

# Reach your audiences at scale via Deal IDs

## Supply-side audience activation

Bombora has invested heavily in programmatic advertising over the years, starting with audience activation through demand-side platforms (DSPs). In addition to traditional DSP delivery, we have partnered with industry leading supply-side platforms (SSPs) to enhance your audience activation strategy against both demand and supply-side inventory. Let us help you maximize reach and performance by creating a stand alone or blended audience activation strategy.



### Benefits

- **Faster speed to market** - Launch your campaign in a matter of hours
- **DSP agnostic** - Deal IDs can be sent to any DSP or preferred endpoint
- **Forecasting** - Deals include both data and inventory, allowing you to see estimated impression availability
- **Maximize scale** - Blend both supply and demand-side targeting strategies
- **Greater customization & targeting** - Combine target audiences layered with channel specific media, including CTV

### Easy activation

1. Identify your target audience
2. Provide your desired DSP and campaign information (DSP seat ID, flight dates & media formats)
3. Bombora leans into our SSP partner platforms to create Deal ID(s) that target your Bombora audience(s)

*That's it!* Each Deal ID is then emailed to you, allowing you to seamlessly copy & paste each unique ID directly into your preferred DSP for campaign targeting.

To get started today, please contact your Bombora Audience Solutions Account Executive or email the Audience Solutions Desk at [AudienceDesk@bombora.com](mailto:AudienceDesk@bombora.com).