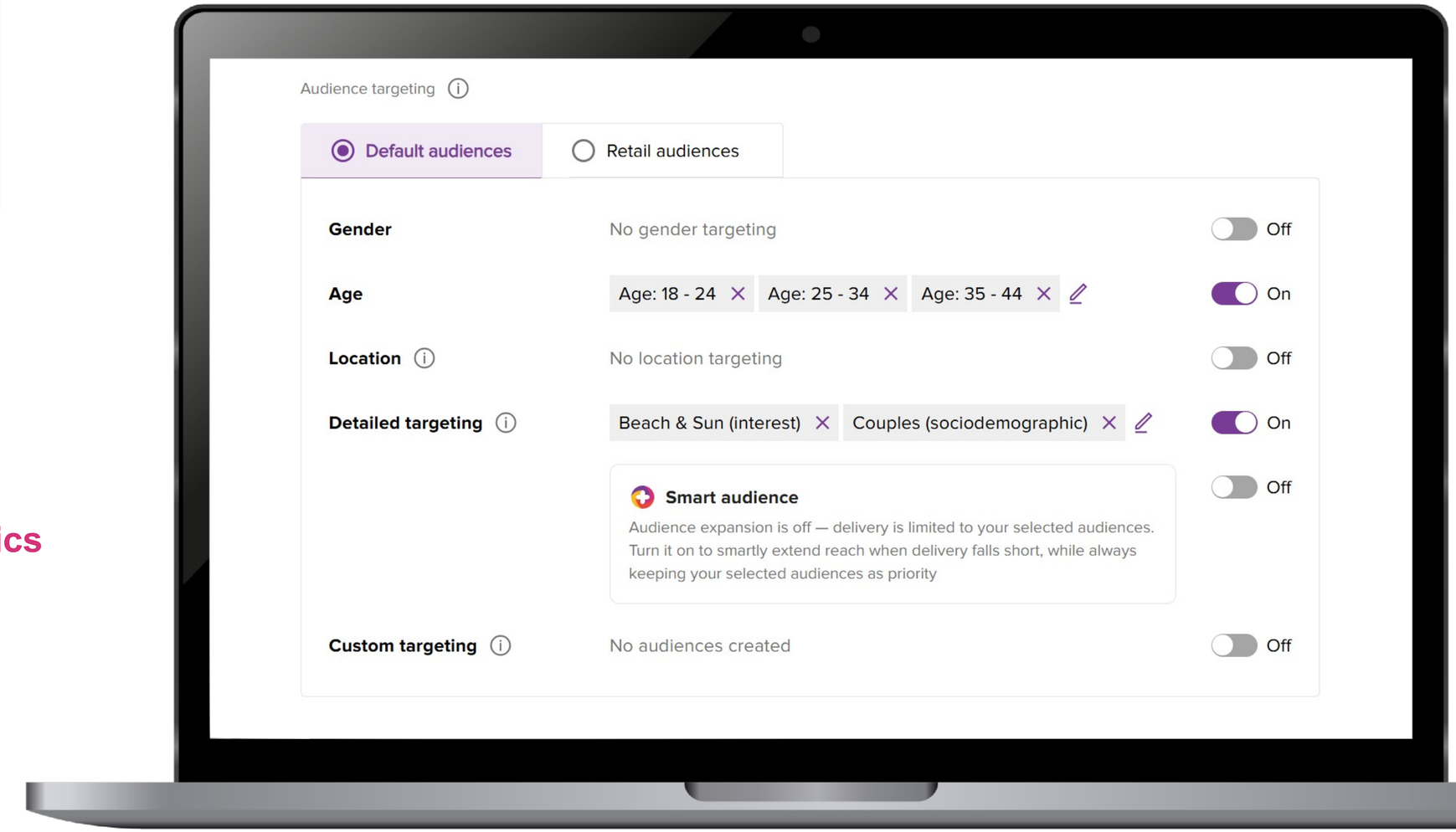
Smart Audience
How it works

Available Data Signals:

- On-site behaviour
- Contextual behaviour
- Shared 1P data characteristics



Smart
Audience
How it works

Enabled by default for all Seamless **Ad Groups with Smart Optimization**

Does **not expand** on Gender, Age, Location, or Custom Targeting (datalab or Pixel)

Dynamically switches on and off using AI

Stay in control:
Original audiences come first, and you can switch it off anytime

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Smart
Audience
How it works

Smart Audience
Prioritizes your original audience

Ad Group Budget

Ad Group **A**
Behind Schedule
0% 80% 100%

If delivery on the original audience falls behind, **Smart Audience automatically kicks in** to bring it back on track

Ad Group **B**
On Schedule
0% 100%

If delivery on the original audience is on pace, **Smart Audience does not activate**

This is a **real-time process**, continuously calibrated based on delivery

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Smart
Studio

AI-powered workspace to create, adapt and improve your ads faster and smarter. All included, at no additional cost

4 AI tools to create better ads, faster

Text **Suggestion**

Image **Expansion**

Image **Variants**

Image **Animation**

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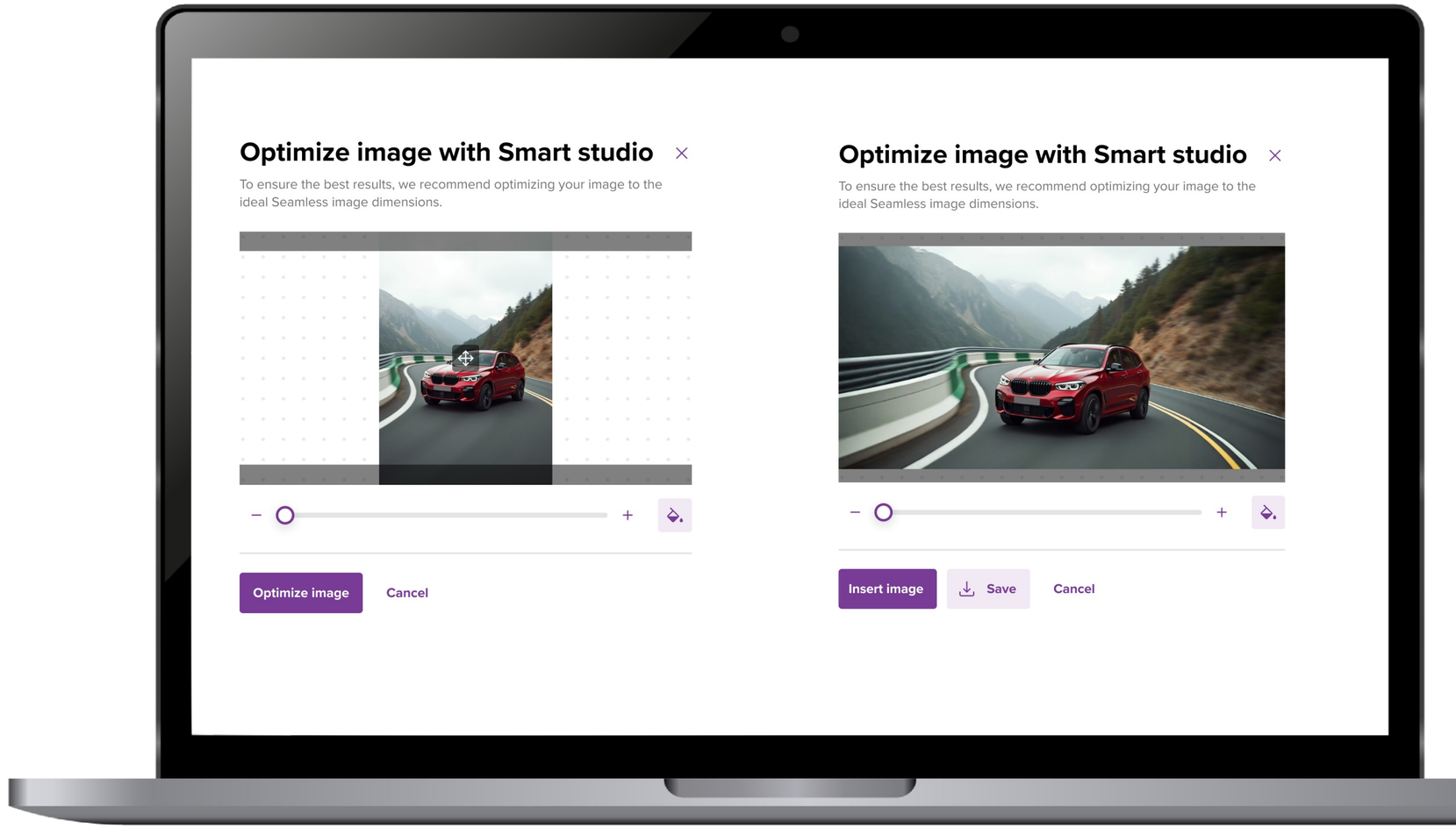
Smart **Studio**

AI-powered **workspace** to create, adapt and improve your ads — faster and smarter



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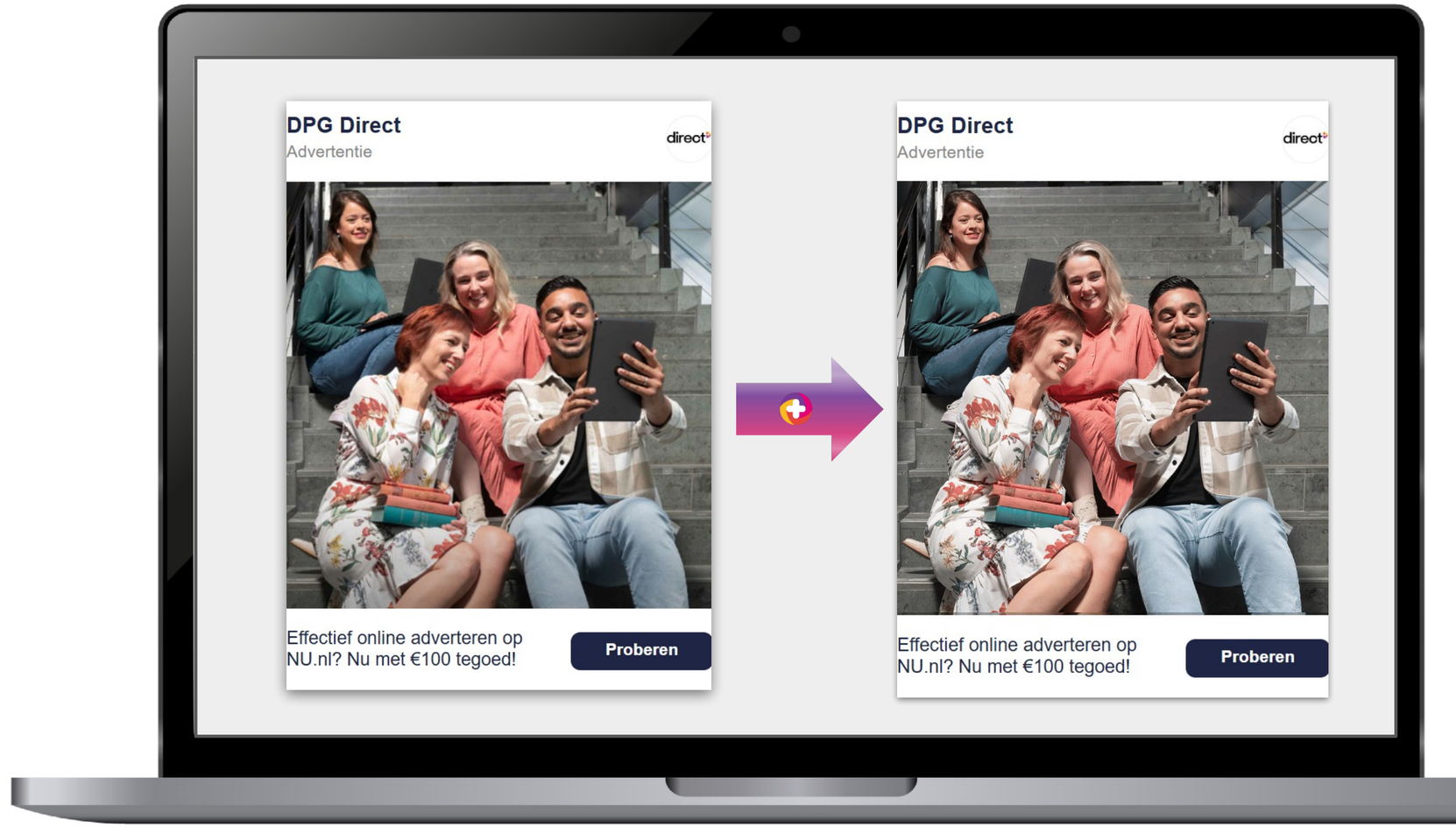
Smart
Studio

AI-powered **workspace** to create, adapt and improve your ads — faster and smarter



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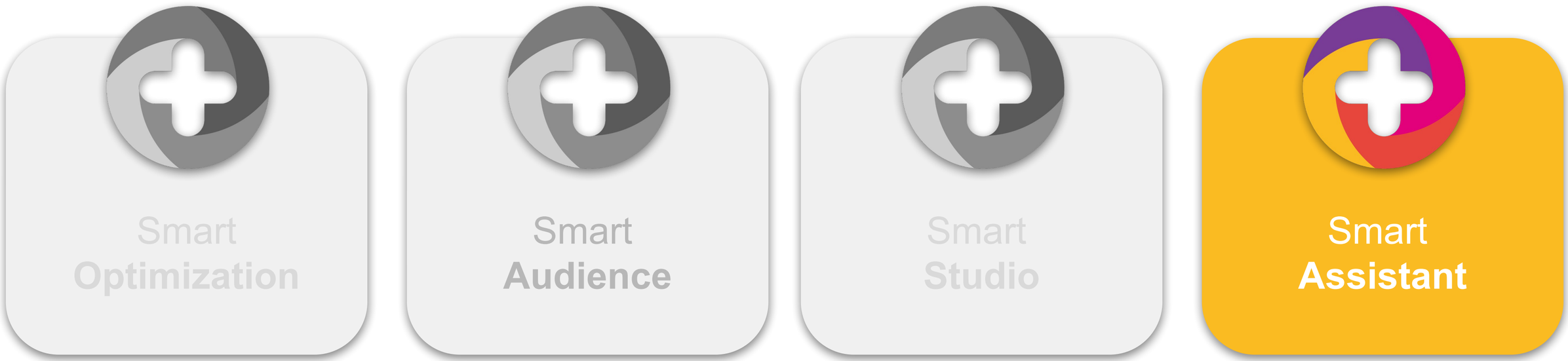
Four Smart Tools
One Streamlined Suite



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Smart **Assistant**

From setup to support
— **AI at your side**,
every step of the way

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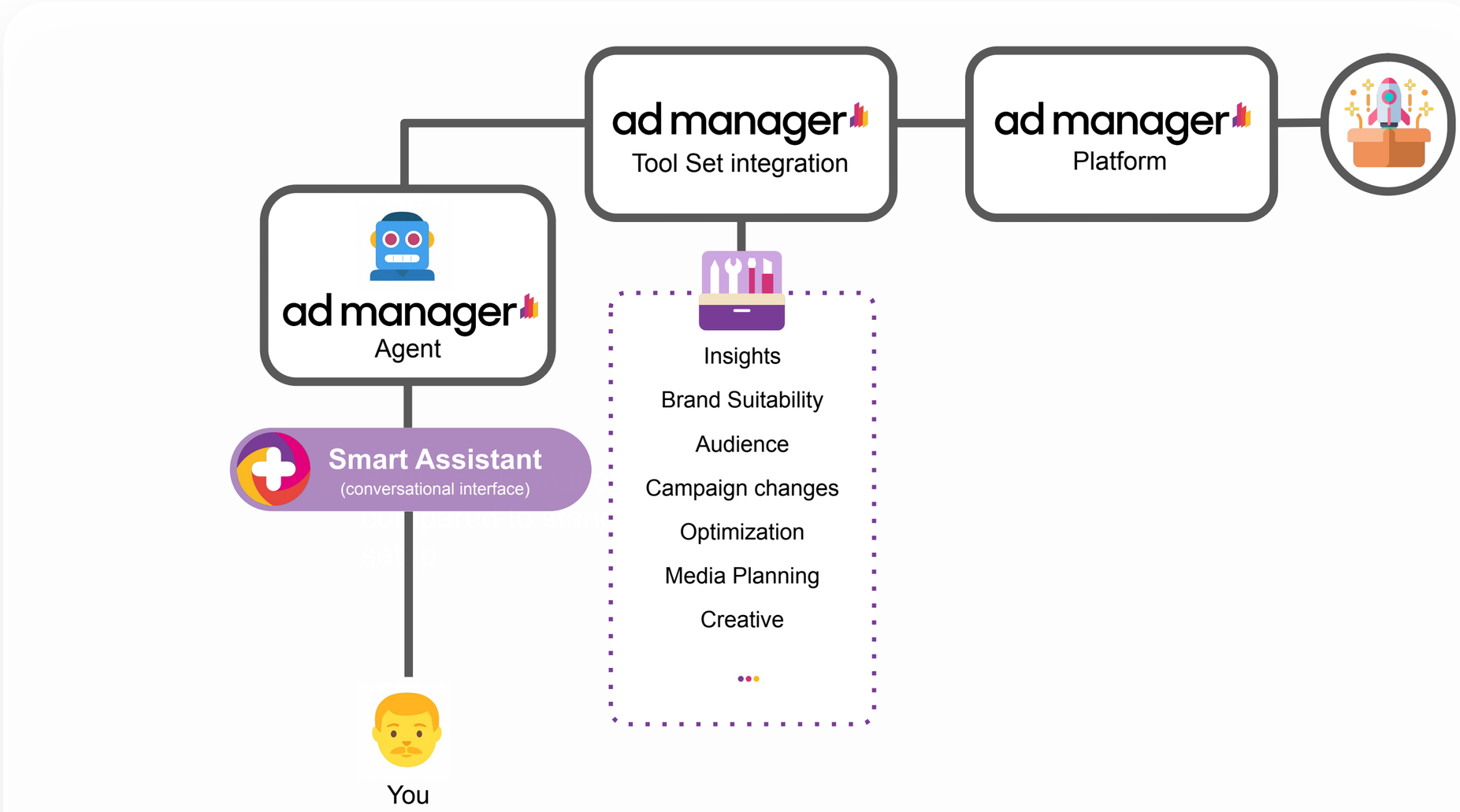
Smart **Assistant**

What's next for Ad Manager in an Agentic AI world?

Availability: **2026**



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Five reasons why advertisers should choose Ad Manager

Built to deliver smarter advertising on DPG Media's Trusted Network.

Direct Access & Control

Premium environments only, with **guaranteed brand safety**, granular brand suitability controls and a simplified supply chain. **No hidden costs**. You only pay for media.

Impactful Creatives

Exclusive impactful formats across display and video, combined with Smart Ad Studio to build, optimize and manage ads in one AI-powered workspace.

AI-Powered Advertising

Ad Manager+ advanced AI suite driving campaign management, optimization and ad creation to **maximize performance at scale.**

Addressability at Scale

Powered by the **DPG Media First Party Data**, enabling audience activation, frequency management and measurement across every device and environment.

Real Outcomes

Full-funnel outcome measurement built directly into the platform, easy to activate and designed to **prove real business impact.**

Thank you