

# PARSEC

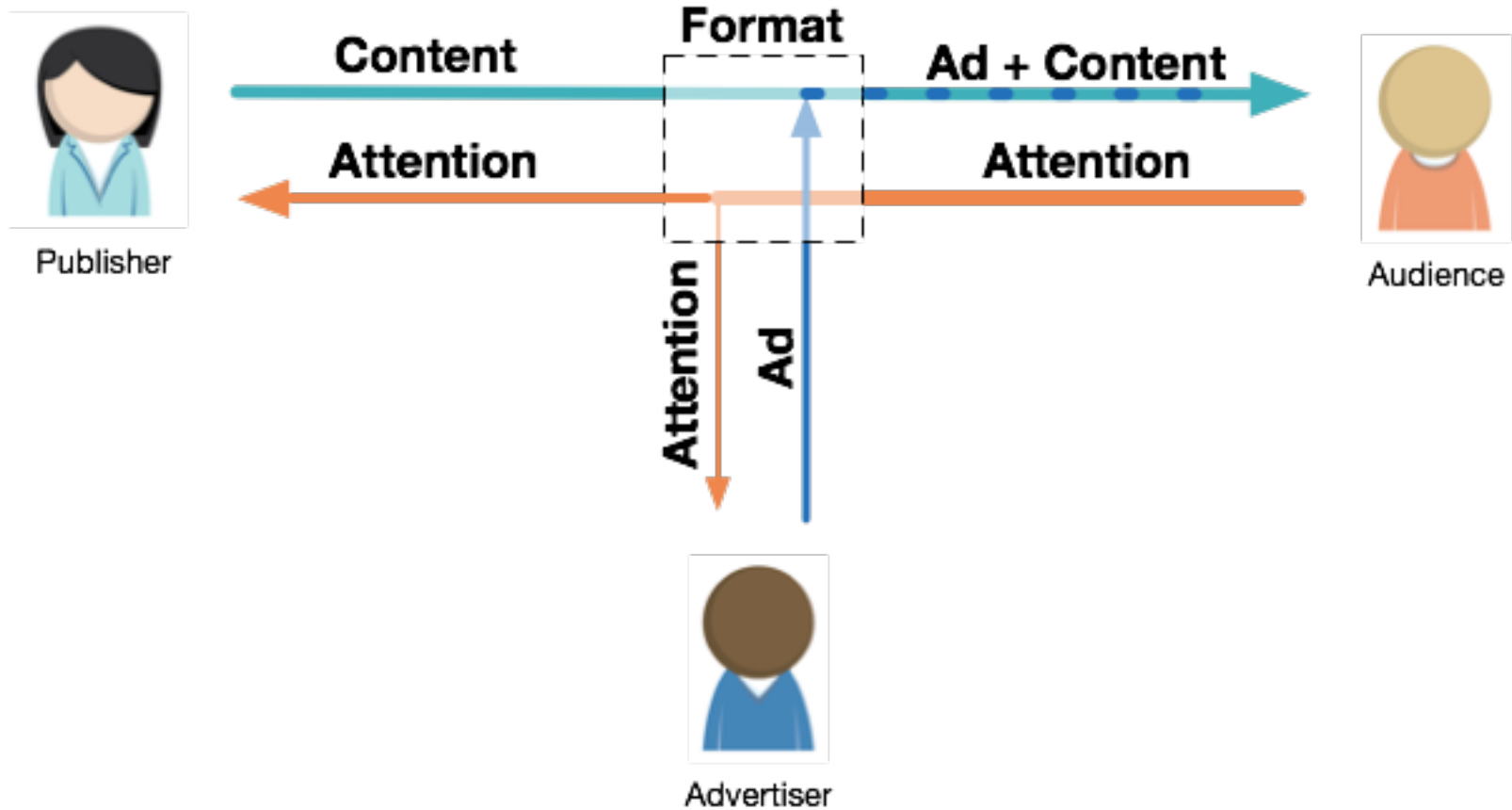
TIME-BASED MEDIA BUYING ON MOBILE

## Digital Content Next Mobile Day

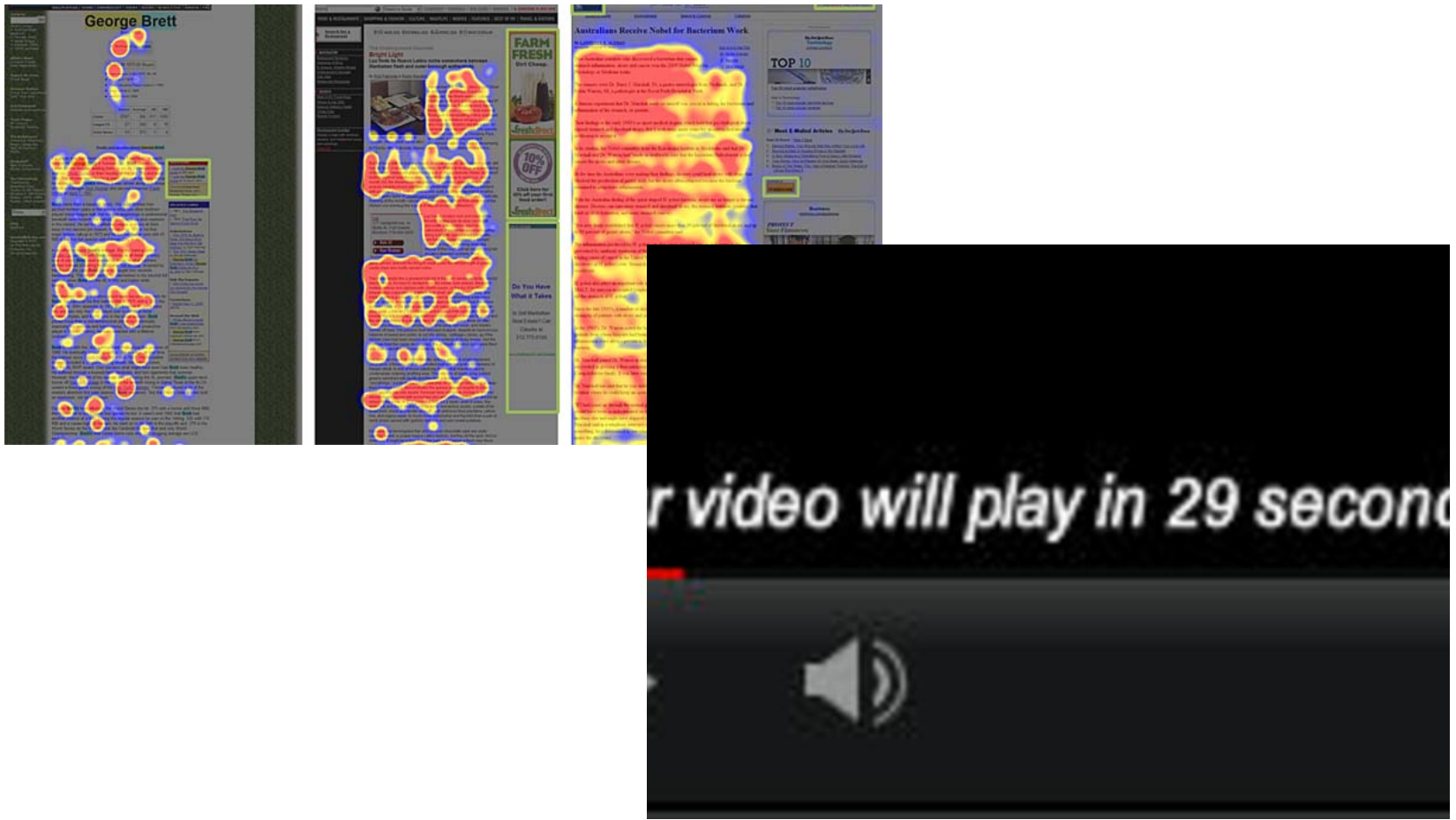
Powered by  SLED

# Impressions?

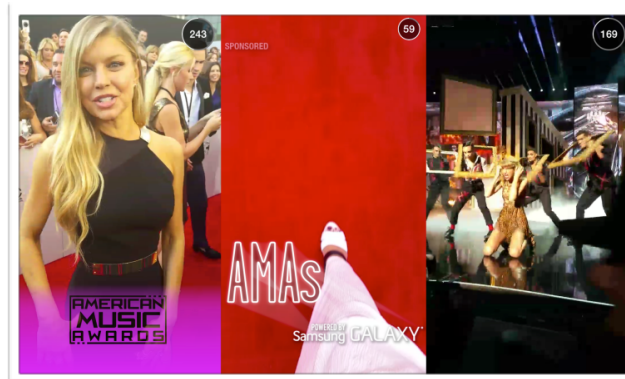
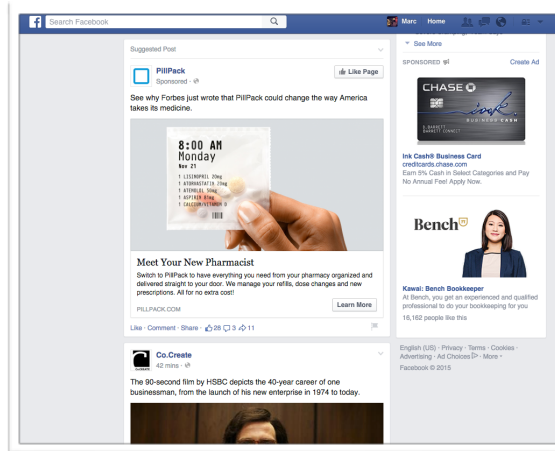
# Attention is Core



# Capturing Attention, The Wrong Way



# Capturing Attention, The Right Way



# Selling Attention at Auction

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**CPC**

$\text{Bid Rank} = \text{CTR} * \text{CPC Bid}$

**CPS**

$\text{Bid Rank} = \text{ToS} * \text{CPS Bid}$



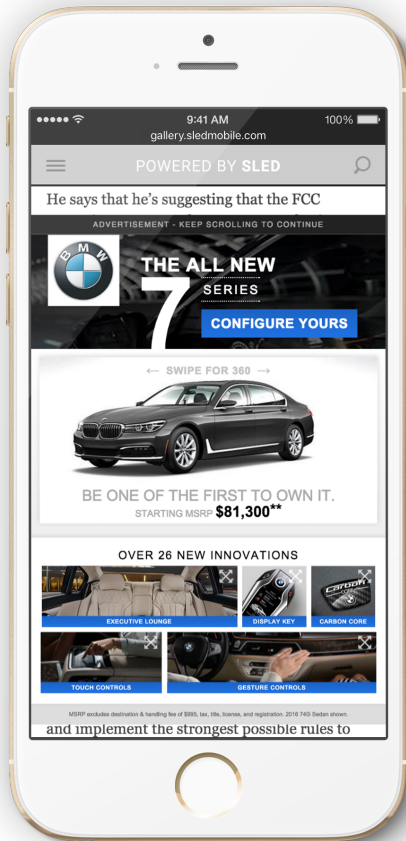
**Better advertising is more cost effective.**

**Ad quality impacts which advertisement runs.**

**The entire market is focused on relevancy.**

# What is Parsec?

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**Politely interruptive ads  
sold per second.**

**We're building a programmatic  
marketplace for time-based  
advertising.**





# Thank you.

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( We're hiring.. )