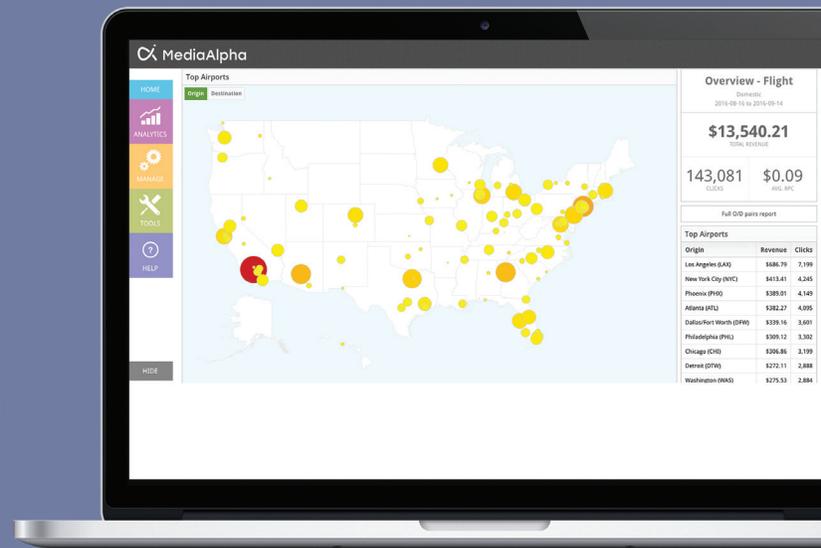


Pioneering Technology to Monetize Vertical Search Inventory



The leading technology solution to take control over your inventory

At MediaAlpha, we've pioneered powerful, new technologies to connect with high intent, ready-to-purchase shoppers. We call it vertical search marketing, and we use it to develop new innovations that keep our partners one step ahead of the competition. Our technology empowers publishers to be in command of their media portfolio to better understand its value and improve bottom line results.



MediaAlpha for Publishers

Quality publishers deserve to be rewarded for the high-purchase intent traffic they deliver. MediaAlpha for Publishers gives you full control over how you monetize your vertical search inventory. Powerful inventory management and unified demand management capabilities help maximize overall revenue.



Increase Inventory Control

Full control of inventory visibility and demand access across all demand sources



Maximize Inventory Yield

Unified demand management to optimize how you monetize inventory and maximize yield



Improve Operational Efficiency

Integrated, cross-demand platform streamlines partner management and increases overall efficiency

Inventory Management



Granular inventory management controls enable publishers to take full control over inventory access and expose the desired channel level directly to advertisers

Yield Optimization



Sophisticated campaign management tools enable targeted campaigns and bidding strategies for publisher inventory. Tools can be exposed direct to advertisers or utilized internally

Unified Buyer Management



Easily integrate and manage multiple demand sources within a single system to streamline partner management and optimize revenue potential.

Reporting and Analytics



Robust and personalized reporting dashboards provide real-time insights across channels and demand sources to better understand inventory value and optimize overall yield

What Our Clients Say

"Implementing the MediaAlpha Exchange platform has resulted in boosting monetization, improving efficiency and enabling our advertisers to execute data-driven, custom bidding strategies on Esurance.com inventory."

– Tolithia Kornweibel, **Esurance**

Sample Publisher Partners



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.