

# Delivering Breakthrough Mobile Video Advertising



Chocolate Marketplace is a global platform for programmatic buying and selling of digital video advertising across mobile, desktop and Connected TV. We offer a superior buying experience for marketers by enabling flexible buying options, highest ad quality and premium supply at scale.

## Work with us to experience new-age programmatic media buying features

175B

Auctions in Q4, 2018

24%

Growth in available Impressions  
Q4, 2018 v Q3, 2018

195%

Growth in PMP ad spend  
Q4, 2018 v Q3, 2018

71%

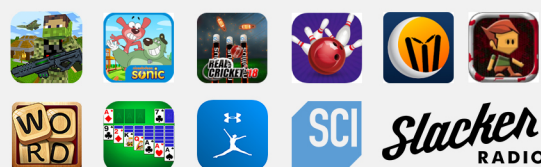
Average VCR

### Leading DSPs, Agencies and Trading Desks



35+ demand partners

### Most scalable video inventory



60B

monthly ad auctions

1500+

publishers

150M+

unique users in US

95%

auctions have device ID

## Engaging ad units empower brands to tell their story

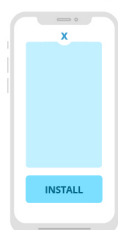
### PreRoll



#### Attributes

Sound On User Initiated  
Skip | Non-Skip  
Mobile Web | App

### Full Screen



#### Attributes

Sound Off, Autoplay, Skip | Non-Skip  
Mobile Web | App, Companion Banner,  
End card (Optional)

### Native/In-View



#### Attributes

Sound Off, Autoplay,  
Skip | Non-Skip  
Mobile Web, Companion Banner

### Rewarded Video



#### Attributes

Sound Off, Opt-In, User Initiated  
Skip | Non-Skip  
Mobile App

## Real time ad fraud protection - a secure, trusted and transparent relationship



Pre-bid deterministic technology,  
not after-the-fact verification



Ads.txt Compliant Inventory: **500+**  
Publishers where Chocolate is a  
verified ads.txt authorized seller



**97%** coverage of post-serve  
impressions for Ad fraud detection,  
validating **69%** as human impressions

## Transact only viewable, brand-safe impressions



Best in-class inventory  
quality controls and  
compliance



Viewability reporting



Available on Mobile  
Web & App



Real-time  
dashboard

## Choose the way your brand wants to buy media

### Open Marketplace

Advertisers participate in a  
real-time bidding environment  
on Chocolate

[Inquire Now](#)

### PMP (Guaranteed)

One to One relation with  
reserved inventory at fixed rate

[Inquire Now](#)

### PMP (Non-Guaranteed)

One to One relation with  
unreserved inventory at fixed rate

[Inquire Now](#)

## In the news



The Drum

MobileMarketing

Entrepreneur

MARTECHSERIES  
Marketing Technology Insights

Chocolate  
Programmatic Video  
Advertising Marketplace

