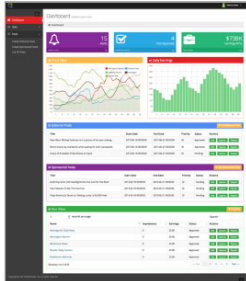




DistroScale Company Summary

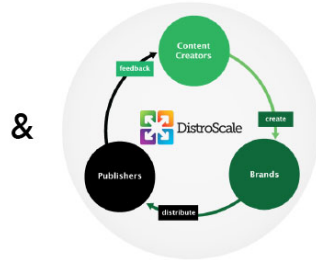
What is DistroScale? DistroScale is a platform + marketplace for buying, delivering, managing & measuring native content across websites, mobile web & apps.

Platform



Manage, Deliver, Track & Optimize Content

Marketplace



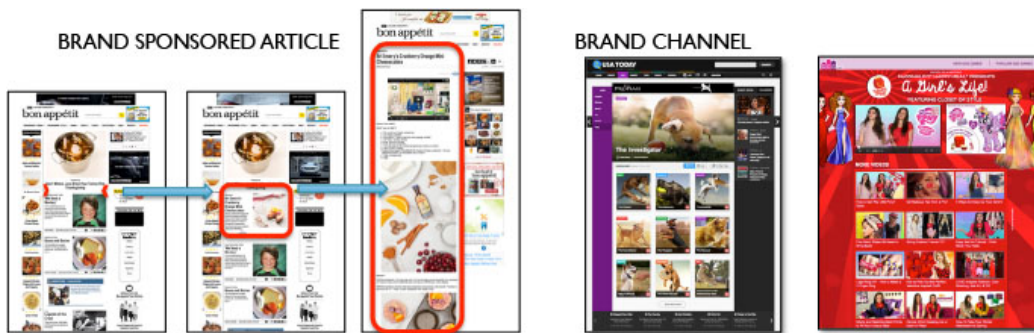
Connect Brands, Publisher & Content Creators to Transact

Why DistroScale?

- Building & distributing brand-sponsored content at scale is costly and difficult as current methods are largely ad hoc, time and labor intensive, and negotiating with individual publishers is not an efficient process
- Content campaign execution is complicated by fragmented distribution channels (desktop, mobile, & apps) and different content formats (text, images, video, etc.).
- Difficultly to measure impact of content and results across different publishers
- DistroScale has built the industry's most comprehensive end-to-end proprietary platform combining the functionality of a content management system, ad server, and real time analytics into one platform.

Product/Services:

- **Branding Solutions:** Brand Sponsored Posts & Brand Channels (sponsored site section) are sold on a CPM basis and delivered dynamically on publisher's front pages and section fronts



- **Performance Solutions:** Contextual Paid Posts are sold on a Cost Per View (CPV) through a contextual keyword bided marketplace and delivered at the end of article pages



Customers:

- **Marketplace Publishers:** 500+ publishers with a combined reach of 200M uniques.



plus many more...

- **Brands & Agencies:**



plus many more...

Contact Us:

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