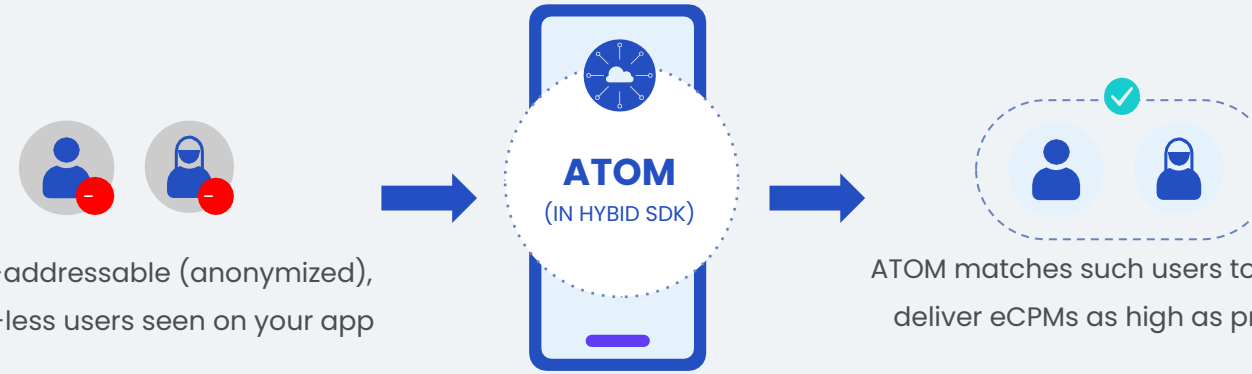
VERVE GROUP

Introducing ATOM

Privacy-First, On-Device Targeting Solution for Mobile Marketers and Publishers

What is ATOM ?

ATOM (Anonymized Targeting on Mobile) uses machine learning to process contextual signals to engage with IDFA-less users with relevant cohorts, delivering high eCPMs



Non-addressable (anonymized), IDFA-less users seen on your app

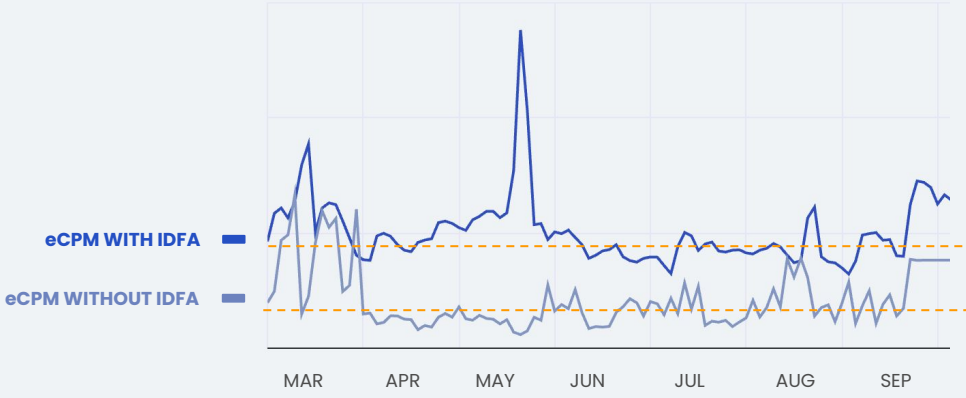
ATOM matches such users to cohorts that deliver eCPMs as high as pre-IDFA era.

- ✓ Cohorts are built on-device
- ✓ Requires NO IDFA or PIIs
- ✓ Uses machine learning models
- ✓ Uses app and device context
- ✓ eCPMs match pre-IDFA yield

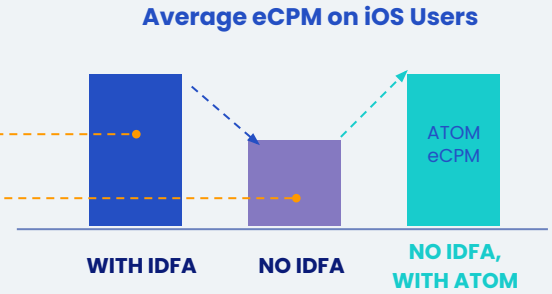
How does ATOM help publishers?

Reclaim Pre-IDFA eCPMs on Anonymized Users

iOS eCPMs on traffic without IDFA remains significantly lower than traffic with IDFA.
Monetization with ATOM delivers higher eCPMs, compared to no-IDFA traffic



(Data from iOS app traffic on the Verve Exchange from Mar-Sep 2022)



ATOM provides lift on
No IDFA eCPM

How does ATOM help publishers?

Enrich Bid-level Signals for Brand Targeting

Ensure 100% of your inventory and your users are addressable by advertisers, even without IDFA

No signal enrichment
Poor eCPMs

NO IDFA
0000-0000-00

WITHOUT ATOM

NO IDFA
0000-0000-00

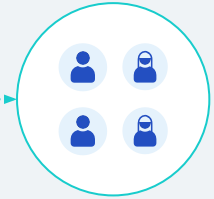
ATOM SDK

Device Signals
Device model, storage size, keyboard language, time zone, day parts etc.

App Context Signals
App bundle identifier, developer domain, session time, content age ratings etc.

Enriched signals, Better targeting, Higher eCPMs

Matched to Relevant Cohorts

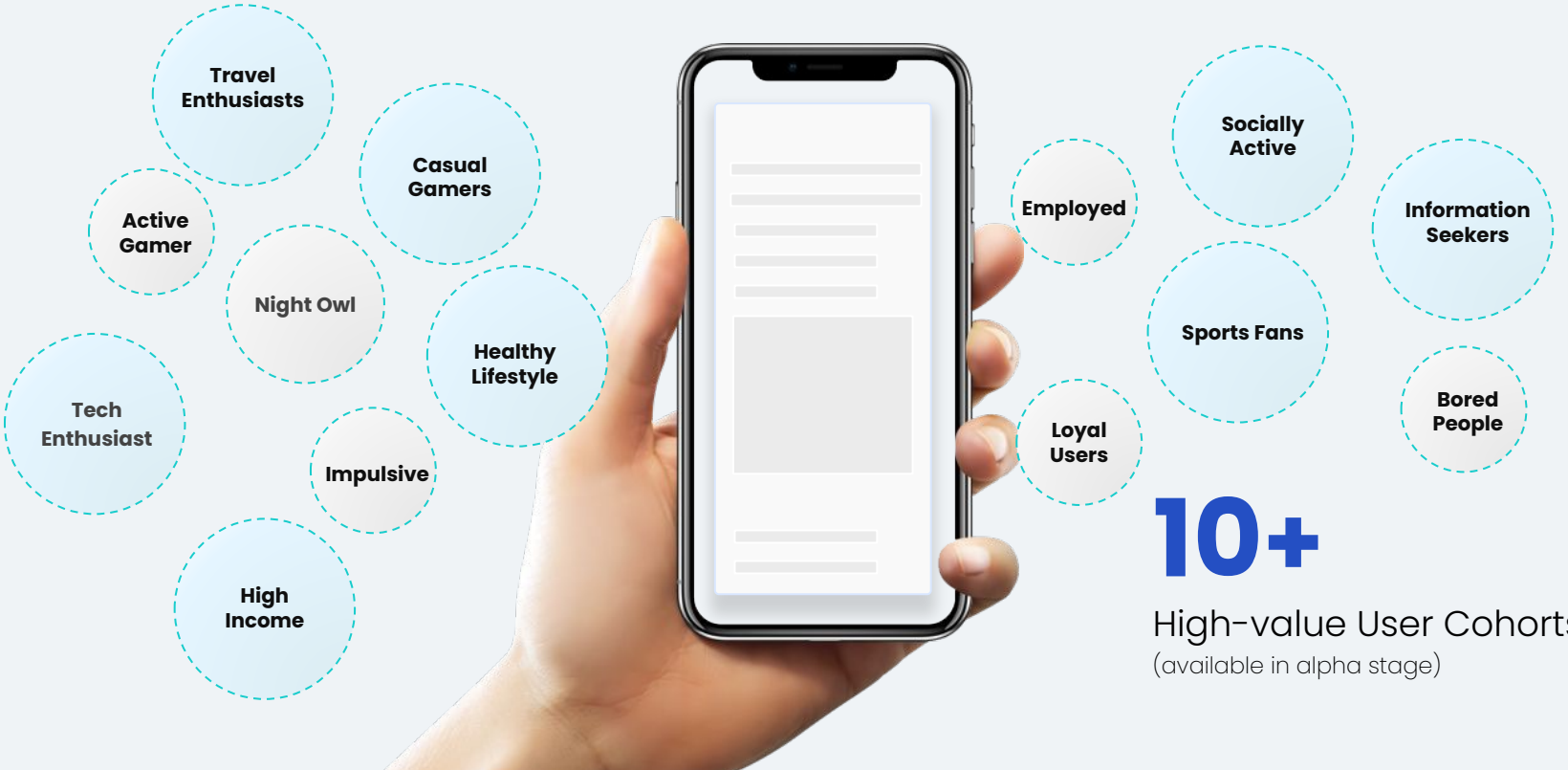


Socially Active | Tech Enthusiast | Avid Traveler
Information Seekers | Night Owl | ...

How does ATOM help publishers?

Match Anonymous Users to Relevant Cohorts

Further, learn which cohorts and ads drive your users



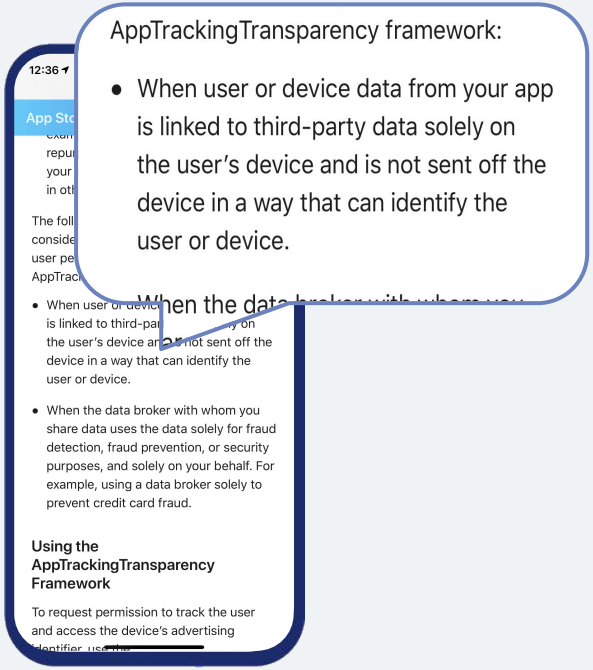
10+

High-value User Cohorts

(available in alpha stage)

How does ATOM help publishers?

Monetize Effectively in a Privacy-safe Way



App Tracking Transparency Framework

Not Permitted!

Most *identity* solutions fall in this category

- Incentivizing users to opt in to ad tracking
- Fingerprinting
- Using PIIs such as login data for targeting without consent

Permitted

ATOM for publishers

- Fully anonymous user engagement
- Targeting cohorts based on real-time anonymous user behavior
- Using ML/AI to match user behaviour with relevant cohorts
- Continuously improve behaviour learning

Getting started with ATOM

Begin Now. Secure Your iOS Ad Revenue.

Verve ATOM ALPHA

Anonymized user monetization

KPI: eCPM

Period: 60 days

TEST BUDGET INCL.

- Update to **ATOM-supported HyBid SDK**.
- Verve will set up control groups to analyze effectiveness throughout the test.
- Compare status quo (IDFA-less) monetization with ATOM test campaigns.
- Measure. Refine. Measure. Refine. Measure.
- Get exclusive press coverage across tier 1 publications.

First-to-Market Opportunity with Fortune 500 brands

and others..

VERVE GROUP

The Future Is Now

If you are interested in collaborating with us as a preferred ATOM partner, please contact your dedicated account manager.