

# Aggregate Knowledge

## *Enabling Full Control Over Advertising Campaigns*



**Aggregate Knowledge (AK) is a pure-play technology company** that enables agencies to take full control over their advertising campaigns.

Simply put, AK Audience Management and Dynamic Creative products:

1. Bring all of your data under one roof to identify the best audiences to reach, then sync the audiences with your media.
2. Dynamically assemble and serve the most relevant creative for each user.

To accomplish this, the AK Discovery Platform puts massive amounts of data to work within an easy-to-use, flexible, and safe infrastructure, to identify the best audiences and to dynamically deliver the most relevant creative. Key capabilities are:

- Data management.
- Audience/custom segmentation.
- Real-time decisioning and optimization.
- Dynamic creative.
- Analytics.

### **Seasoned Management Team**

AOL, Blockbuster, Cadbury Schweppes, Google DoubleClick, Intuit, Kodak, Microsoft, Quigo, Rapt, Salesforce, Specific Media, Sun Microsystems, Tribe.net

### **Premier Backing**

Funded by premier venture capital firms Kleiner Perkins Caufield & Byers, DAG Ventures, First Round Capital, and OVP Venture Partners.

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### Audience Management

Aggregate Knowledge audience management brings data under one roof:

- Integrates user data from any source.
- Creates granular, custom audiences based on the data collected.
- Makes audiences targetable.
- Tracks all data costs based on configurable triggers.
- Converts campaign metrics into audience performance cost and return on data metrics.

### Dynamic Creative

Aggregate Knowledge Dynamic Creative makes your advertising campaigns significantly more relevant and effective, down to each user. The AK Discovery Platform integrates custom targeting rules, look-alike modeling, site retargeting, sequential messaging, multivariate optimization, and personalized recommendations to deliver thousands of creative variations, individualized to each user's needs and interests.

### What People Are Saying

*Aggregate Knowledge enables agencies to effectively leverage both the secondary premium market, as well as exchanges, to discover their audiences wherever they may be. Audience Discovery leverages both data from Aggregate Knowledge and from the agency itself, thereby delivering to the agency a competitive differentiation and a vehicle for growing revenue and share.*

**John Durham, CEO, Catalyst:SF**

*Aggregate Knowledge Discovery is a 'must-have' for any leading media buying agency.*

**Steve Katelman, director, Global Strategic Partnerships, Digital Omnicom Media Group**

*Product suggestions will become highly targeted ads that consumers will discover without ever typing a search term..*

**Erick Schonfeld, editor-at-large, Business 2.0**



*As ad networks and ad agency business models increasingly converge, agencies need new audience-centric campaign management tools to leverage their proprietary data assets and to perform real-time allocation decisions of display inventory aggregated from premium and on-premium sources.*

— William S. Morrison

aggregate  
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