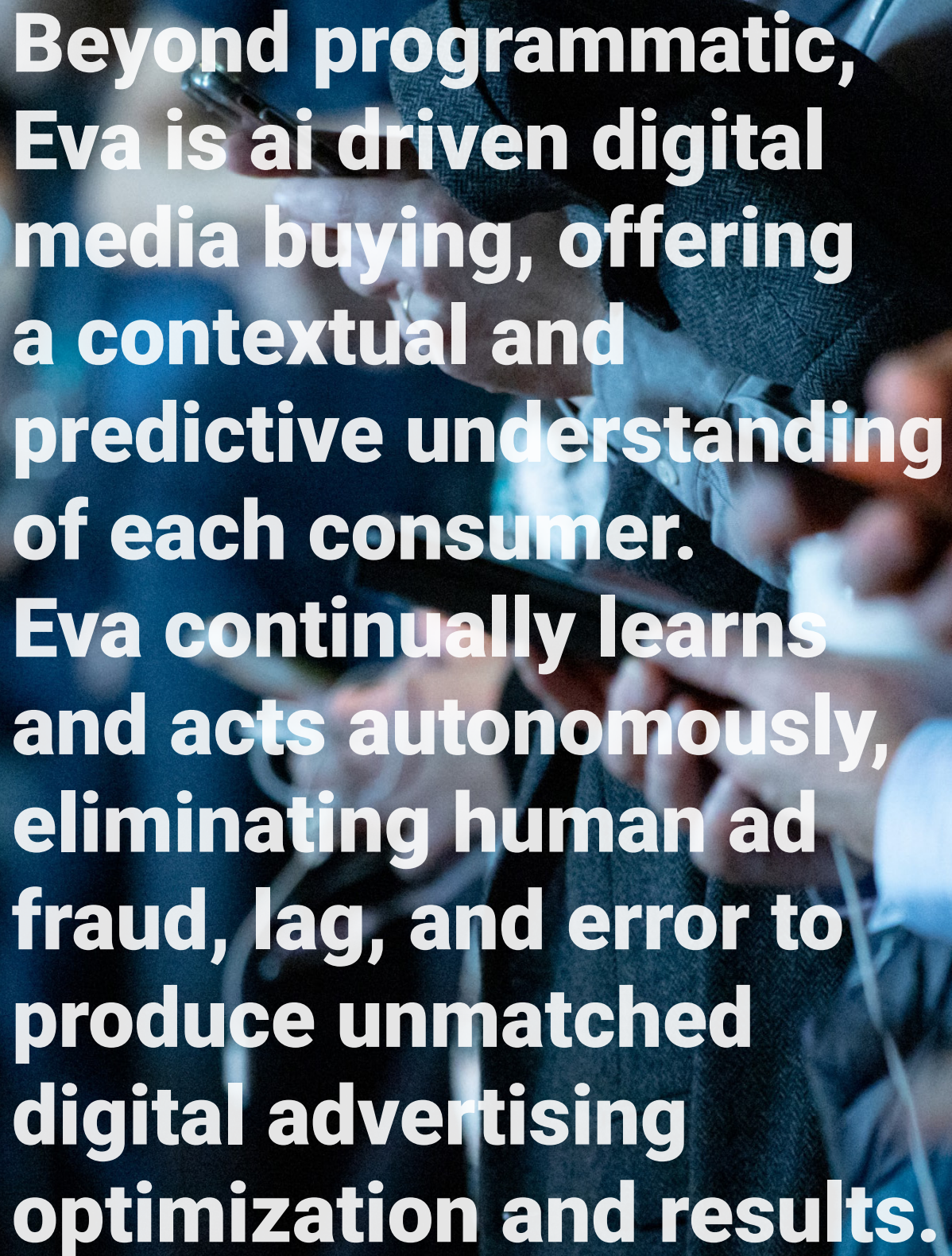


**Although Eva
is artificial
intelligence,
a 40% better
return on ad
spend
is real**



Applying for the job as your media buying platform





**Beyond programmatic,
Eva is ai driven digital
media buying, offering
a contextual and
predictive understanding
of each consumer.
Eva continually learns
and acts autonomously,
eliminating human ad
fraud, lag, and error to
produce unmatched
digital advertising
optimization and results.**

Digital media buying is fat, wasteful, fraudulent,
and slow. Then along came Eva.

You can thank Darwin later.

As Eva enters her sixth year of operations, she has grown from a start-up in Los Angeles to an international powerhouse of the digital advertising world.

The beauty of the Eva platform is in her ability to scale for the needs of each client. and evolving with every single consumer interaction.

Eva has also grown into a leading partner for every large publisher in the world. Her partnership and full platform integration with key industry leaders such as Google, Facebook and Amazon allows for seamless ad management, while our relationship with over 20,000 vertical private publishing partners together forms

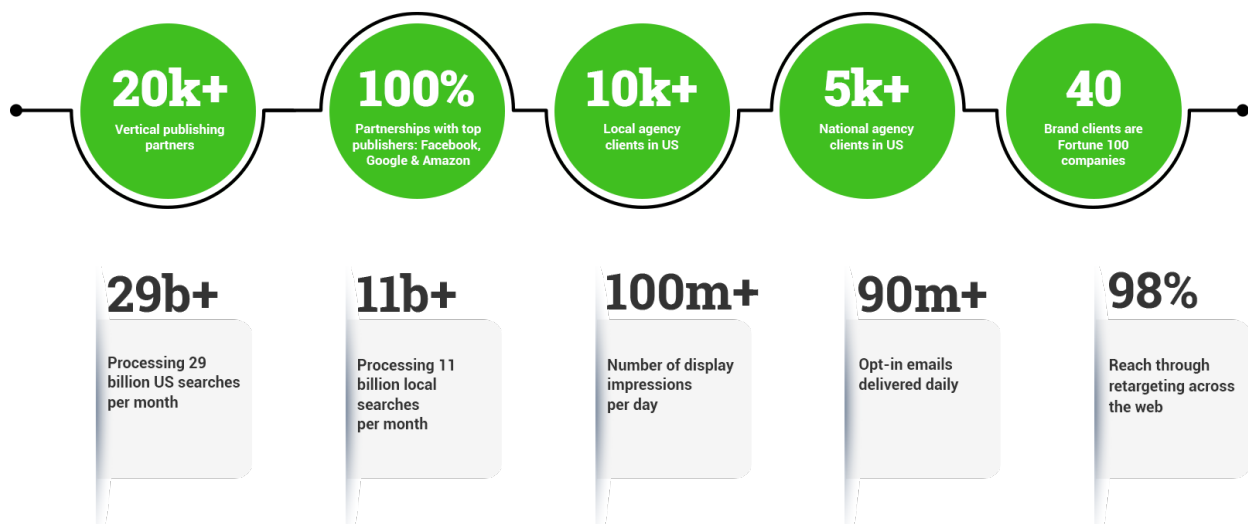
an impressive footprint in North America, Europe, and Latin America.

Eva is an AI technology company through and through. Not only do we develop our own technology, but we also own the data centers, infrastructure, and servers that our products, services and sites run on. Eva does not rely on third-party providers for our hosting, connection, and other tech needs. This not only makes our system more stable, but it also lowers our expenses and overhead costs which we pass on to our clients. Our owned infrastructure supports over 25,000 CPU cores in eight data centers and houses 15 petabytes of data.

2015 | Eva was born

192 | Countries that Eva platform covers

70 | Clients are Advertising Age's 100 leading national advertisers



5 digital media buying problems Eva has solved.

01

Ad Fraud

Eva's Fraud Fence algorithm and logic prevents ad fraud, potentially saving advertisers more than a quarter of their budget.

02

Transparency

Eva simultaneously runs over 10,000 campaigns for advertisers with highly diverse goals delivering reports down to granular details, as well as custom reports. Every dollar of ad spend is 100% viewable and trackable.

03

Brand Safety

Eva's Fraud Fence also protects brands from improper placement of ads.

04

Optimization

Eva responds to bid requests within 100 milliseconds, while handling 300,000 bid requests a second. She is continuously and autonomously optimizing, removing the danger of human lag on underperforming campaigns to deliver superior return on ad spend.

05

Audience Targeting

Eva incorporates clients' first-party data and matches audience to second and third-party data sources. This combined with Eva AI's deeper contextual and therefore predictive understanding of each consumer is an unbeatable combination.

The machines are still learning while Eva's busy doing.

Eva is an ai platform custom built from the ground up, not a machine learning feature added to a legacy platform. Below are platform advantages versus competitive DSPs.



Eva handles 300,000 ad bid requests a second, responding to each bid in 100 milliseconds.

She's not human.

There are tens of billions of daily trades across all global advertising exchanges. If your DSP provider isn't as fast as Eva, you're losing money on your ad spend.

Eva responds to each bid request within 100 milliseconds. She currently handles 300,000 bid requests a second. And for the geeks out there, we build user profile matrix trees to feed Eva real-time data. Eva is completely dockerized and is horizontally scaleable. Our infrastructure supports over 25,000 CPU cores in eight data centers and houses 15 petabytes of data.



Eva doesn't just think, she feels.

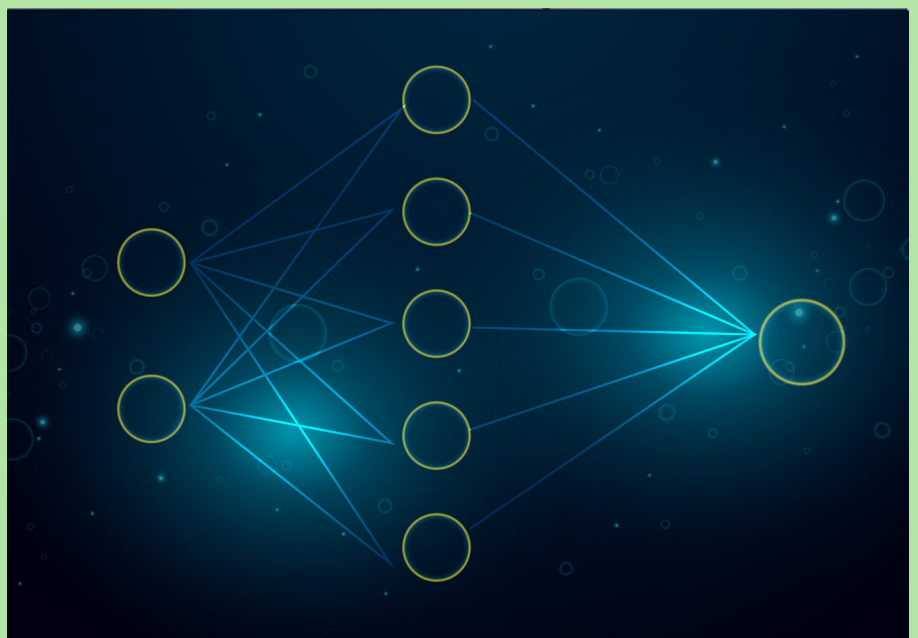
Eva is a custom built Artificial Neural Network, ANN for short. This ANN not only lets Eva think, but feel. She incorporates billions of pieces of information about individuals, such as their website views, browser history, click history, browsing content patterns, online shopping, likes, screen time — everything.

She uses this data to learn and define advanced predictive patterns of what each person does online. This also allows her to determine what they might need to solve a problem or fulfill a need.

However, Eva doesn't stop there. She then includes information to determine the feelings or potential mood of that person. Eva includes context, such as the weather

they're experiencing, stock market information that affects them, national and local news headlines, for example, and assigns that person a 'precog rating.' This combined evaluation then influences the type of ads Eva determines will convert for each particular person.

Artificial intelligence allows us to understand sales cycles better and faster and correlate our client's strategies and spending to achieve the results they totally don't expect. It's way better.



Advertisers lost \$42 billion to ad fraud last year.

Eva's Fraud Fence stops fraud cold.



According to Juniper Research, ad fraud will rise to \$100 billion by 2023. In fact, Adobe concluded that 28% of all web traffic could be non-human or fake.

Fake and ineffective ad placements include ad stacking,

domain spoofing, bots, rotating ads, and ad stuffing. Another problem is ads that are not seen. For example, ads that pop under the user's browser and down the page, requiring scrolling to be viewed. Sophisticated scammers continue to adopt new techniques presenting an ongoing challenge to marketers.

Our fraud fence algorithm and logic prevents ad fraud. If a publisher wants to show an ad, they need to implement our Private Key on their domain. If the Eva platform doesn't receive a call from a verified Private Key, Eva doesn't return an ad, thus the ads running on Eva can only be seen on sites that have been verified. Fraud Fence is free on every media buy.

An Omnichannel Demand Side Platform.

Ads across all screens including in-game ad placement.

Our DSP allows marketers to execute and manage omnichannel campaigns. Eva covers every channel including search, display, video/CTV, mobile, native, audio, and in-game ad placement.

01

Cross Device Attribution

Our audience ID's follow people across every device. From laptop, to tablets, to phones, even into your xbox or ps4 game.

02

Reports and Insights

We offer a full reporting suite right down to granular detail and we create the custom reports our clients need.

03

Reach and Scale

We are integrated into every major exchange along with our custom publishers. Our scale is 99% of the reachable internet.

04

Transparency

Transparency is a key part of our offering. Every dollar of ad spend is 100% viewable and trackable.

05

Service

Eva is a complete full-service offering. Our media experts manage campaigns for our clients with the help of Eva AI, of course. They are the Jedi experts of the advertising media world so our clients can focus on their increasing business and sleep well at night.

A DMP designed around knowing your audience.

Eva can see, understand, and predict the actions of 99% of internet users.



With Eva's Data Management Platform, marketers can onboard, segment, understand, control and activate their data seamlessly, in real-time, without data loss, and across all channels.

Clients can onboard first-party data and match audience to second and third-party data

sources, target audience interactions across devices, gain insights from log-level audience data, and adapt segments in real time. This combined with Eva ai, providing a deeper contextual and therefore predictive understanding of each consumer, is an unbeatable combination.

Eva has relationships with the leading data companies in the world. Eva also collects data each time an ad is served. Through our own data mining and our network partners, with observed and transactional data from more than a billion consumer records, Eva can essentially see, understand, and predict the actions of 99% of internet users.

A curated, high reach publishing inventory.

Eva's publishing inventory is a hand-picked, high quality supply that guarantees brand safety and prevents ad fraud through our Fraud Fence algorithm and logic. It boosts audience metrics by delivering quality audiences, with the added advantage of Eva's deeper contextual, emotional, and therefore uncanny predictive understanding of individuals, not just demographic herds.

Media is chosen to maximize reach based on an advertiser's audience and top prospects to drive success. There's no longer a need to invest time in developing publisher relationships or negotiating rates.



Direct to Publisher

Eva offers publishers the highest cost per thousand (CPM) rates. This attracts publishers with the highest quality content traffic who wish to generate revenue equal to their offering.



Audience Reach

Up to 28% of ad budgets are lost to ad fraud. Our publishing sources have agreed to implement Eva's Fraud Fence ensuring there's no waste, increasing real reach, while ensuring brand safety.

Take the Eva challenge.

We're so confident Eva can earn up to a 40% higher return on your ad spend, we guarantee it. Contact us and we'll show you how.
Email us at demo@eva.live, or call (000) 000-0000.

