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 PII
- 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 remain 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)
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.

**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.

**NO IDFA**
0000-0000-00

**WITHOUT ATOM**
No signal enrichment
Poor eCPMs

**ATOM SDK**

**NO IDFA**
0000-0000-00

**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:**
- When user or device data from your app is linked to third-party data solely on the user’s device and is not sent off the device in a way that can identify the user or device.
- When the data broker with whom you share data uses the data solely for fraud detection, fraud prevention, or security purposes, and solely on your behalf. For example, using a data broker solely to prevent credit card fraud.

**Not Permitted!**
Most identity solutions fall in this category

**Permitted**
ATOM for publishers

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

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


Get exclusive press coverage across tier 1 publications.

**First-to-Market Opportunity with Fortune 500 brands**

*and others...*
The Future Is Now

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