

# Aggregate Knowledge

## *Enabling Full Control Over Advertising Campaigns*



**Aggregate Knowledge is the only pure-play** audience management and personalization platform company. The Aggregate Knowledge Discovery Platform provides a turnkey, licensed infrastructure to manage audience data and build custom segments that are targetable via any media channel. Its patent-pending, real-time decisioning engine automates audience distribution and analyzes every impression to dynamically assemble the best possible creative. Aggregate Knowledge's real-time reporting infrastructure and configurable reporting provide industry-defining granularity, transparency, and actionable insights into exactly what, where, and who is driving performance.

### **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  
knowledge®

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