

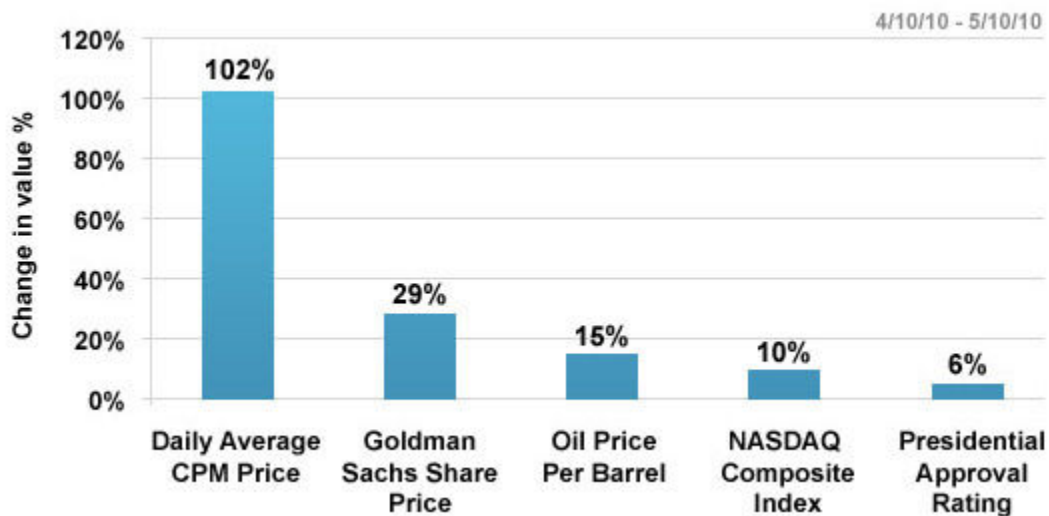
Extreme Price Volatility Across Ad Exchanges Presents Opportunities for Buyers

DataXu analyzed the price paid for ad impressions across ad exchanges over the past 30 days, and discovered that the average daily price varied by over 100% during the period.

This analysis is drawn from our leading cross-exchange advertising optimization platform, which evaluated over 175M unique user visits and hundreds of billions of ad impressions from all of the major suppliers of biddable display advertising during the measurement period.

Welcome to DataXu MarketPulse! We started this newsletter in response to our customers' requests for visibility and insights into the rapidly evolving world of biddable digital media.

The Average Daily CPM Price for Display Ads Across Exchanges Varies by Over 100%



The fluctuation of ad CPM prices outpaced other dynamic values -- even during a period that included the stock market's "flash crash" and the Goldman Sachs' investigation.

"With the tremendous growth of exchanges for bidding on digital display ads, we are seeing a

persistent price volatility across all points of supply," said Mike Baker, CEO of DataXu. "This presents innovative advertisers with a huge opportunity to boost media effectiveness and efficiency. But to do so, they have to move beyond static media buying to dynamic decision systems that keep pace with the volatility."

Advertisers know that exchange-traded inventory varies in value, but this significant volatility in prices for fungible placement opportunities may serve as a wake-up call. When it comes to display ads, are you confident that you are getting what you pay for?

Over time, across large campaigns, such price variances can have a significant impact on ROI, if an advertiser is not employing the right analysis and tools to ensure that their higher cost impressions are also the highest value impressions for their specific goals.

DataXu's MarketPulse explores the data that defines today's digital advertising marketplace. Stay tuned for future insights from DataXu.

About DataXu. Our technology offers a transformative approach to media buying, helping brands and their agencies use data-driven decisioning to improve media performance and reduce operating expenses. For more information, please visit www.dataxu.com, check out our [blog](#), or contact us at marketpulse@dataxu.com.

DataXu's 30-day CPM range percentage represents the variance between the lowest and highest average daily price for all real-time ad impressions purchased by DataXu across all inventory sources.

Additional data sources: NYMEX Light Sweet Crude Oil Average, NASDAQ Composite Index, Rasmussen Reports.



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