PRESS RELEASE

dataxu doubles down on global custom brand safety with Grapeshot integration
Grapeshot's Contextual Intelligence will bolster the company's brand safety program

Singapore & Australia, May 3, 2018 -- dataxu®, the leading provider of programmatic marketing software for marketing professionals and media companies, announced today the launch of its enhanced Omnichannel Contextual Suite, powered by Contextual Intelligence leader Grapeshot. Available globally through dataxu's TouchPoint™ demand-side platform, the Contextual Suite includes brand safety measures, contextual pre-bid targeting, and custom keyword targeting.

As the GDPR comes into effect on May 25, agencies and advertisers are seeking new ways to reach consumers with new restrictions in place around the use of third-party data and cookie-based targeting in Europe. The dataxu-Grapeshot integration helps dataxu customers achieve GDPR compliance as they continue to apply relevant and scalable targeting to their digital campaigns.

dataxu customers gain new access to a rapidly scaling suite of Contextual Intelligence solutions, including individual page level URL categorization and custom brand safety. Grapeshot's platform crawls more than seven billion pages per day, offering partners the ability to identify safe and unsafe content before an ad is served. Grapeshot's Contextual Intelligence combined with dataxu's platform enables agencies and advertisers to reach their desired audience across all devices, including TV.

"By integrating Grapeshot's capabilities into TouchPoint globally, dataxu is committing to best-in-class custom brand protection and contextual relevance for its brand and agency customers," said Ryan McBride, VP Platform Partnerships, Grapeshot. "We're excited to extend Grapeshot's offering to dataxu's customers, who will now benefit from the innovation and advances of two industry leaders."

Grapeshot adds the following features to dataxu's Contextual Suite, creating unparalleled protection for agencies, advertisers, and media companies:

- Contextual checks, with data refreshed every 15 minutes to ensure that media professionals' campaign strategies will keep pace with the dynamic digital world
- Custom keyword sets, facilitating micro-targeting and anti-targeting around specific content, giving marketing professionals better campaign control over which content they are serving against

In 2015, dataxu was the first programmatic software provider in the industry to launch a fraud-free guarantee, which has saved its customers more than $80 million since its implementation. In 2017, dataxu launched its Validated Inventory Marketplace, a curated selection of verified inventory from publishers and their authorized resellers.

"Brand safety is critical for APAC marketers and is vital to ensuring dataxu's supply chain remains one of the cleanest in market," said James Sampson, VP & General Manager, APAC. "We are excited to bring an even higher level of quality to our clients' global digital marketing initiatives."

###

PRESS RELEASE

About dataxu

dataxu® helps marketing professionals and media companies use data to improve their advertising. Our software empowers you to connect with real people across all channels, including TV, capturing consumers' attention when and where it matters most. With 11 offices around the world, we're here to help power your business forward. Discover what you + our software can do at www.dataxu.com.

About Grapeshot

Grapeshot empowers the world's leading brands and advertisers to bring relevance to every customer experience. With its proprietary Contextual Intelligence platform, Grapeshot transforms information into actionable data, and identifies revenue-driving behaviors. With solutions for predictive targeting, brand safety, and audience enrichment, brands leverage the power of Grapeshot to improve media efficiency, increase customer engagement and boost brand perception with their intended audiences. It has been named "Digiday's Best Publisher Tool" and "Best Attribution Solution for Keyword Signal," The Drum's "Best Attribution Solution," and the British Media Awards' "Ad Provider of the Year," among other honors.

Grapeshot entered the market in 2006, and has offices in San Francisco, Los Angeles, Chicago, Toronto, New York, London, Cambridge, Singapore, Hong Kong, Shanghai and Sydney.

Media Contacts

Sneha Nagpal / Cherie Loh
RICE for dataxu
E: dataxu@ricecomms.com
DID: +65 3157 5687 / +65 3157 5671