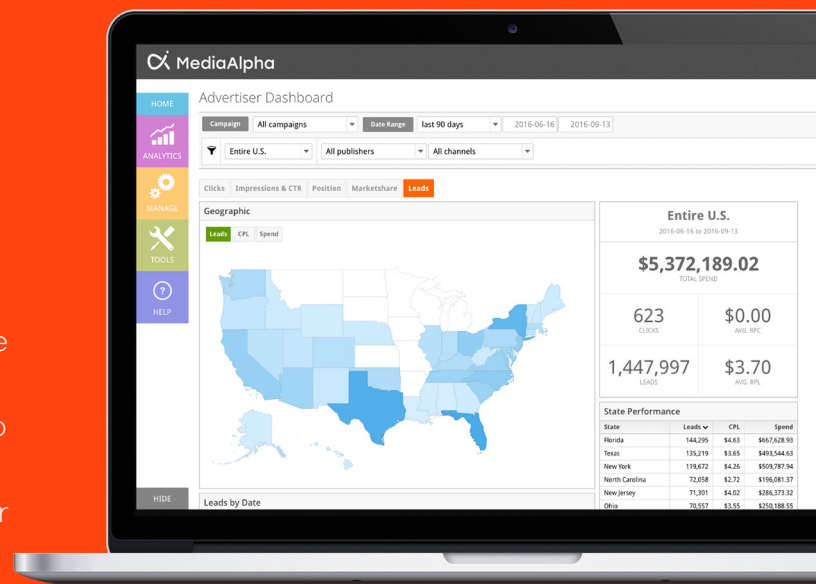


A Revolutionary Way to Buy Vertical Search Media



The real-time programmatic bidding platform to acquire high-intent consumers

At MediaAlpha, we've pioneered powerful, new technologies to target high intent, ready-to-purchase shoppers. We call it vertical search marketing, and we develop technology-driven innovations that keep our partners one-step ahead of the competition. Our technology empowers advertisers to take control over their buying to improve performance and results.



MediaAlpha for Advertisers

Advertisers today need technology tools that help effectively target and acquire the right audiences. MediaAlpha for Advertisers provides buyers with the power of real-time, programmatic technology to manage and optimize all of their vertical search media in a single unified platform. Robust software tools and automation streamline campaign management to save time and resources.



Expand Buying Control

Transparent and granular controls that empower media buyers to buy, how, what and when they want



Maximize Advertising Returns

Software tools and automation streamline campaign management to save time and resources



Improve Operational Efficiency

More efficient and targeted customer acquisition that delivers better bottom line results



Campaign Management

Sophisticated, easy-to-use tools to construct and execute highly targeted campaigns and bidding strategies



Automated Optimizations

Automated bidding and optimization tools to discover ideal targeting, pricing and creative



Source Management

Transparent source management helps advertisers manage campaign distribution across all publishers and channels in a single platform



Reporting and Analytics

Personalized reporting dashboards provide comprehensive and real-time insights to help improve and optimize your campaigns

What Our Clients Say

"During our busiest month of the year, MediaAlpha had especially outstanding performance, increasing its COA advantage by nearly 3x against our other search platforms. The transparency and targeting capabilities on MediaAlpha gave us the control to bid on the exact publishers that we know and trust, helping us achieve better performance results."

– Matthew Jin, **eHealth**

Sample Advertiser Partners



Allstate
You're in good hands.



Nationwide
is on your side

esurance
an Allstate company

PROGRESSIVE

State Farm

MetLife



travelocity



Expedia

hotwire



Robust Technology:

Over 22 million annual transactions



Broadly Accepted:

Over \$200 million annual transaction volume



Growing Rapidly:

1500% YOY growth

About MediaAlpha

MediaAlpha innovates at the intersection of programmatic technology and vertical search, bringing transparency and efficiency to buyers and sellers. MediaAlpha for Advertisers empowers buyers to efficiently acquire high-intent consumers to improve ROI. MediaAlpha for Publishers helps sellers gain control over inventory to optimize yield and maximize revenue.

Contact MediaAlpha at info@mediaalpha.com or visit mediaalpha.com.