

The logo for Relict features a stylized letter 'R' on the left, which is filled with a vertical gradient from blue at the top to green at the bottom. To the right of the 'R', the word 'relict' is written in a dark blue, lowercase, sans-serif font.

# Relict

Agency Presentation  
2023



# About Relict Media

Relict provides its publishers with an end to end suite of ad units to engage their audience and offer highly valuable ad placements for advertisers.

## AN END-TO-END SOLUTION

Providing publishers with a full stack solution to manage their ad inventory to ensure a perfect balance between a crisp user experience & maximizing revenue opportunities. Relict publishers enjoy a wide array of monetize opportunities including direct demand, open exchange and private deals.



## VIEWABILITY AS PRIORITY

For an ad to be effective, it first has to be viewable, and as a guiding principle we prioritize viewability as the most important metric to ensure the success of our advertising partners campaigns



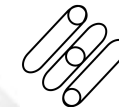
## BRAND SAFE AND FRAUD FREE

A combination of manual vetting and automated systems at the placement level, assuring your campaigns run in brand safe environments. Moat certified against fraud.



## GLOBAL REACH

Reach our 450 million active users through an enriched ad experience. 100% verified inventory" in more than 100 countries



## GOOGLE PUBLISHING PARTNER

Relict Media is a top rated Google publishing partner; Serving thousands of websites and applications globally.

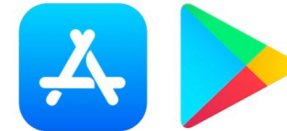
# Inventory Breakdown

WEB



800M

APP



1B

Banner



1.3B

Native



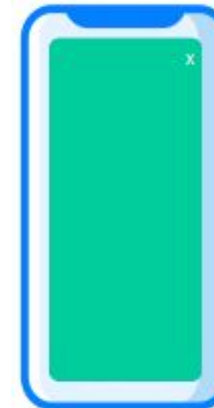
250M

Video



100M

Interstitial



150M

*\*\* Traffic figures represent monthly impressions volume*

# Audience Segmentation Solutions

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The importance of knowing who are your users can go a long way - that why we focus on segmenting both 1st party and 3rd party audience for our network of publishers to help reach the best possible fit for your product

## Demographic

- Age
- Gender
- Language
- HHI
- Occupations

## Behavioral

- Interest-Category
- In-Market
- Engagement
- Returning users

## Geographic

- City
- Zone
- Region
- Country

# Partners That Trust Us

## Web Publishers



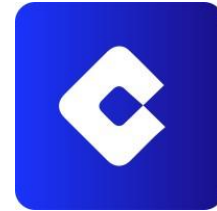
## Media Groups



IZOOTO



## Mobile Applications



App Central

**MOONEE**



MBIT MUSIC



## Technology Partners



Relict