



The Brilig Co-op Data Marketplace

Delivering Unparalleled Reach And Unprecedented ROI

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Brilig is the only pure data exchange for display advertising. Our mission is to deliver audience targeting accuracy at a previously unreachable scale, by building a marketplace and tools that unite a vast array of databases and display ad serving platforms together.

Brilig brings order to a fragmented and disorganized sell- and buy-side data ecosystem. Buyers can find and buy data, and sellers can offer and deliver data through a unified dictionary, and common pixel.

This ends the need for buyers and sellers to maintain an unmanageable number of business relationships and handle complex data integration for each transaction.

Brilig delivers industry-leading targeting at scale in four unique ways:

- **Brilig helps bring offline marketing databases online.** We enable proven data from direct marketing, email, and direct response TV to deliver effective results for online display advertising.
- **Brilig achieves population-scale reach by allowing buyers to combine data from 60 data sellers that represent 7,500 segments, 200 million uniques and 500 million daily calls.** Buyers can combine segments from multiple sellers, purchase them through a shopping cart, and effortlessly reach tens of millions of relevant consumers. This eliminates the barrier to effective online awareness campaigns for global brands requiring population-scale reach.
- **Brilig operates the only marketplace for lift by incorporating ad campaign data.** Buyers can uncover, build and purchase segments that deliver increased ROI for their campaigns, and sellers can place more accurate valuations on their segments by watching how 200 million consumer profiles interact with 7,500 segments across 1,200 active campaigns.

- **Brilig's cooperative pixel creates vast intersection between segments and campaigns.** Instead of depending on multiple owner's cookies, each member of the marketplace shares use of and contributes to the richness of the non-personal ID, making incredible reach possible.

Brilig Was Built For Reach, Relevance And ROI

Founded in 2009, Brilig was built from the ground up to deliver reach and relevance at true scale for online display advertisers and to create a frictionless, transparent market where buyers and sellers could transact business.

Brilig's cooperative marketplace enables any data segment from any data source to be anonymized and matched to Brilig's cooperative non-personal audience ID and made instantly available to buyers who can search for, combine and purchase population-scale reach with unprecedented ease.

Brilig is also the first company to make tried-and-true direct marketing data available for online advertising.

The result is a marketplace with 7,500 segments from 60 data sources covering 200 million anonymous audience profiles. Any segment can be joined or combined with another to create a unique new segment and immediately deployed in a campaign.

Campaigns can also be retrospectively analyzed against every Brilig segment to uncover hidden lift. These high performing segments can be purchased through the Brilig shopping cart and quickly delivered into the campaign.

No other marketplace offers this kind of insight, or the simplicity and speed of Brilig's audience commerce.

The Only Neutral Marketplace

Because Brilig is a neutral marketplace, it provides equal value and transparency to both buyers and sellers.

- **Sellers benefit** by enabling both online and offline segments to be offered for sale in the marketplace at prevailing valuation, without the need to create one-off relationships and buyer-specific data integration. Further, sellers with offline direct response data can significantly increase the monetization of that data by making it available for online advertising.

- **Buyers benefit** by being able to find and combine multiple sources of data and have full transparency over the collection methodology and cost. Further, buyers have the ability to retrospectively analyze their campaigns against all of Brilig’s segments, enabling them to uncover hidden pockets of lift – often in unexpected segments – and quickly deploy that data to improve campaign ROI.

A Market Unlike Any Other

The heart of Brilig is its dictionary – a vast catalog of data and sources – that is optimized for fast search, selection and acquisition. Once segments are identified and selected, our innovative marketplace shopping cart enables buyers to purchase and receive data without the need to contact multiple data vendors, arrange for third-party merge/de-duplication, and reconcile different invoices.

Brilig’s platform is a robust combination of technologies that deliver exceptional scale and ROI

Statistic	Currently	Year End
User Profiles	200,000,000	250,000,000
Records/profile	50	70
Events daily	500,000,000	800,000,000
Data Stored	18 Terabytes	36 Terabytes
Data Sellers	60	80
Segments	7,500	10,000

Before Brilig, finding lift was a matter of trial and error – and required a significant amount of risk taking when buying segments not directly related to the campaign.

With the Brilig Lift Report, buyers can compare the results of a particular campaign against all of Brilig’s segments and see which additional segments will deliver better results in terms of CTR or conversions, among other metrics.

Buyers can select segments directly from the lift report and purchase them for fast deployment.

Brilig delivers data from 60 leading sellers including top ad networks and distribution platforms



The Brilig Lift Report enables buyers to find hidden lift amongst all of Brilig’s 7,500 segments. No other marketplace offers this capability.

Campaign	Travel Resort Offer
Date	2/23/2011
Summary Data	
Total Views	127,592,620
Unique Views	69,503,610
Total Clicks	86,080
Gross CTR	0.067%
Conversions	2,754
Conversion Rate	3.2%

Tip Of The Day

Look for segments with 2x or more lift and over 100k in inventory and then contact Brilig to license this data for refining ongoing campaigns as an insight into next campaign

Brilig Lift Report™

Description	Total Views	Total Clicks	CTR	Conversions	Conversion Rate	Inventory
Mobile - All	449,501	738	0.164%	134	18.2%	36,816,340
iPhone - All	288,633	476	0.165%	68	14.3%	15,614,560
DIY - All	170,601	1,044	0.612%	104	10.0%	213,460
Hispanic	1,532,166	2,298	0.150%	224	9.7%	7,123,453
Medical Science - All	191,750	370	0.193%	36	9.7%	2,565,860
Windows Platform - All	407,460	688	0.169%	64	9.3%	6,899,076
Non-Profit – Child Care	167,655	1,042	0.622%	86	8.3%	68,400
Mobile	3,587,307	564	0.016%	30	5.3%	600,545
CPG Campaign – Food	2,505,201	3,734	0.149%	194	5.2%	5,204,853
Animals	284,013	482	0.170%	24	5.0%	13,601,640
Median Home Value 750K-Up	31,674	484	1.528%	22	4.5%	2,299,692
Computer Hardware - All	207,158	456	0.220%	20	4.4%	513,553
Wellness - All	362,485	1,162	0.321%	46	4.0%	16,833,460
How To's & Guides	240,977	360	0.149%	14	3.9%	9,350,840

Robust, Scalable and Mission Critical Reliable Technology Platform

Brilig is built on the most current cloud-based, highly scalable technology. Every day the system handles 500,000,000 daily events at speeds and reliability that rival the fastest financial services environments.

It was designed from the ground up to handle the mission critical needs of online advertisers in targeting consumers, as well as provide buyers and sellers with a rich, easy to use interface to simplify the business of the world’s largest data marketplace.

To learn more about how Brilig can benefit you, please call our account team at 212-297-1860, or visit us at our website www.brilig.com.



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