

grapeshot



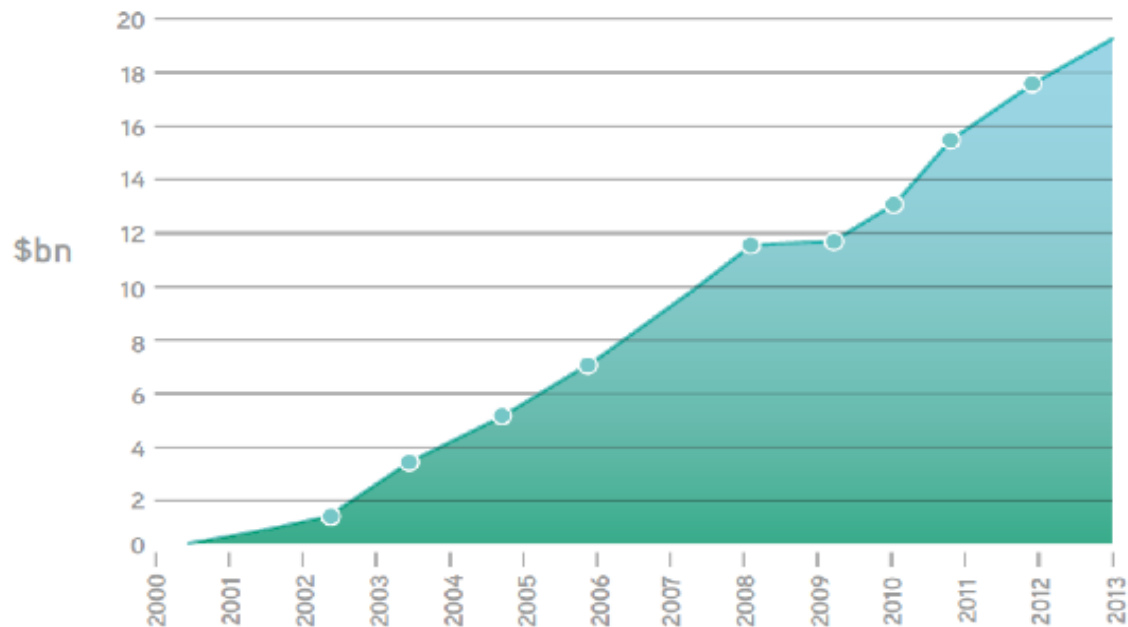
A word cloud featuring various digital marketing and SEO terms. The word 'Keywords' is the largest and most prominent, rendered in a teal color. Other large words include 'optimization', 'Targeting', 'Analytics', and 'Landing Page'. Smaller words scattered around include 'auction', 'attribution', 'metatext', 'Context', 'Google', 'global', 'AdSense', 'PPC', 'index', 'search', 'DoubleClick', 'SEO', 'Mobile crawler', 'Last click', and 'search engine'. The words are arranged in a dense, overlapping manner, with 'Keywords' at the center and other terms radiating outwards.

Keywords

KEYWORD CONTROL AND PRECISION



SEARCH MARKET



Source: Interpreted from IAB

THE INTERNET, CURATED

The image is a screenshot of the Yahoo! homepage as it appeared in the early 2000s. At the top, there's a navigation bar with icons for Auctions, Messenger, Check Email, and the large 'YAHOO!' logo. To the right of the logo are icons for What's New, Personalize, and Help. Below the logo is a banner for Yahoo! Messenger with the text 'Know when friends are online! Click to download Yahoo! Messenger'. To the right of the banner is a link for 'Y! PayDirect' with the text 'send/receive money online'. Below the banner is a search bar with a 'Search' button and a link to 'advanced search'. The main content area is divided into several sections. On the left, there's a 'Shop' section with links to Auctions, Classifieds, Shopping, Travel, Yellow Pgs, Maps, Media, News, Sports, Stock Quotes, TV, and Weather. Below this is a 'Connect' section with links to Chat, Clubs, Games, GeoCities, Greetings, Mail, Members, Messenger, Personals, People Search, and For Kids. Further down is a 'Personal' section with links to My Yahoo!, Addr Book, Calendar, Briefcase, Photos, Alerts, Bookmarks, Companion, Bill Pay, and more... The central part of the page features a 'Yahoo! Auctions' section with the text 'Bid, buy, or sell anything!'. It has two columns: 'Categories' with links to Antiques, Autos, Coins, Computers, Electronics, Tickets, Sports Cards, and Stamps; and 'Items' with links to Morgan Dollars, Longaberger, Hello Kitty, Kate Spade, Kurt Warner, Palm Pilots, MP3 Players, and Razor Scooters. To the right of the auctions section is a 'News & Media' section with links to Full Coverage, Newspapers, and TV... Below the auctions section are four more categories: 'Arts & Humanities' (Literature, Photography...), 'Business & Economy' (B2B, Finance, Shopping, Jobs...), 'Computers & Internet' (Internet, WWW, Software, Games...), and 'Education' (College and University, K-12...). To the right of these are 'Recreation & Sports' (Sports, Travel, Autos, Outdoors...), 'Reference' (Libraries, Dictionaries, Quotations...), 'Regional' (Countries, Regions, US States...), 'Science' (Animals, Astronomy, Engineering...), and 'Social Science'. On the far right, there's a 'Marketplace' section with links to Y! Travel, Y! PayDirect, and Halloween. Below this is a 'Broadcast Events' section with a list of events: 5pm ET: Earnings - Handspring, PeopleSoft, Xilinx, Intel; 8pm: Mariners vs. Yankees; 9pm: Chat with No Authority; 9pm: U.S. Presidential Debate. At the bottom right is a link to 'Inside Yahoo!'. The entire page has a light blue background with various colored links and icons.

Navigation Bar:

- Auctions
- Messenger
- Check Email
- YAHOO!**
- What's New
- Personalize
- Help

Search Bar:

Search [advanced search](#)

Main Navigation Links:

Shop: Auctions · Classifieds · **Shopping** · Travel · Yellow Pgs · Maps · Media · News · Sports · **Stock Quotes** · TV · Weather

Connect: Chat · Clubs · Games · GeoCities · Greetings · **Mail** · Members · Messenger · Personals · People Search · For Kids

Personal: My Yahoo! · Addr Book · Calendar · Briefcase · Photos · Alerts · Bookmarks · Companion · Bill Pay · [more...](#)

Yahoo! Auctions - Bid, buy, or sell anything!

Categories:

- [Antiques](#)
- [Autos](#)
- [Coins](#)
- [Computers](#)
- [Electronics](#)
- [Tickets](#)
- [Sports Cards](#)
- [Stamps](#)

Items:

- [Morgan Dollars](#)
- [Longaberger](#)
- [Hello Kitty](#)
- [Kate Spade](#)
- [Kurt Warner](#)
- [Palm Pilots](#)
- [MP3 Players](#)
- [Razor Scooters](#)

Arts & Humanities
[Literature, Photography...](#)

Business & Economy
[B2B, Finance, Shopping, Jobs...](#)

Computers & Internet
[Internet, WWW, Software, Games...](#)

Education
[College and University, K-12...](#)

Entertainment
[Cool Links, Movies, Humor, Music...](#)

Government

News & Media
[Full Coverage, Newspapers, TV...](#)

Recreation & Sports
[Sports, Travel, Autos, Outdoors...](#)

Reference
[Libraries, Dictionaries, Quotations...](#)

Regional
[Countries, Regions, US States...](#)

Science
[Animals, Astronomy, Engineering...](#)

Social Science

In the News

- [Live: Gore, Bush meet in final debate](#)
- [USS Cole attack linked to two men](#)
- [Missouri Gov. dies in plane crash](#)
- [MLB Playoffs](#)

[more...](#)

Marketplace

- [Y! Travel](#) - plan your holiday travel
- [new! Yahoo! PayDirect](#) - send and receive money online
- [Halloween](#) - costumes and other scary stuff

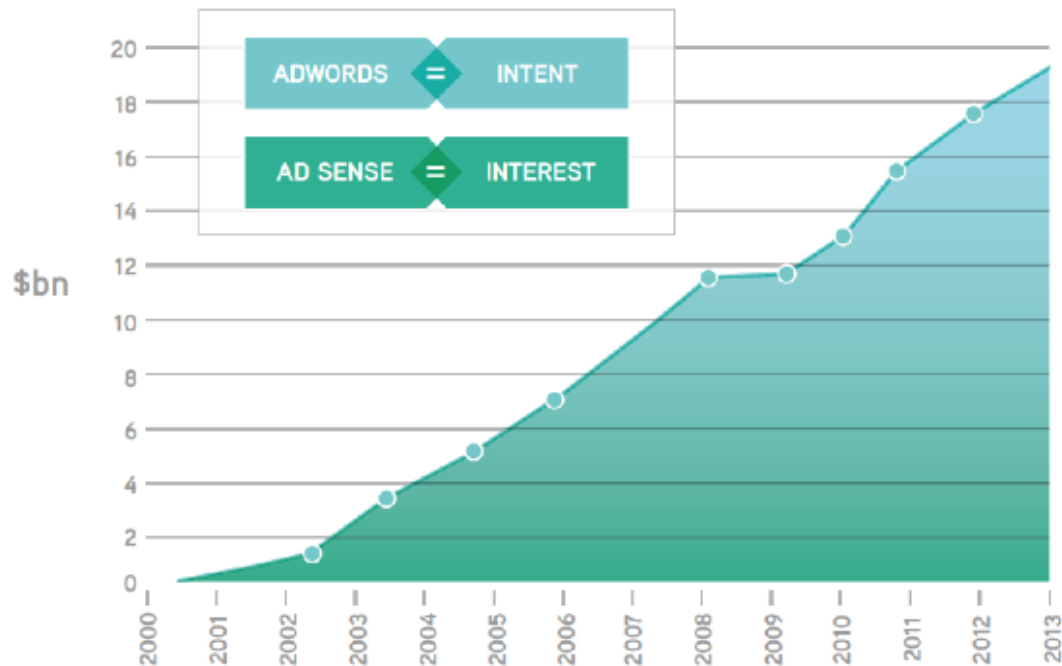
Broadcast Events

- 5pm ET: Earnings - [Handspring](#), [PeopleSoft](#), [Xilinx](#), [Intel](#)
- 8pm: [Mariners vs. Yankees](#)
- 9pm: [Chat with No Authority](#)
- 9pm: [U.S. Presidential Debate](#)

[more...](#)

Inside Yahoo!

KEYWORDS ALLOWS FOR INDIVIDUAL CONTROL



THE INTERNET, ON KEYWORDS

+Malcolm📱🔔+👤

Web Maps Videos News Shopping More ▾ Search tools ⚙️

About 1,940,000 results (0.34 seconds)


Best Dog Trainers - NYC - walkandtrain.com
📍 www.walkandtrain.com/ ▾
Selected by NY Magazine Puppy Class, Lessons, Board Train

Dog Trainer Schools - 1st class free for new students
📍 www.dogschoolny.com/contact.html ▾
Call Today to start your new career

Calm Energy Dog Training - Park Slope - Brooklyn, NY | Yelp
www.yelp.co.uk ▾ Pets ▾ Pet Services ▾ Pet Training ▾
★★★★★ Rating: 5 - 34 reviews
34 Reviews of Calm Energy Dog Training "I held my breath as Anthony walked my 5 year old leash aggressive pit bull up to completely strange dogs on the ..."

Brooklyn Dog Training Center – Puppy, Obedience, Agility ...
brooklyndogtrainingcenter.com/ ▾
We're run by dog trainers with the sole purpose of educating you and your dog. The Brooklyn Dog Training Center is the only facility of its kind in Brooklyn.
[Class Calendar](#) - [Class Descriptions](#) - [Meet Our Dog Trainers](#) - [Registration](#)

Class Calendar - Brooklyn Dog Training Center
www.brooklyndogtrainingcenter.com/calendar.php ▾
Start Date, Class Time, Class Name, Instructor, Class Length, Price, 10/14, 6:30pm-7:30pm, Fear Aggression Seminar - Humans Only, Walk This Way, 1 hour ...

① 
Map for brooklyn dog training

Ads ①

Dog training at home
www.greenleafpetresort.com/Training ▾
Professional Dog Training at The Green Leaf Pet Resort

NY Dog Obedience Trainer
www.k9sbestfriend.com/ ▾
NYC Queens Long Island Dog Trainer & Housebreaking Brooklyn Manhattan!

How To Train Your Dog:
www.thedogtrainingsecret.com/ ▾
Don't Wait To Train Your New Puppy.
Get Your Dog to Listen to You Now!



CUSTOM

A close-up photograph of an ant, likely a carpenter ant, positioned centrally against a teal gradient background. The ant is facing left, with its long antennae extended upwards and its legs spread out. Overlaid on the ant's thorax is the word "SCALE" in a large, white, sans-serif font. A thin white horizontal line is positioned directly beneath the word.

SCALE

HELPING BUYERS TO BUY AND SELLERS TO SELL

Users
350+
Trading Desks

Data Requests
2.5
TRILLION per month

TARGET HOT/TRENDING TOPICS

CREATE CUSTOM SEGMENTS

PROTECT THEIR BRAND

SEGMENT ACROSS VERTICALS

FIND UNSOLD INVENTORY

OPTIMIZE IN REAL TIME

FAST TACTICAL SOLUTIONS

A TRUSTED PARTNER IN THE ECOSYSTEM

Platforms

theTradeDesk



TURN

adfOrm

Agencies



groupm



affiPerf

MPG
MEDIA PLANNING GROUP

ZenithOptimedia



CADREON

amnet

HAVAS



dentsu AEGIS

MEDIACOM

Publishers

MailOnline

The Daily Telegraph

Trinity Mirror plc

Time Inc.

The Economist

HEARST

LOCAL WORLD



ebay

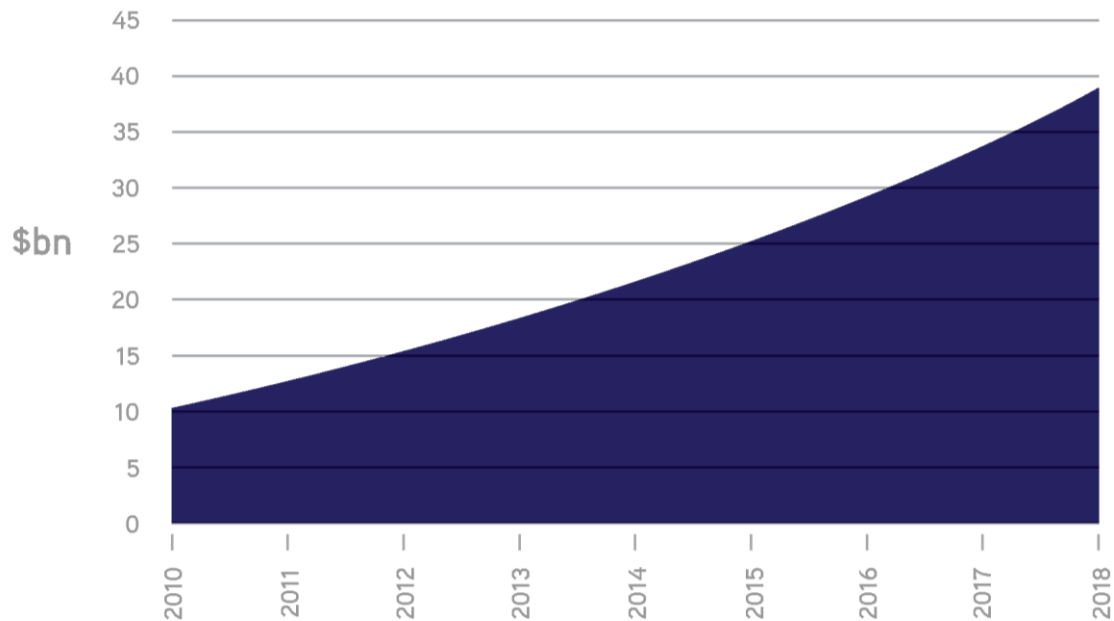
theguardian

CONVENIENCE



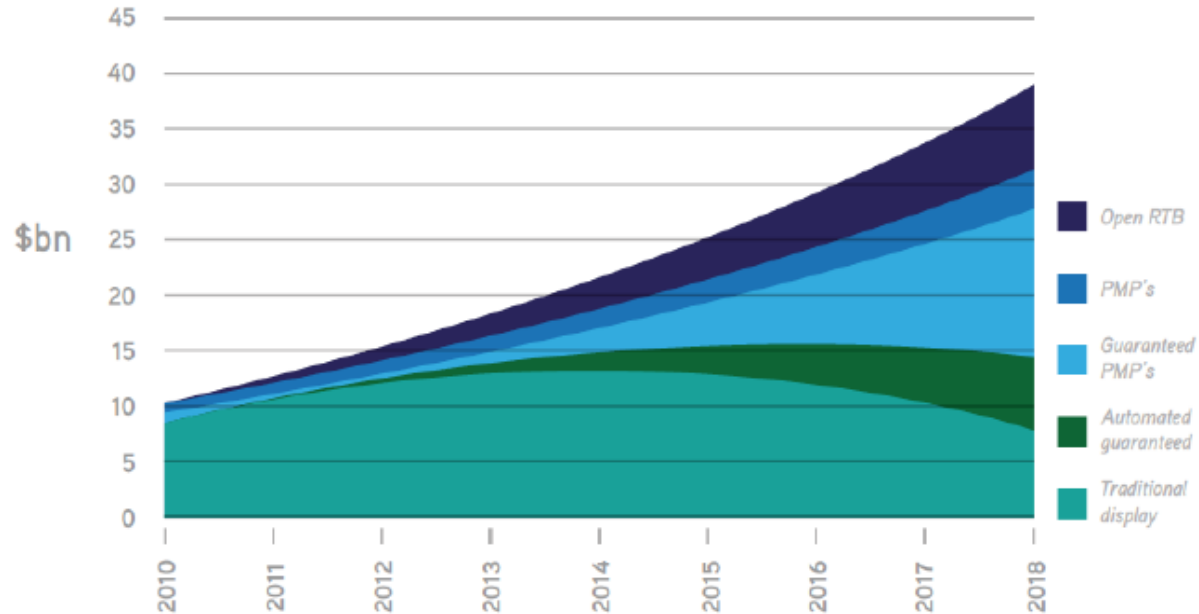
ELEVEN

DISPLAY MARKET



Source: IDC 2014. Includes online and mobile display and video advertising.

HOW TO GROW PRIVATE TRADING?



Source: IDC 2014. PMP = Private Marketplaces. Includes online and mobile display and video advertising.













THE MARKETPLACE, CURATED

Search for Inventory

Explore Private Marketplace inventory across the REVV Marketplace.

2 Marketplaces

Continue

 Tribune Digital's... Tribune Digital Add to Proposal	 Tribune Digital's... Tribune Digital Add to Proposal	 Tribune D Tribune Dig Add to P
 Trulia Home Page ... Trulia Add to Proposal	 WP.com ATF 300x600 Whitepages.com Add to Proposal	 WP.com A Whitepage: Add to P
 WP.com ATF 728x90 Whitepages.com Add to Proposal	 WP.com BTF 300x250 Whitepages.com Add to Proposal	 WP.com C Whitepage: Add to P
 WRAL 300x600 ATF ... www.WRAL.com Add to Proposal	 WSJ (Chinese edit... Wall Street Journ... Add to Proposal	 WSJ (US e Wall Street Add to P

THE MARKETPLACE, ON KEYWORDS





THE BRIEF

A word cloud featuring various New York City-related terms. The words are arranged in a roughly circular shape, with 'New York' and 'The Big Apple' being the largest and most prominent. Other words include 'America', 'Empire State Building', 'Times Square', 'Statue of Liberty', 'United States', 'Central Park', 'sightseeing', 'yellowcab', 'Grand Central Terminal', 'Yankee Stadium', 'The City That Never Sleeps', 'Chrysler Building', 'Capital of the World', 'Coney Island', 'Niagara Falls', 'Brooklyn Bridge', and 'Finger Lakes'. The colors are primarily teal, grey, and black.

America Empire State Building
The Big Apple Niagara Falls
Times Square Brooklyn Bridge
Statue of Liberty Finger Lakes
New York
United States Grand Central Terminal
Central Park sightseeing Yankee Stadium
The City That Never Sleeps
Chrysler Building
Capital of the World
Coney Island

DOING A DEAL



Accuen

A word cloud featuring various New York City-related terms. The most prominent words are "New York" and "United States". Other visible words include "The Big Apple", "Empire State Building", "Times Square", "Statue of Liberty", "Central Park", "yellowcab", "sightseeing", "Grand Central Terminal", "Yankee Stadium", "The City That Never Sleeps", "Chrysler Building", "Capital of the World", "Coney Island", "Niagara Falls", "Brooklyn Bridge", and "Finger Lakes".

DOING A DEAL



Accuen



Mail OnLine



Gourmet Ads



Microsoft



Mode Media

DOING A DEAL



Accuen



Mail OnLine



Gourmet Ads

2 Million



10 Million



Microsoft



Mode Media

DOING A DEAL



Mail OnLine



Ed Thomas
Accuen

A word cloud centered around 'New York' and 'United States'. Other words include: America, Empire State Building, Niagara Falls, Brooklyn Bridge, Finger Lakes, yellowcab, Times Square, Statue of Liberty, Chrysler Building, Capital of the World, Coney Island, Central Park, sightseeing, Grand Central Terminal, and Yankee Stadium.



Ben Christie
Gourmet Ads

2 Million



10 Million



Microsoft





Mode Media







The image features three blue Ethernet cables with RJ45 connectors, arranged diagonally across a teal background. The cables are slightly out of focus, with the central one being the most prominent. The word "CONNECTIONS" is overlaid in white, underlined text, positioned centrally over the cables.

CONNECTIONS


STEP 1: SEGMENT BUILDING




hp_competitor_conquesting  [ENGLISH](#)



KEYWORDS | 64

Add keyword here 

Accessories	AirPrint	brother	brother dcp	brother mfc	brother printer ↑	canon	canon pixma
canon printer ↑	cartridges	CDW	code	Color	ColorQube	CP	CS
CW	CX	danka	dell	dell printer ↑	dn	ePrint	epson
epson expression	epson printer ↑	epson stylus	epson workforce	GENICOM	IBM	inkets	inkjet
InkjetSuperstore	kodak	kodak esp	kodak hero	kodak printer ↑	kyocera	kyocera printer ↑	Lexmark
MFP	MIMAKI	MURATEC	OEM	Officejet	oki	oki printer	OKIDATA
OLIVETTI	Panasonic	PITNEY	ProXpress	richo aficio	ricoh	ricoh printer ↑	samsung
samsung cix	samsung printer ↑	TEKTRONIX	toner	xerox	xerox printer ↑	xerox workcentre	Xpress


 All checks are passing successfully

SUGGESTIONS

KEYWORDS

SEGMENTS

print	HP	laser
dpi	Photosmart	Deskjet
TopTenREVIEWS	paper	ppm
DW	Review	HxWxD
resolution	colour	WF
Pro	ipm	wirelessly
multifunction	Dimensions	lexmark
Truprint	Copier	fax
Phaser	PictureMate	speed
Selphy	MFPs	mono
costs	duplex	MG
XP	dtn	Maximum
ink	Scanner	kg
HL	SP	LaserJet
SF	MB	Touchscreen
andf	Konica	usage



STEP 2: AUTO-DISCOVERY

grapeshot

REQUEST A DEAL

CHOOSE A SEGMENT

CUSTOM

STANDARD

Search

accuen_hpcompetitors_moat_30	1,701,000 on 5 sellers
accuen_hpcompetitors_moat_50	1,491,000 on 6 sellers
airbnb_newyork_moat_80	728,000 on 6 sellers
accuen_hpcompetitors_moat_80	532,000 on 6 sellers
airbnb_newyork_moat_50	322,000 on 6 sellers
airbnb_newyork_moat_30	259,000 on 5 sellers
airbnb_paris_moat_30	224,000 on 4 sellers
airbnb_paris	168,000 on 5 sellers
accuen_hpcompetitors	98,000 on 4 sellers
airbnb_paris_moat_80	49,000 on 3 sellers
airbnb_paris_moat_50	42,000 on 3 sellers

Automatically show total volumes of impressions matching that exact keyword set.

STEP 3: SUPPLIER CONNECTION

grapeshot

REQUEST A DEAL ON accuen_hpcompetitors_moat_30

CHOOSE A SEGMENT

>

CHOOSE A SELLER

Sellers for accuen_hpcompetitors_moat_30

OpenX (357)	1,078,000
Denvent Water (181)	504,000
Rubicon Project (459)	105,000
bRealTime (1357)	14,000
Hidden (1)	0

Flag specific sellers and allow buyer to contact directly.

Seller's response could trigger a deal or line item in an adserver.

THE MARKETPLACE, ON KEYWORDS



Ed Thomas
Accuen

A word cloud centered around New York City and travel themes. The words are arranged in a heart shape. The most prominent words are "New York", "United States", "The Big Apple", "yellowcab", "Times Square", "Statue of Liberty", "Central Park", "Empire State Building", "Niagara Falls", "Brooklyn Bridge", "Finger Lakes", "Chrysler Building", "Capital of the World", "Coney Island", "Grand Central Terminal", "Yankee Stadium", "The City That Never Sleeps", "sightseeing", and "America".



Ben Christie
Gourmet Ads

2 Million

10 Million

A young girl with pigtails and a boy are standing and trading a small red flower. The girl is on the left, wearing a blue patterned shirt and jeans, holding the flower. The boy is on the right, wearing a yellow and orange striped shirt and dark pants, reaching out to take it. The background is a solid teal color.

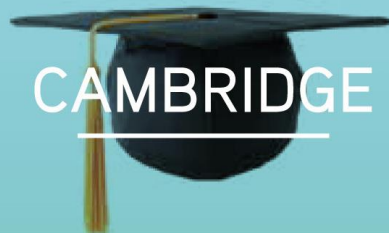
OPPORTUNITY TO REDUCE WASTAGE IN TRADING PROCESS



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