



Exponential AdTech, Exceptional Results



2026 Capabilities

WHAT IS PROGRAMMATIC ADVERTISING?

Programmatic advertising is the automated buying of online ads across the open internet.

Programmatic placements include, but are not limited to: all **web publishers**, **connected TV content** (Hulu, Disney Plus), **streaming audio spots** (Pandora, Spotify), and **digital out-of-home placements** (physical signage in airports, doctor's offices, cafes, billboards).

These ads are purchased and managed via software powered by **Artificial Intelligence** called **Demand Side Platforms** (DSPs), which allow for larger scale reach and growth with minimal human effort.

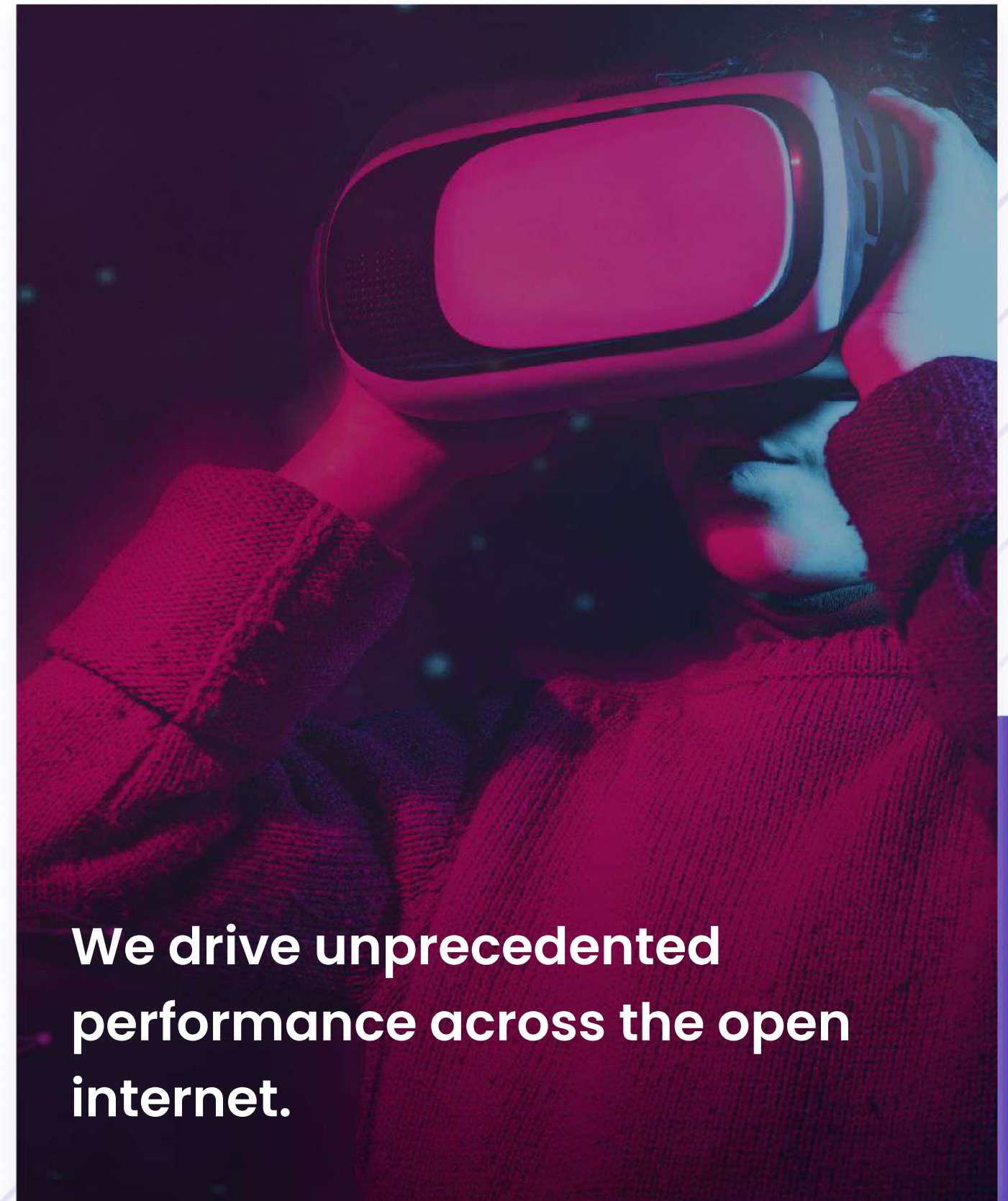


WHO WE ARE

Version2 is your guide to programmatic advertising.

We're a group of **results-oriented, ad-tech obsessed, fiduciary marketers** who empower companies to reach exponential growth through proprietary programmatic technology, decades of combined years of programmatic experience, and testing thousands of campaigns across all industries. Your success is our success.

We are your **single access point** to enterprise technology, premium placements and engaging creative, and real performance numbers.



We drive unprecedented performance across the open internet.

THE PROBLEMS WITH PROGRAMMATIC

No single DSP can do it all

No single DSP can do everything. Each excels at something different, like breadth of integrations, strength of algorithms, integrated ad channels, formats, or reporting.

High Spend Commitments

The Industry-leading DSPs have invested so much into their tech that they only cater to advertisers who commit to budgets of \$1.2m+ annually.



Plus, digital advertising has a steep learning curve, with so many DSPs and channels to choose from.

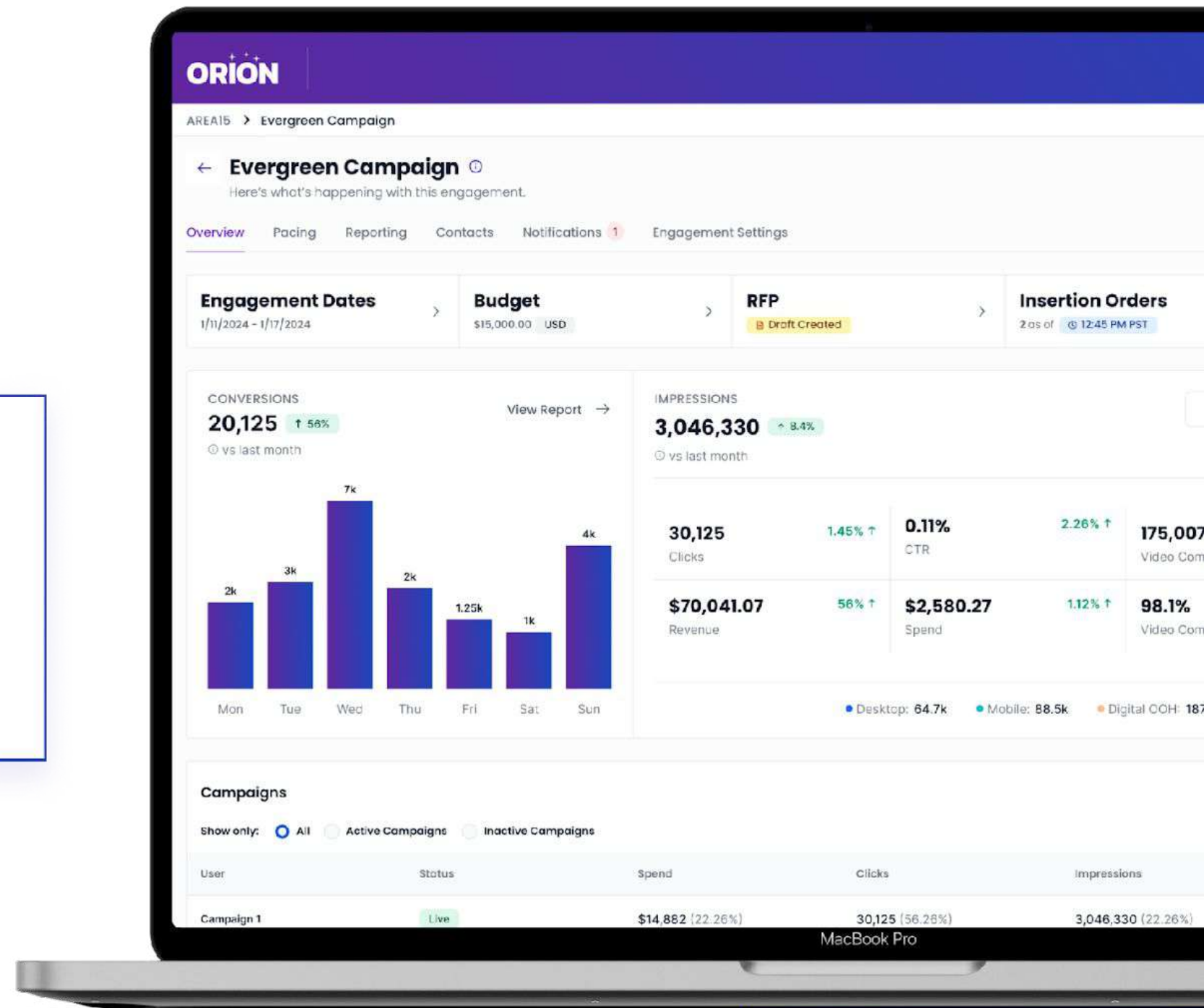
Where do you start?

OUR PROPRIETARY PLATFORM

ORION, Your All-In-One Solution

Exponential Growth, Unprecedented Visibility. Version2's ORION is the first all-in-one platform that allows agencies, brands, and media buyers to **create, launch, and analyze multiple campaigns across the top 6 market-leading DSPs.**

The best digital advertising thrives on an open internet. **With ORION, you have access to the entire internet, not just part of it.**

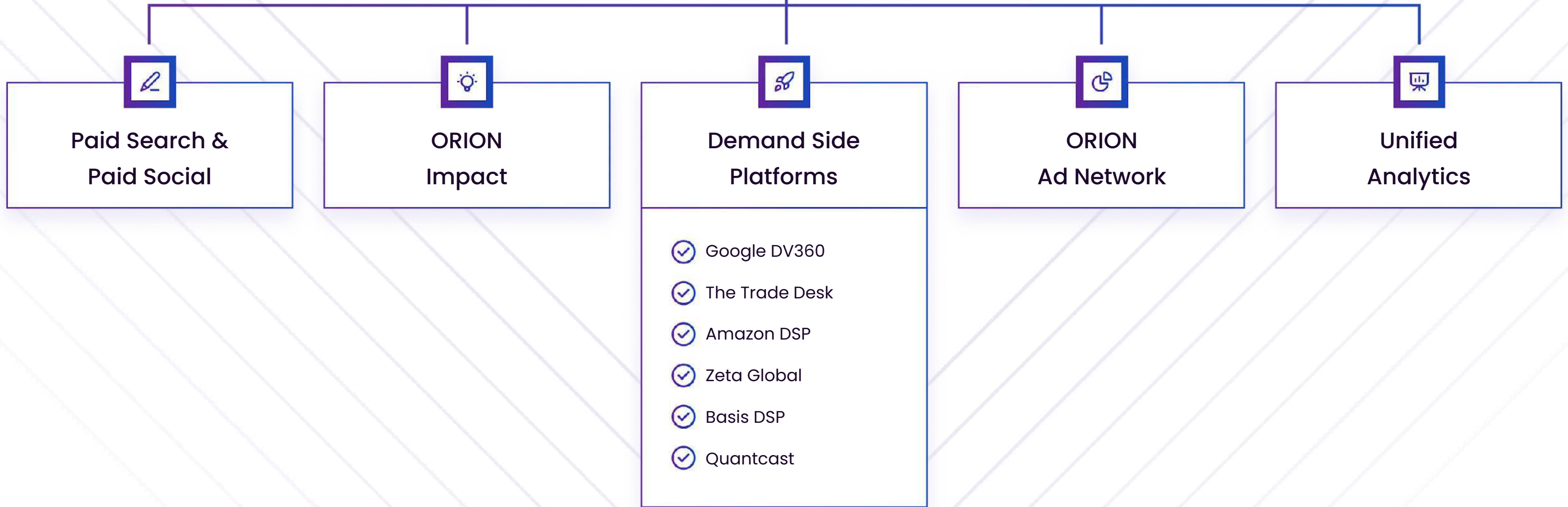


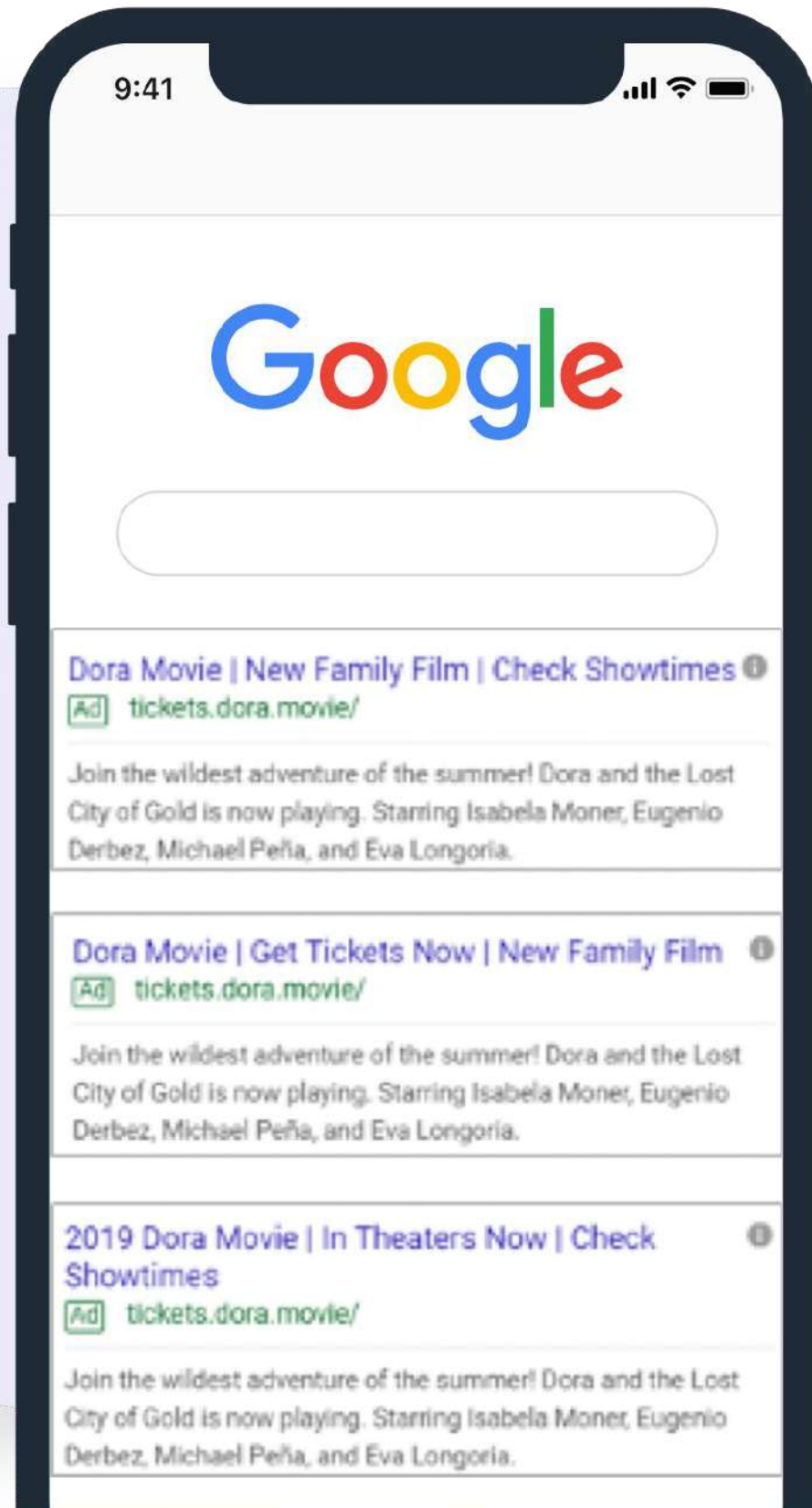
ORION is a workflow solution that empowers media buyers to scale their engagements far past what humans alone can accomplish.

NO SPEND REQUIREMENTS, NO INTEGRATION WORK

THE ORION SOLUTION

A Trade-Side Platform





Paid Search

Search engine marketing increases your online presence, awareness, and website traffic on sites like Google, Bing, and Yahoo, placing your brand in front of an engaged audience during a critical micro-moment of intent.

SEM

Sponsor results on search engines and drive an immediate increase in website traffic. Version2's SEM services include ad copy/keyword development, extension recommendations, ongoing competitive research, and more.



Version2 is recognized as a Google Partner for maximizing success and growth for our clients, and demonstrating Google Ad skills and expertise through certifications.

facebook

Snapchat

Pinterest

Instagram

TikTok

reddit

X

LinkedIn

Paid Social

Paid Social advertising campaigns are activated on industry-leading platforms. Our team offers forecasting, planning, campaign setup, optimizations, and streamlined reporting

Key Benefits

Extensive Targeting

Through our partnership with LiveRamp Data Store, we're able to access 200,000+ prebuilt second-and-third-party data segments for use on social campaigns, including the ability to build custom data segments for each client.

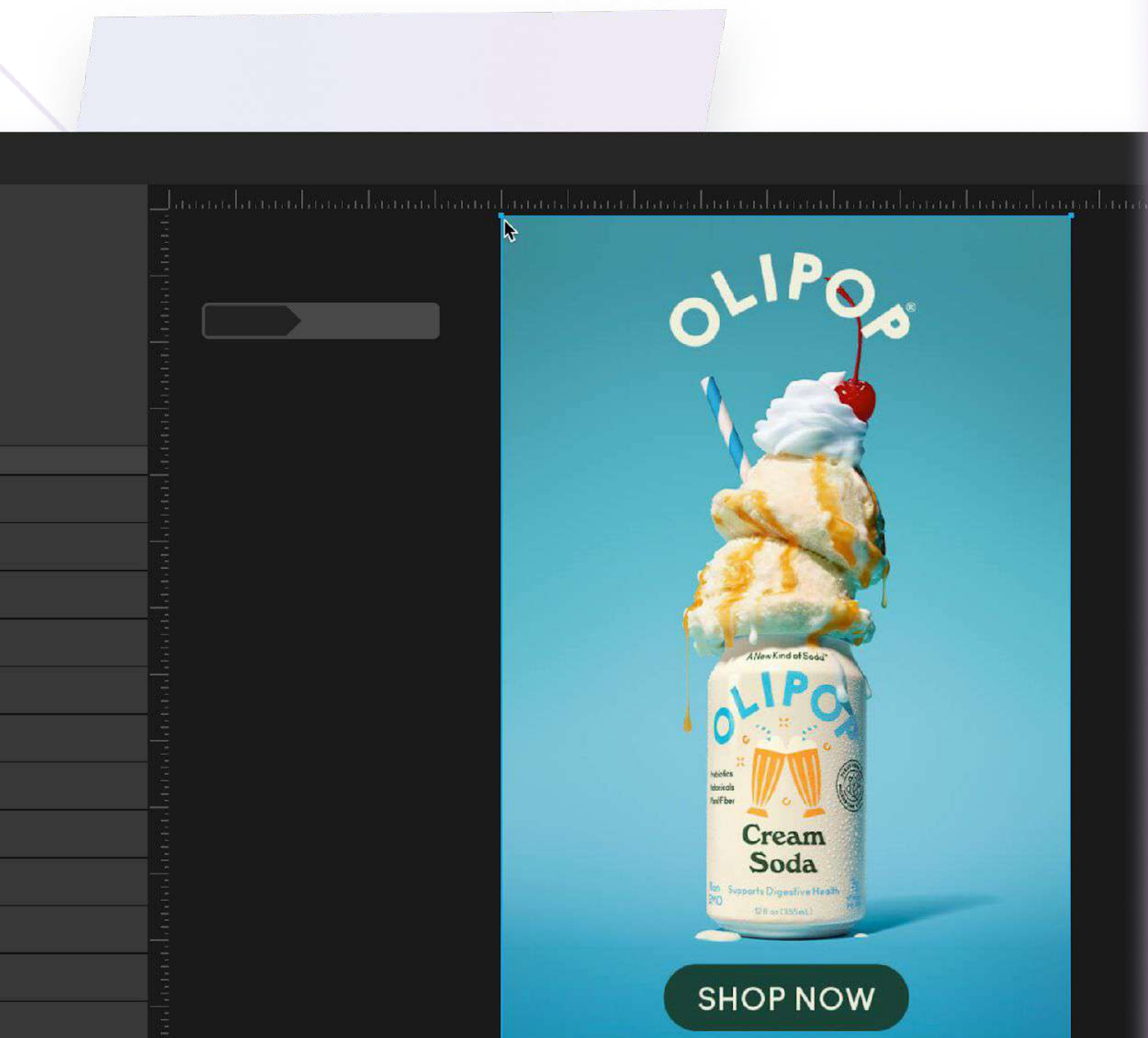
Campaign Management and Optimization

Our campaign management team has expertise in campaign setup and optimizations across all major social media platforms.

Digital Media Consolidation

Our full-service approach to digital consolidates the media buying process by keeping all digital media placements on one report and invoice.





ORION Impact

Build, organize, and run amazing creative, with the help of our team or the help of our tools.

WE BUILD Tap in our team to build audio, video, or display ads. We provide strategy for your campaign by request, and A/B testing through ORION.

YOU BUILD For a more hands-on option, use ORION Studio to design and edit your creative. Every industry-leading template and format included.



ORION Studio

The rich media HTML5 studio for display and video



Skins & Interscroller

Custom placements across 2000+ sites for site skins & interscroller ad units



Social Mirroring

Mirror your social media posts across the open web for display, video, & CTV

ORION Demand Side Platforms

Display & Video 360

- Google’s Display & Video 360 is the evolution of DoubleClick Bid Manager, Campaign Manager, and Audience Center
- The staple for **brand safety, fraud protection, and viewability**
- Access **Google Workspace audience data**, at the top of the bid waterfall, within Google publisher properties

theTradeDesk™

- The Trade Desk was founded by the **pioneers of real-time bidding**
- The **fastest growing demand-side platform** in the industry
- **Best-in-class technology** to manage **display, video, CTV, and audio** advertising campaigns

amazonadvertising

- Use **Amazon-exclusive audiences** to reach your ideal audience **on and off Amazon**
- Access to **Twitch audiences** and **Twitch in-app**
- Programmatically **reach your audiences** across both Amazon-owned sites and apps, like **IMDb**, and **leading publishers’ sites** through direct inventory from **Amazon Publisher Services** and third-party exchange

ORION Demand Side Platforms



- The Zeta DSP (FKA Sizmek DSP, FKA Rocket Fuel DSP, [x+1] DMP) analyzes consumer attributes based on **11.2 million behavioral and demographic data points**
- Invested \$400 million into **Artificial Intelligence** to understand and predict customer intent
- Leverages more than **2.4 billion identities to create personalized experiences** for each consumer



- Basis DSP grants access to an entire programmatic universe of **inventory, audiences, and data sets**
- Leverage **20+ years of publisher relationships** and our best-in-class **Private Market-place** library of over **2,000 active private deals** across hundreds of top sites
- Uses a combination of **AI and machine learning to allow for customizations** based on unique campaign goals



- Quantcast's AI and **machine learning engine** scores models a **million times per second** to predict **live consumer behavior** and audience characteristics
- Quantcast's measure product includes **pixels on 100m+ websites** making for hyper-rich, first-party data
- The DSP queries a database of **a trillion online signals in under a hundred milliseconds** to provide interactive, granular insights



ORION Ad Network

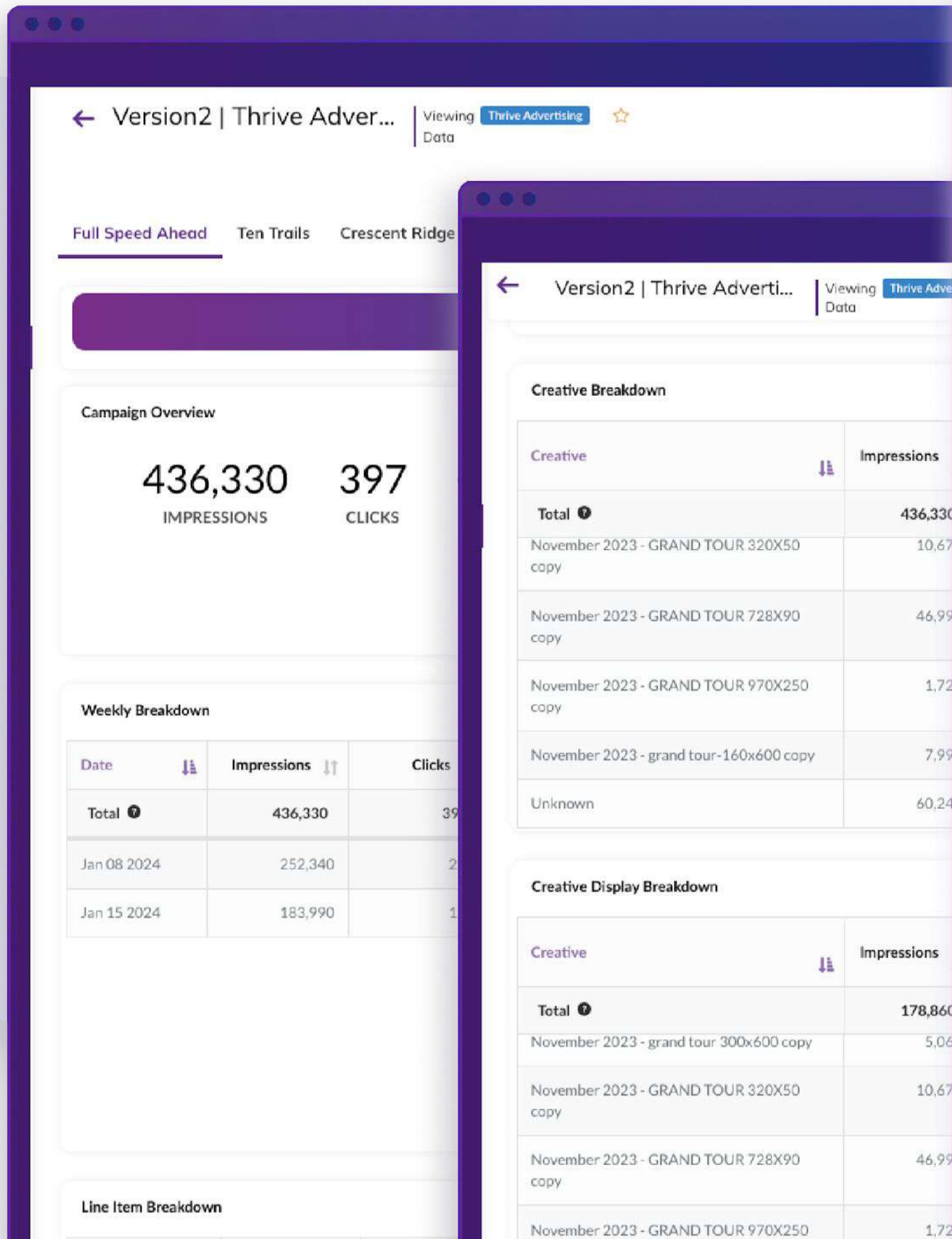
Our Supply Side Platforms provide us with access to high-quality publishers. We take a media-agnostic approach, meaning you have control and transparency in buying.

- ✓ Industry-Leading Supply Side Platforms
- ✓ PMP & Deal IDs Across Premium Publishers
- ✓ Transparency in Publisher Selection
- ✓ Focus on Local and National News, Business, Lifestyle, Health, and Entertainment Publishers
- ✓ Highly Viewable Placements
- ✓ Brand Safety Verification
- ✓ Competitive Pricing

Unified Analytics & Reporting

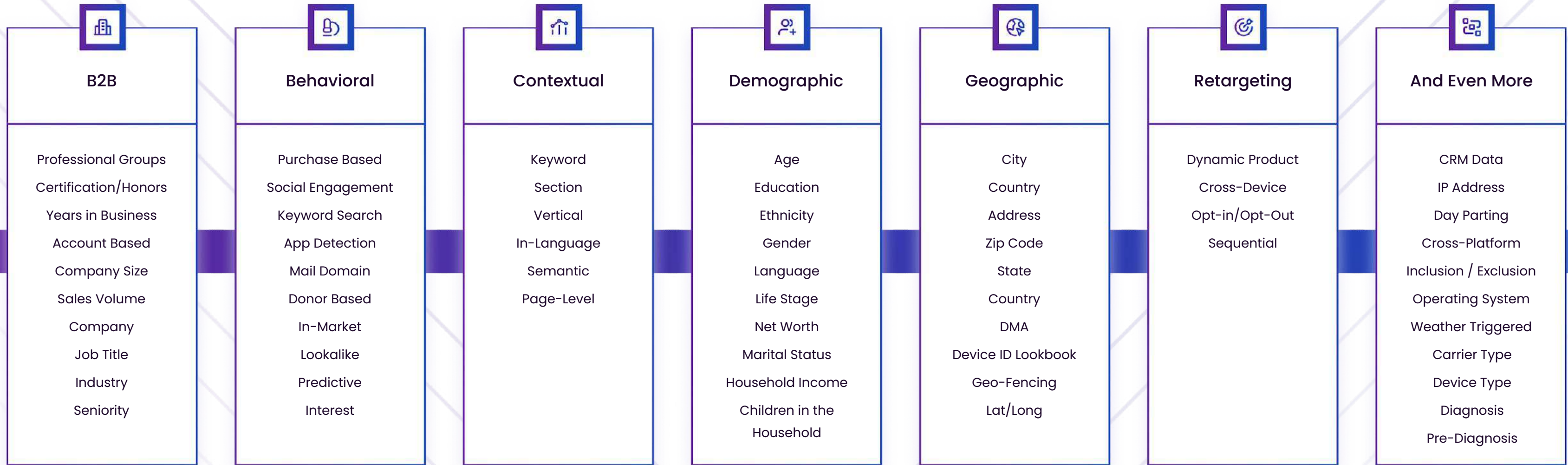
Make your data work for you. Our powerful dashboard compiles your performance across DSPs to inform current and future campaigns.

- ✓ Our powerful AI provides actionable insights for cross-device reporting
- ✓ Exportable, white-labeled reporting metrics throughout each campaign, giving you the granular details and allowing you to show your team the wins and areas for improvement
- ✓ Universal: Track performance by platform, channel, media type, tactic, creative, time of day, geography, CPM, CPA, CTR, CPC, ROAS, and more



Targeting Capabilities

Targeting options to reach anyone, anywhere on the open web. Find new, existing, and similar audiences with 200+ 2nd-party, 3rd-party, and verified offline data partners across 200,000+ prebuilt segments and limitless custom options.



Tier 1

Premium CTV Networks



NETFLIX : Custom pricing and minimum spends apply

Tier 2

Accessible CTV Networks | Popular

Tier 2

Accessible CTV Networks | Popular

Tier 3

Run of Network CTV | Including but Not Limited to

				
				
				
				
				
		<p>+ hundreds of local news stations</p>		

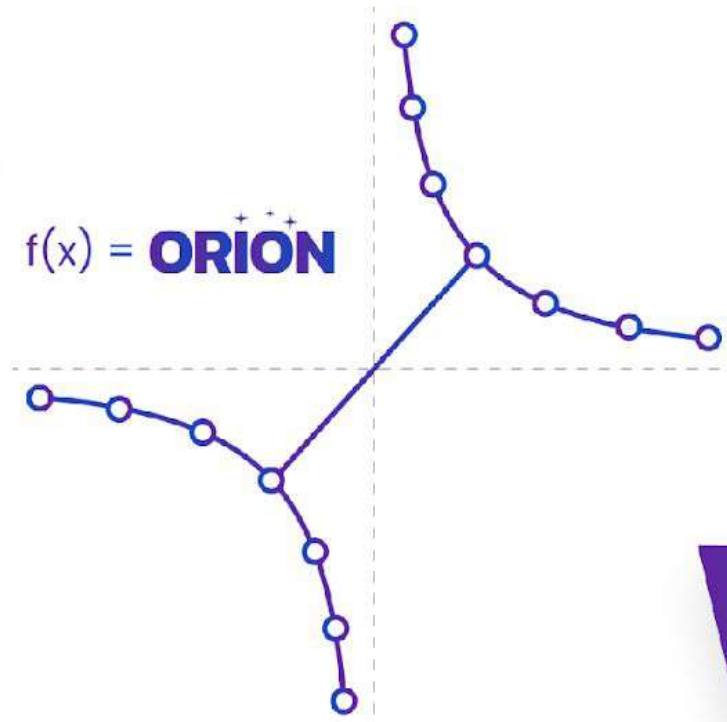
OPTIMIZE PERFORMANCE

The ARTEMIS Algorithm

Our bespoke algorithm takes historical, aggregate, real-time performance and campaign data across the top 6 DSPs, and learns from it to recommend the best media, format, and inventory mix for your next campaign.

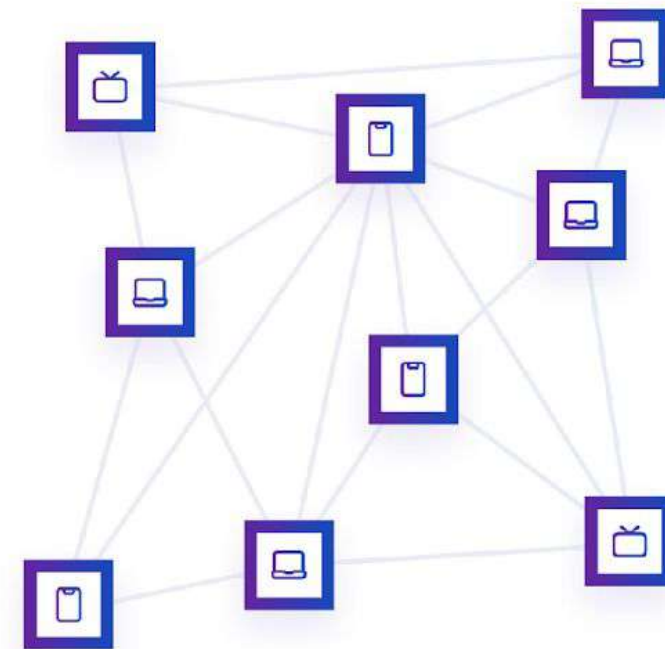
Pivot at the Speed of Light

The algorithm quickly and automatically adjusts to what is working (or not).



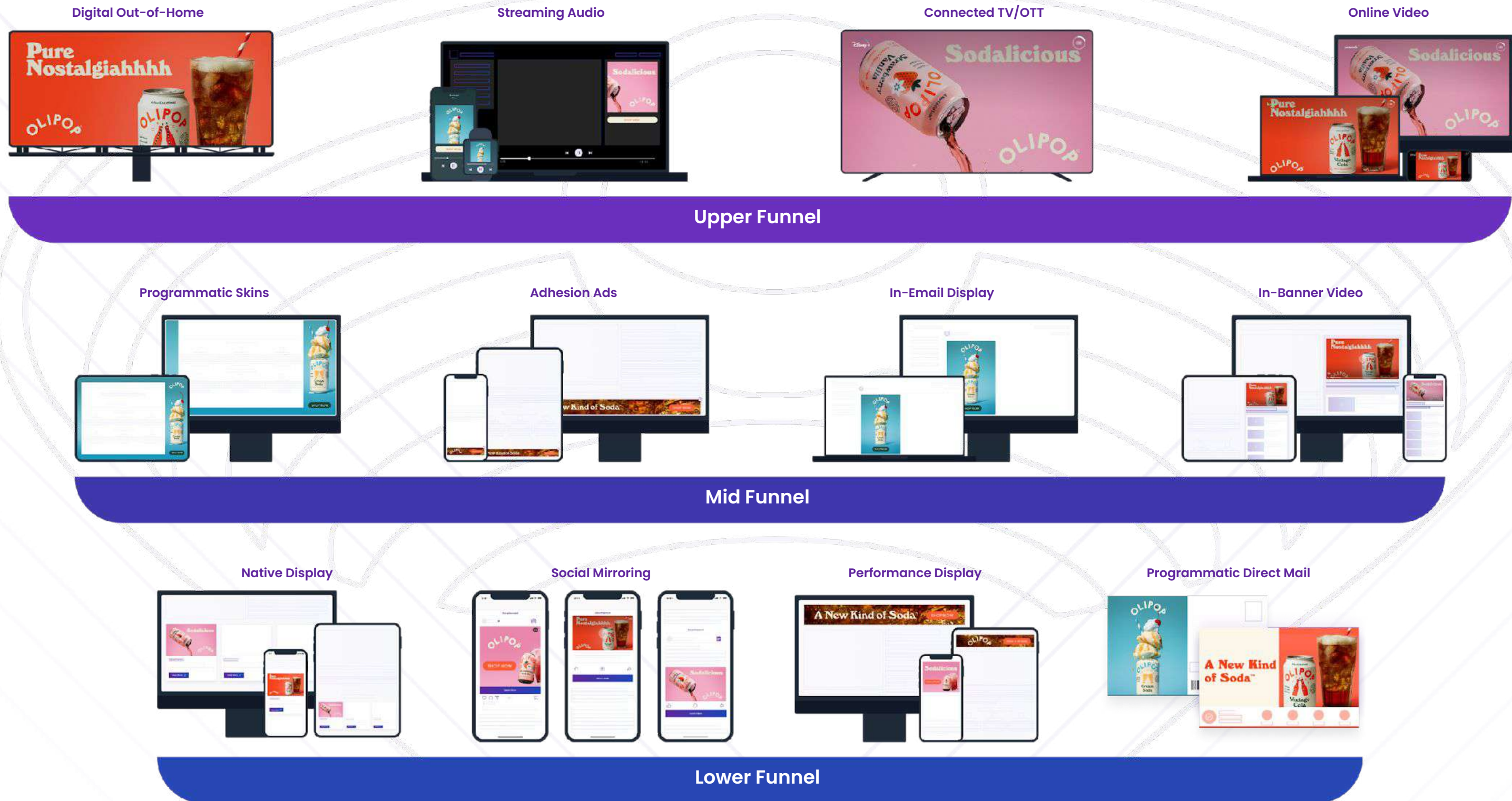
Connect the Dots

The algorithm synthesizes hundreds of thousands of data points to understand and recommend best performing channels and formats.



PROGRAMMATIC ADVERTISING CHANNELS

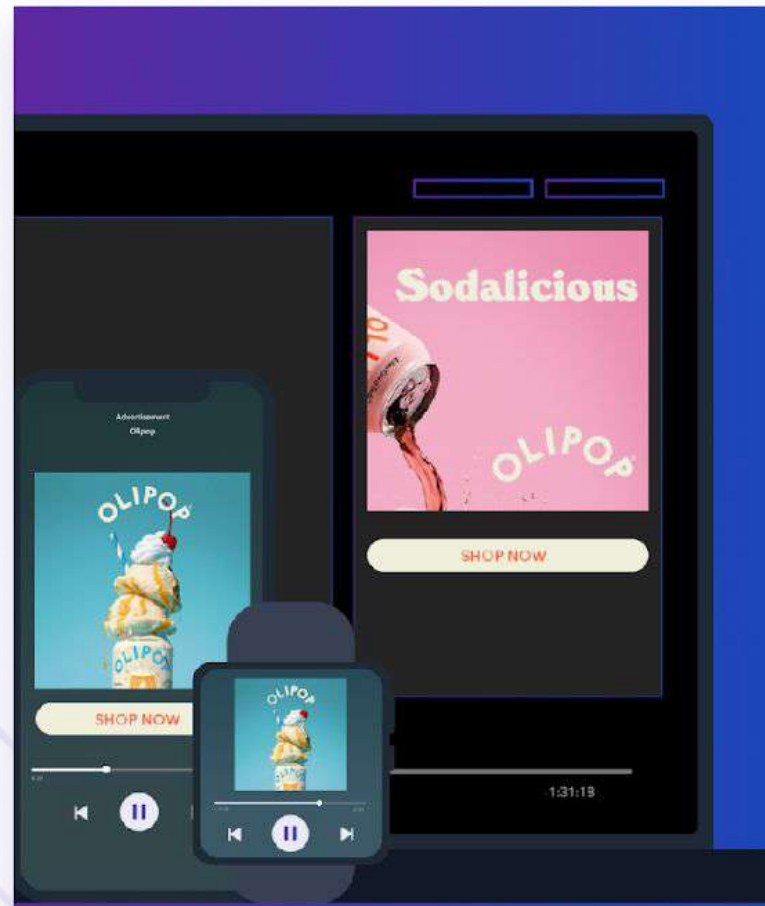
For Every Stage of the Digital Sales Funnel



Digital Sales Upper Funnel



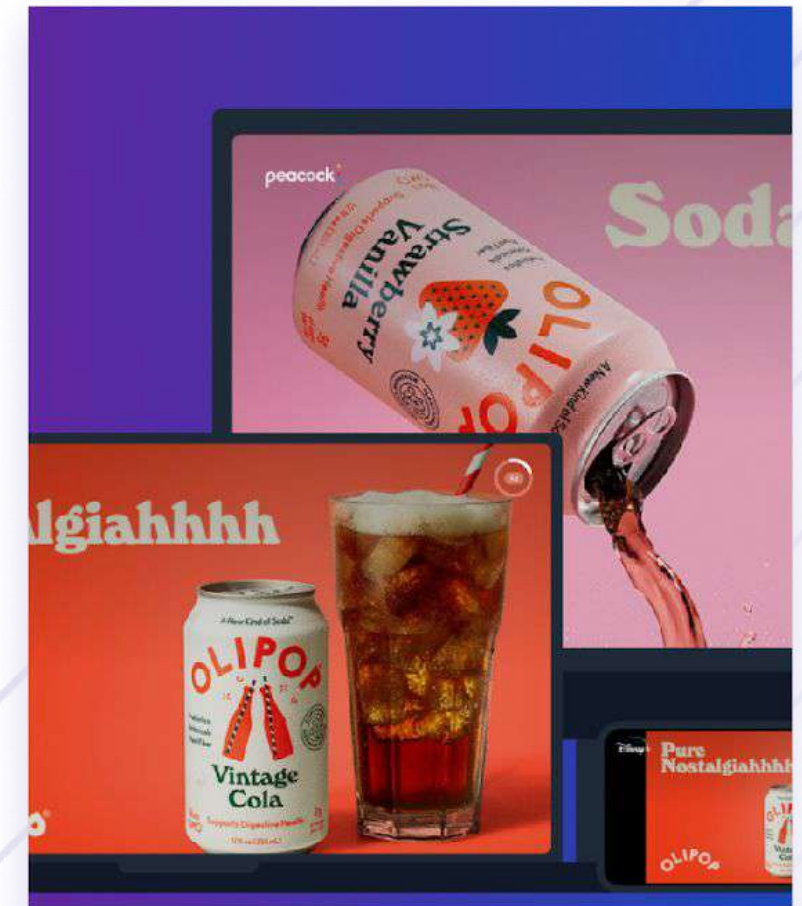
Digital Out-of-Home



Streaming Audio



Connected TV/OTT



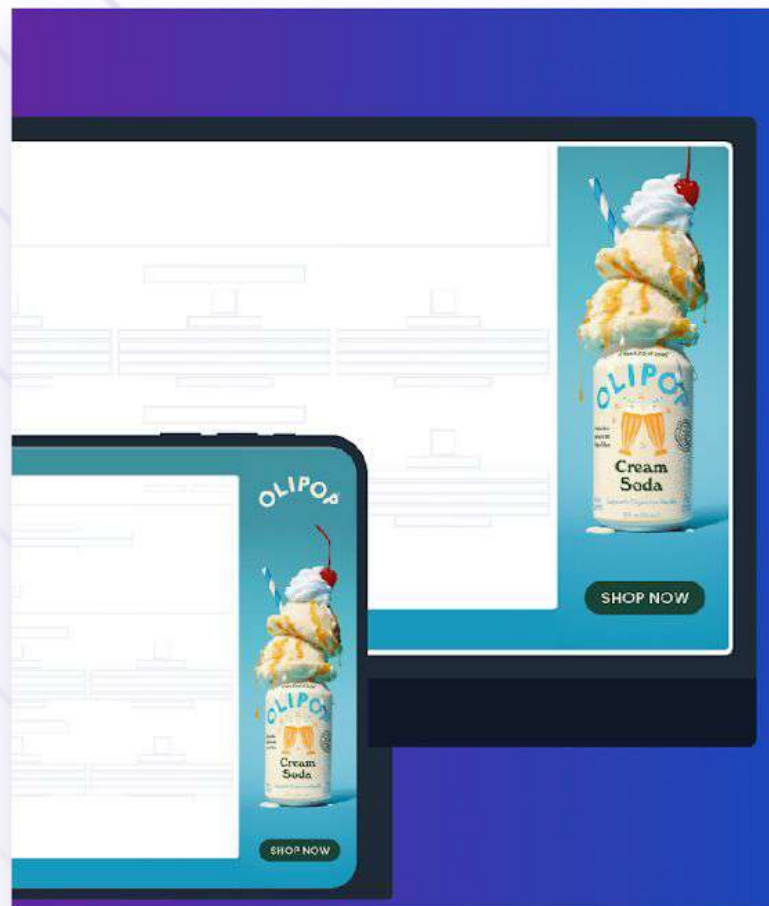
Online Video

Mid Funnel



**The digital sales funnel is complex and non-linear, but we have displayed it this way to best illustrate our services.*

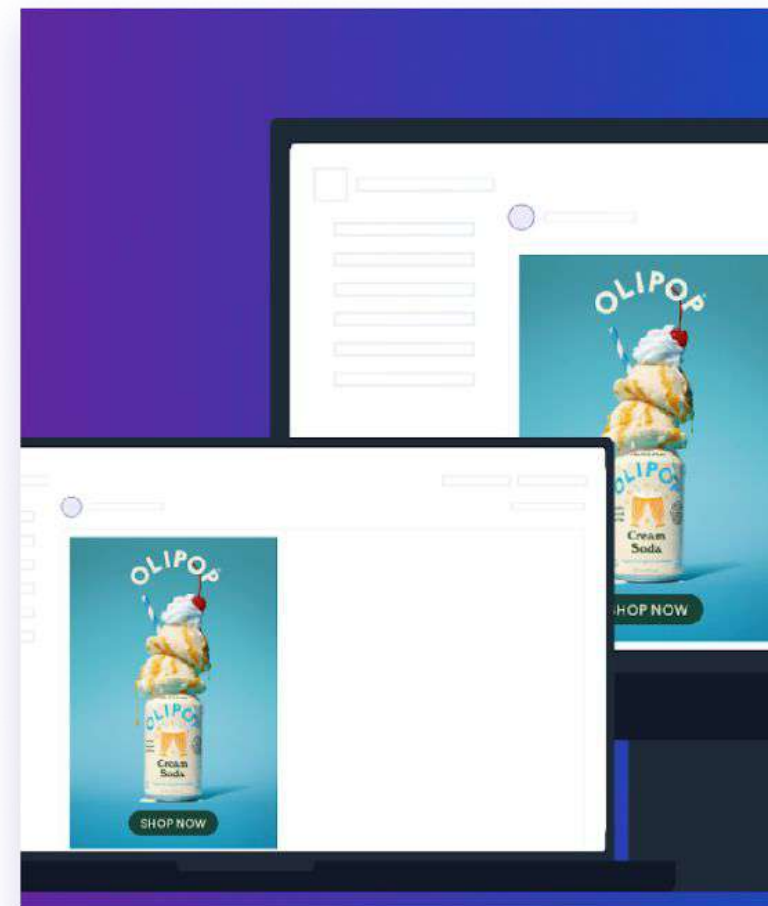
Digital Sales Mid Funnel



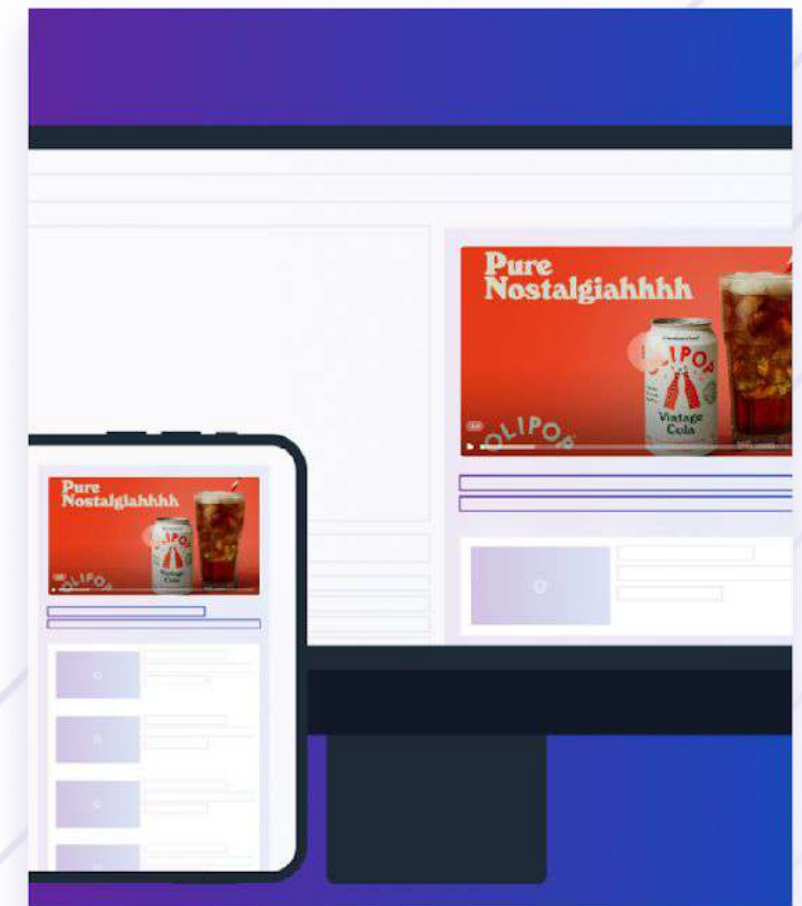
Programmatic Skins



Adhesion Ads



In-Email Display



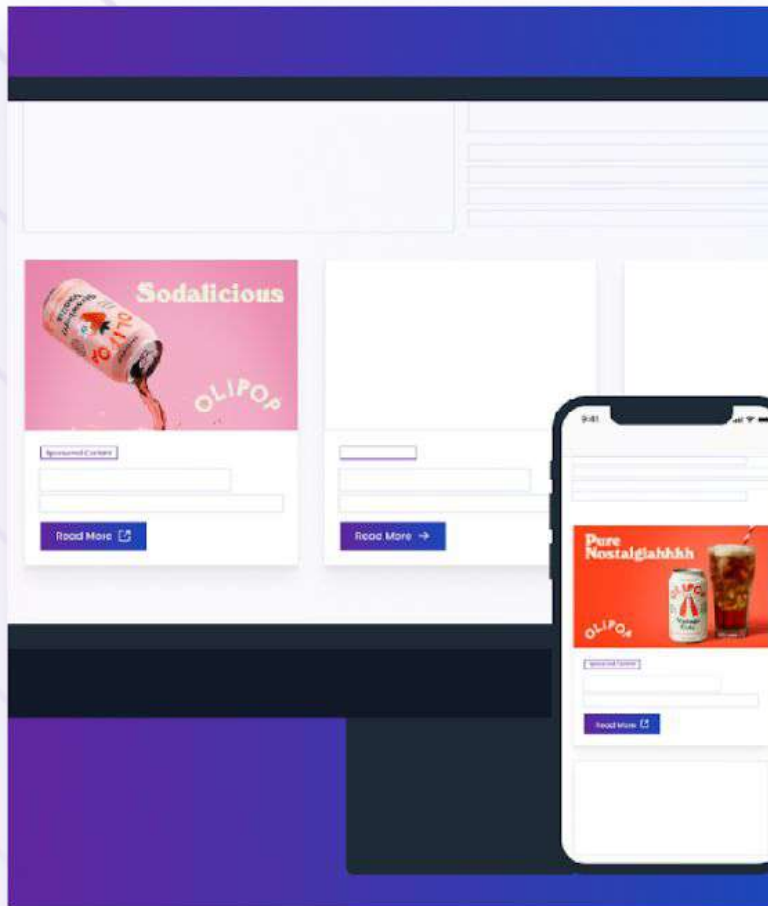
In-Banner Video

Lower Funnel

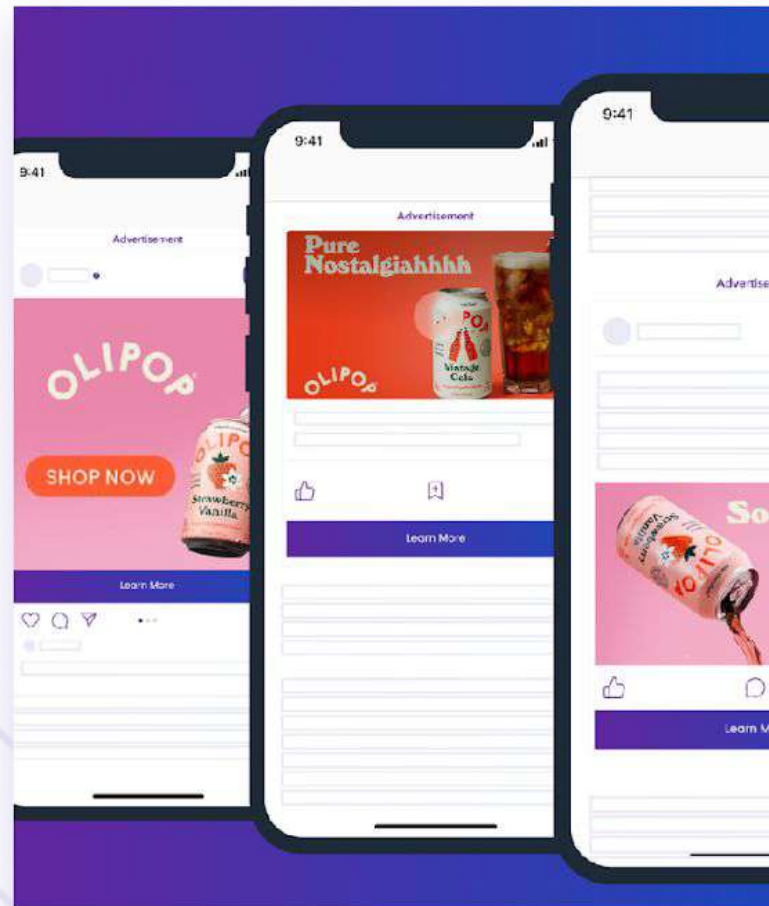


**The digital sales funnel is complex and non-linear, but we have displayed it this way to best illustrate our services.*

Digital Sales Lower Funnel



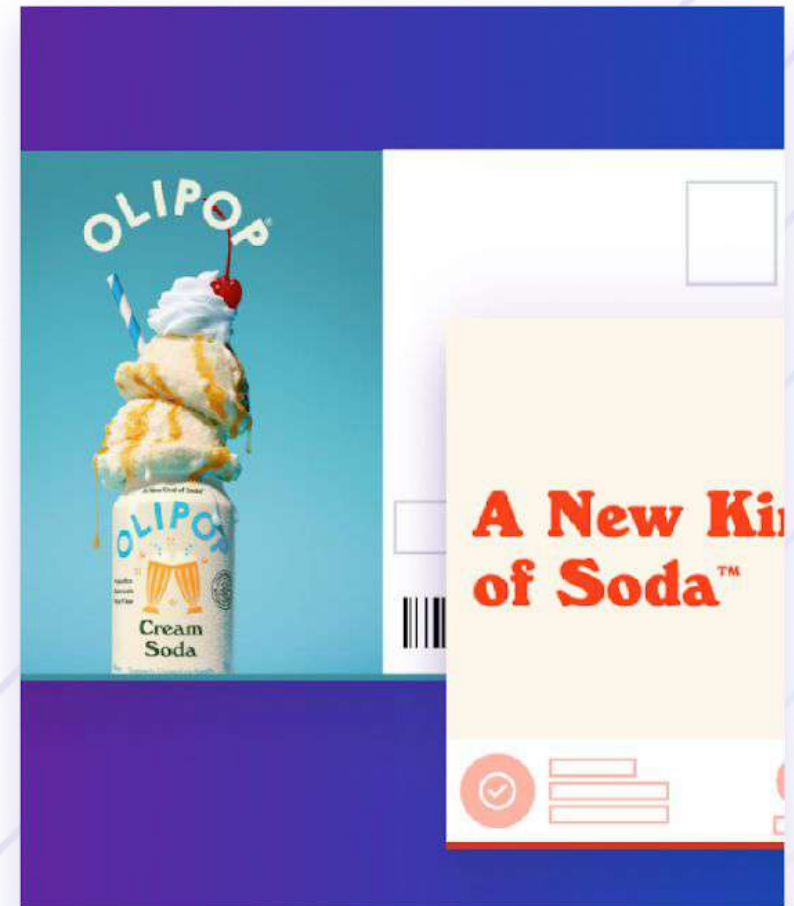
Native Display



Social Mirroring



Performance Display



Programmatic Direct Mail

Conversion

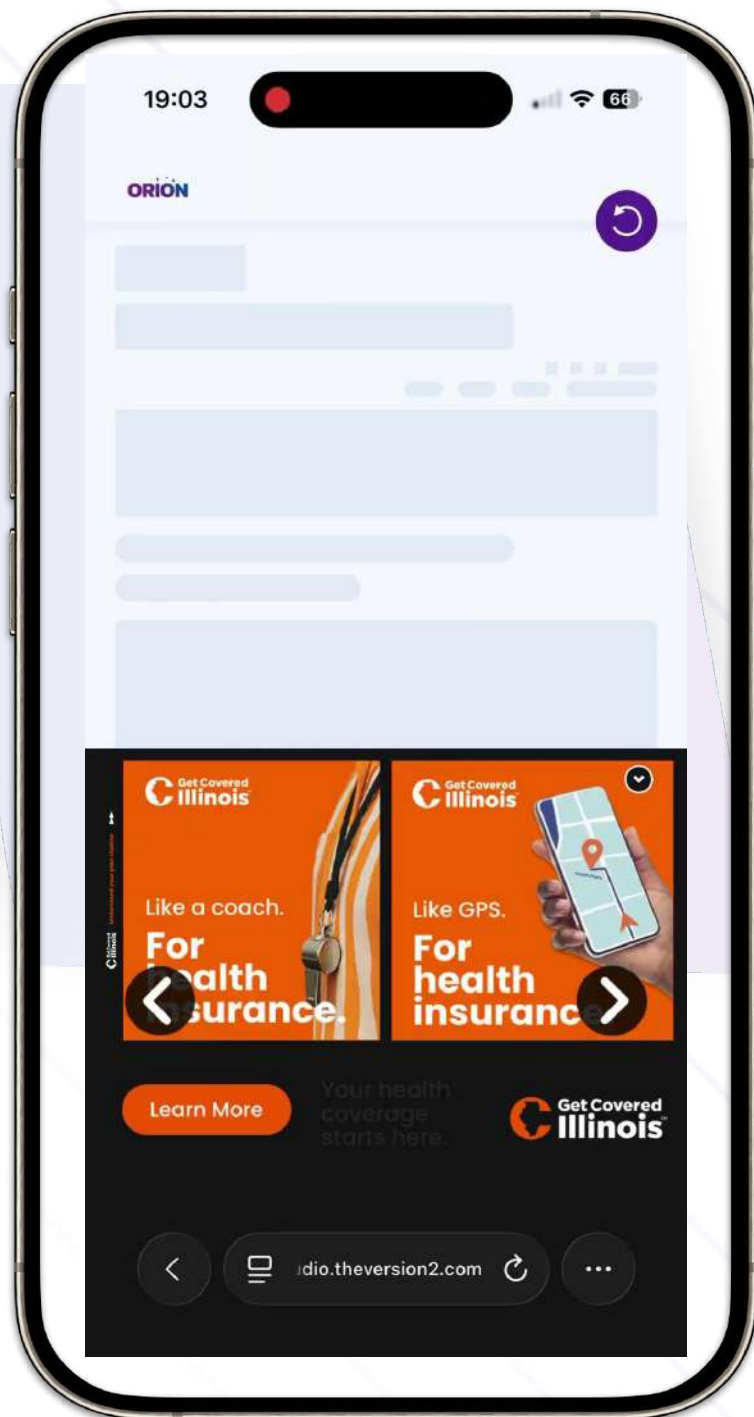


**The digital sales funnel is complex and non-linear, but we have displayed it this way to best illustrate our services.*

2026 AD FORMATS

ORION Impact Interscroller Units

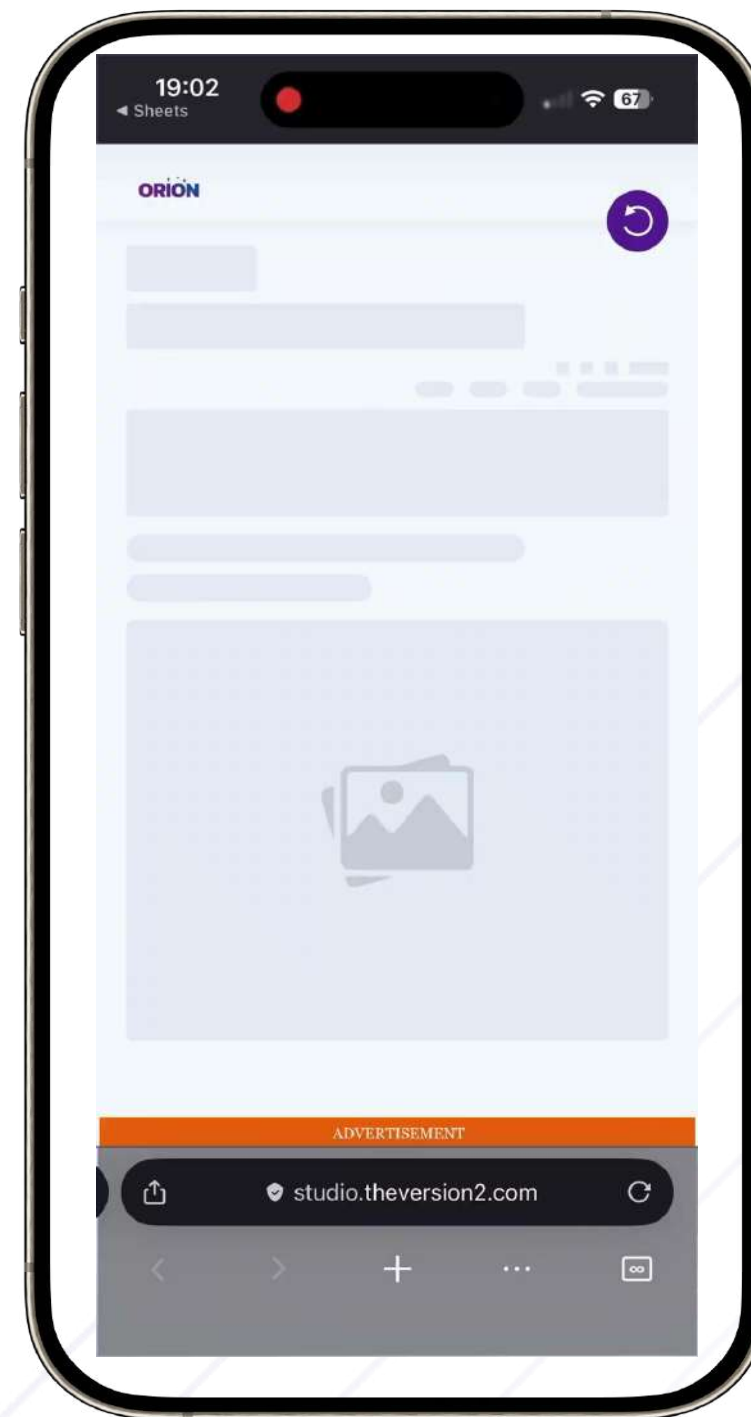
Stop the scroll. Dynamic and eye-catching formats, available on 2,000+ sites



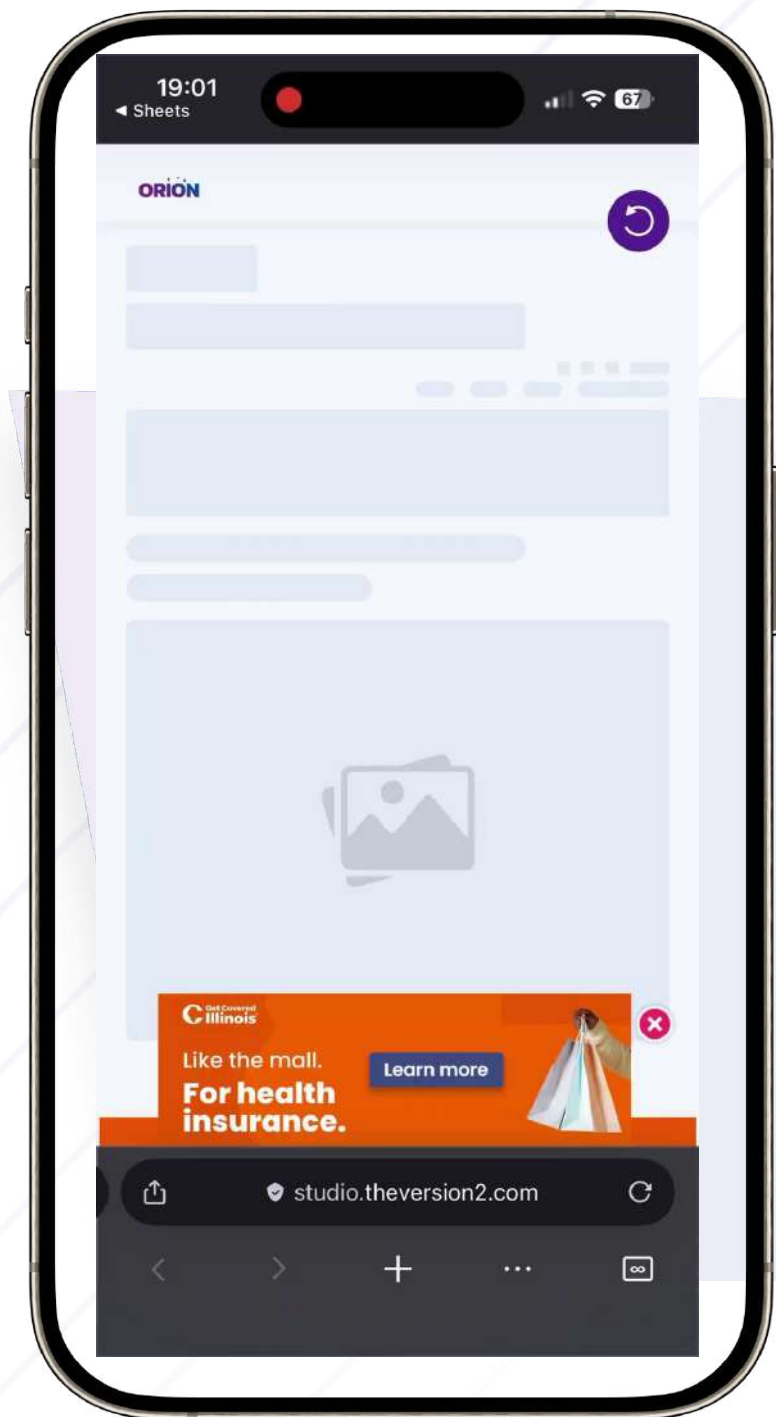
Superscroller



Vertical Video



ORION Stories

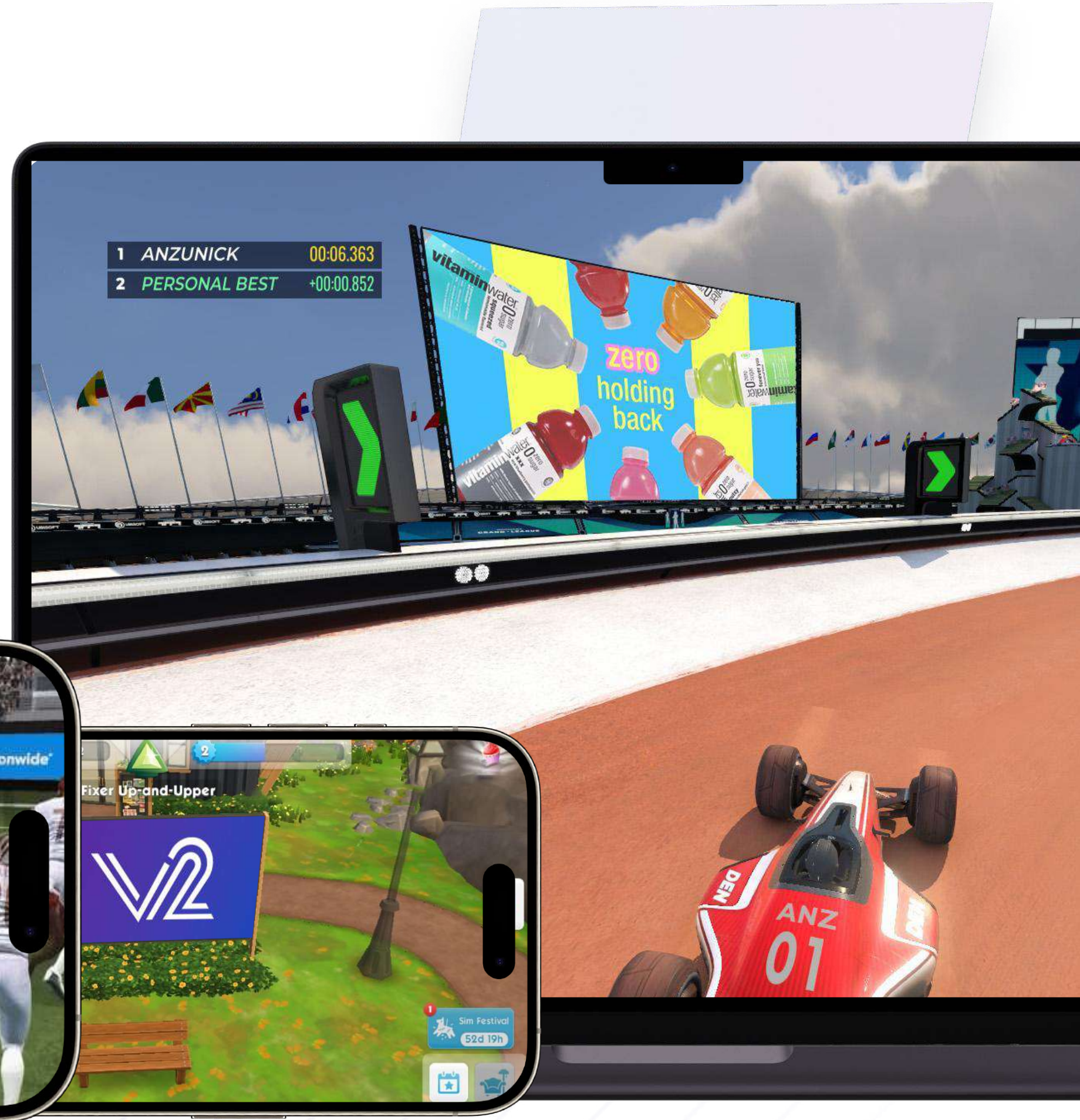


Duo

2026 AD FORMATS

Intrinsic In-Game

Intrinsic in-game advertising's non-disruptive format, delivered at high engagement points, ensures better performance throughout the entire funnel.



2026 AD FORMATS

Social CTV

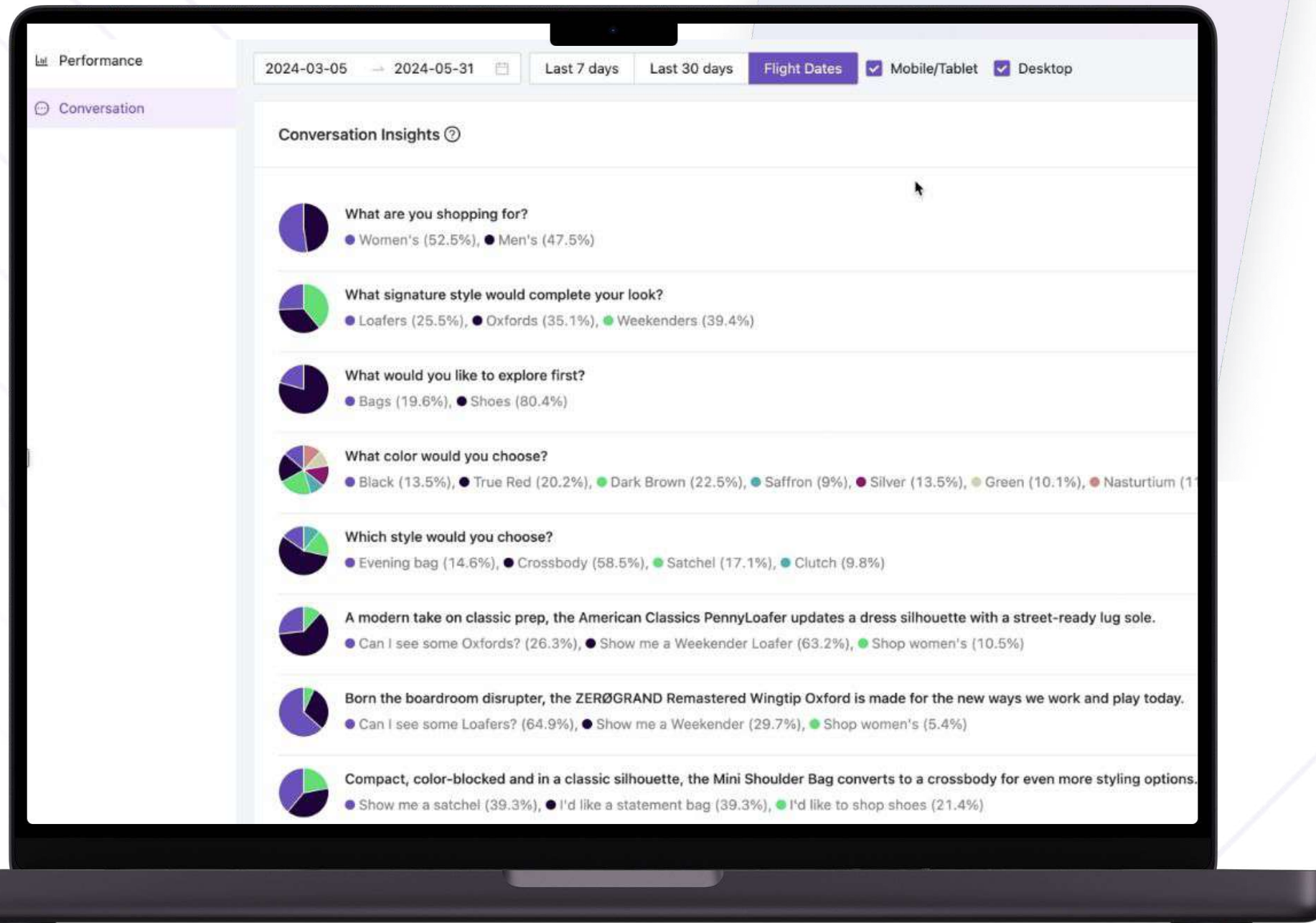
Transform your social media posts into stunning 4K CTV creative instantly.



NEW AD FORMATS

Conversational Rich Media

Get access to critical insight and intelligence on the answers audiences want most, how they feel and how they interact.



SOLUTIONS FOR YOUTUBE

GenAI content search

First-of-its-kind application of semantic search classifies YouTube channels at scale to provide an additional level of precision beyond standard keywords, content category taxonomies, or topics.



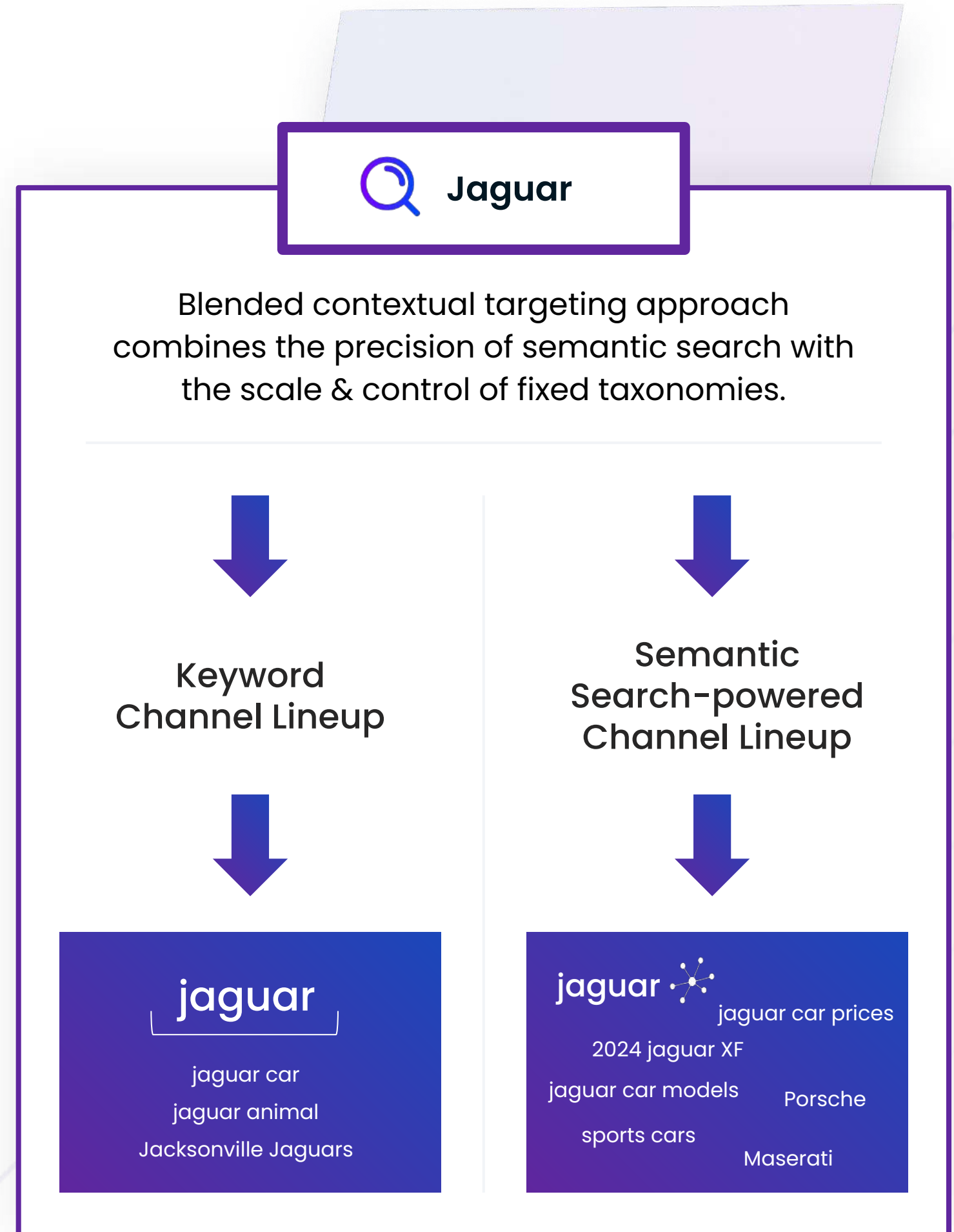
Go beyond limitations

- Move past generic taxonomies & fixed categories
- Uncover nuances & context that standard keywords miss



Performance-driven optimization

- Identify high-performing placements & target semantically similar channels
- Dynamically updates your channel lineup



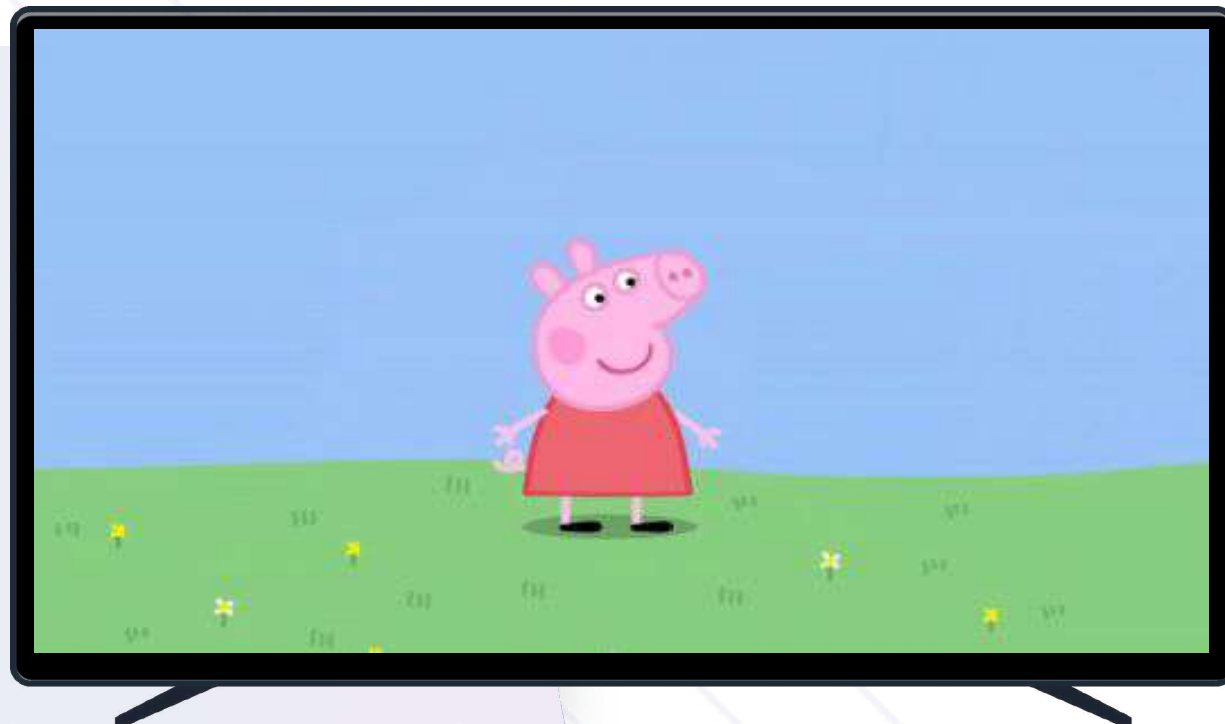
SOLUTIONS FOR YOUTUBE

The “Made For Kids” Issue On YouTube

Only 48%
of Made For Kids videos on YouTube are actually tagged as such.



Tagged as “Made for Kids”



Audience

This video is set to made for kids Set by you

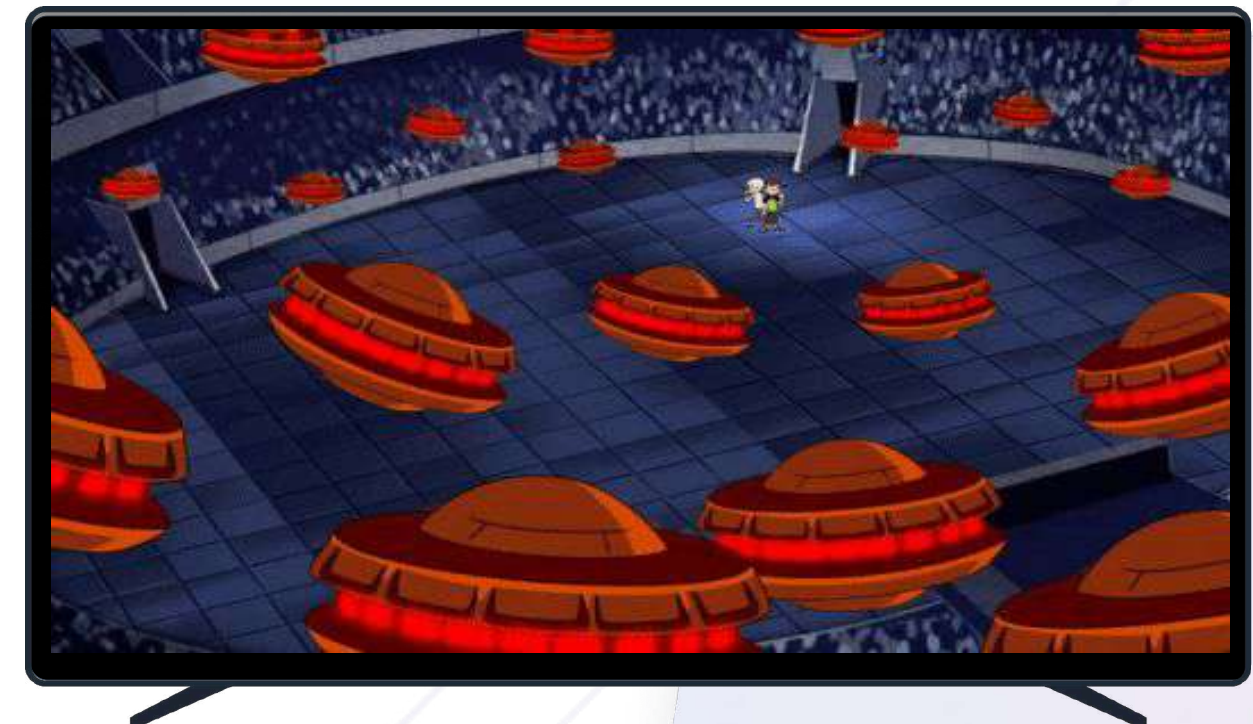
Regardless of your location, you're legally required to comply with the Children's Online Privacy Protection Act (COPPA) and/or other laws. You're required to tell us whether your videos are made for kids. [What's content made for kids?](#)

i Features like personalized ads and notifications won't be available on videos made for kids. Videos that are set as made for kids by you are more likely to be recommended alongside other kids' videos. [Learn more](#)

- Yes, it's made for kids
- No, it's not made for kids



Not Tagged as “Made for Kids”



Audience

This video is set to not made for kids Set by you

Regardless of your location, you're legally required to comply with the Children's Online Privacy Protection Act (COPPA) and/or other laws. You're required to tell us whether your videos are made for kids. [What's content made for kids?](#)

i Features like personalized ads and notifications won't be available on videos made for kids. Videos that are set as made for kids by you are more likely to be recommended alongside other kids' videos. [Learn more](#)

- Yes, it's made for kids
- No, it's not made for kids



IMI Creator Bri Hall



SOLUTIONS FOR YOUTUBE

Version2's Multicultural Creator Network

Version2's Inclusive Media Initiative (IMI) allows advertisers to reach diverse audiences within authentic creator content that resonates with them.

Version2's network of top IMI creators on YouTube have self-identified as being a member of the following communities:

- | | | |
|-----------------|-----------------|------------------------|
| Black | AAPI | Hispanic/LatinX |
| Women | LGBTQIA+ | Indigenous |
| Veterans | Disabled | And Many More! |

Version2's IMI does not guarantee reach for certain demographics; Creators in our community reach audiences across all ages, races, genders, etc.

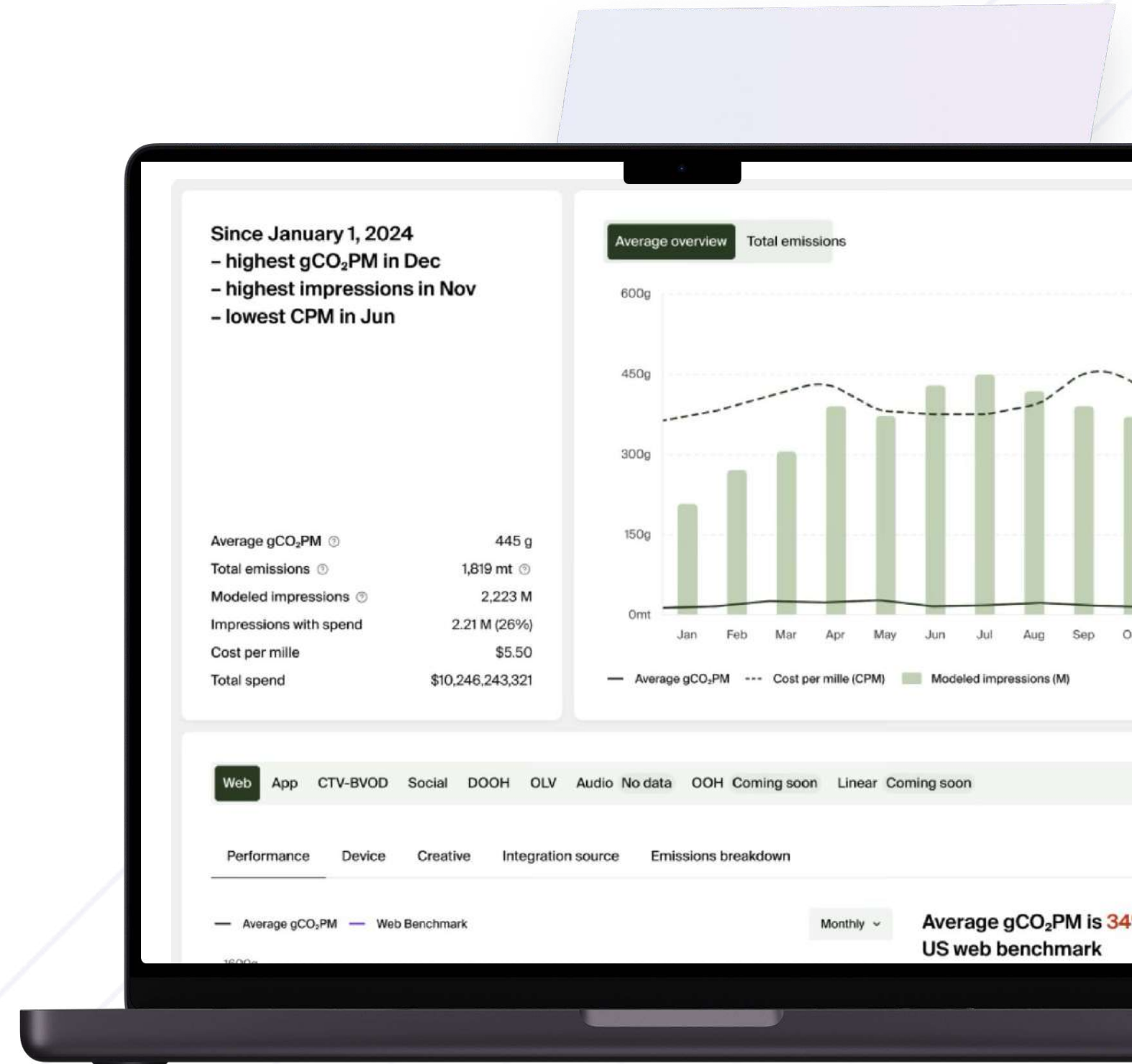
SUSTAINABILITY

We have integrated **leading sustainability tech** to help **our partners** understand and reduce the carbon footprint of their media



Collaborative Sustainability Features Include:

- Carbon Neutral PMPs
 - Eliminating ad placements on Made for Advertising websites
 - Supply Chain Optimization
 - More sustainable media is more effective media: save money, improve performance, & drive engagement
 - Campaign Emission Tracking
- + And More



CASE STUDY

gabb.

Gabb Wireless is a cellular network designed to be completely safe for children. The company believes children deserve age-appropriate technology solutions that protect them from harmful content and destructive habits while enabling healthy growth and development.



The Challenge

Gabb Wireless needed to discover new, cost-effective communication strategies to inspire parents nationwide to take meaningful action to ensure the safety of their children through purchasing the appropriate cellular device.

CASE STUDY – GABB WIRELESS

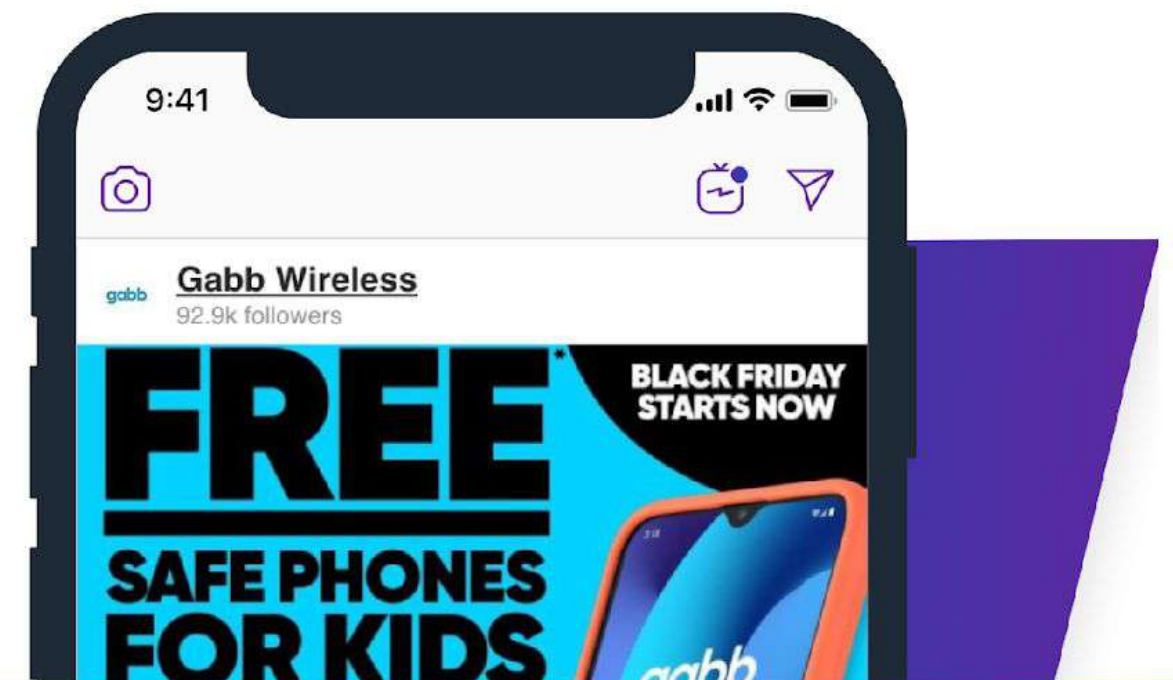
Campaign Goals

- **Objective:** Influence purchasing behavior and drive cell phone sales nationwide to reduce the risks to children by online threats from their mobile device
- **Goal:** Incremental Site Conversions
- **KPI:** Return On Ad Spend of 5:1
- **Channels:** Native Display, Performance Display, Social Mirroring
- **Geo:** National

Solution

Gabb Wireless partnered with Version2, with its rich experience in public health and behavioral health initiatives and a deep understanding of the motivations of parents today, and ORION, to build an omni-channel media plan utilizing Native Display, Social Mirroring, and Performance Display.

ORION's technology capabilities provided Campaign Planning, access to the top 6 market leading Demand Side Platforms, Inventory Marketplace, Creative Suite, and Analytics.

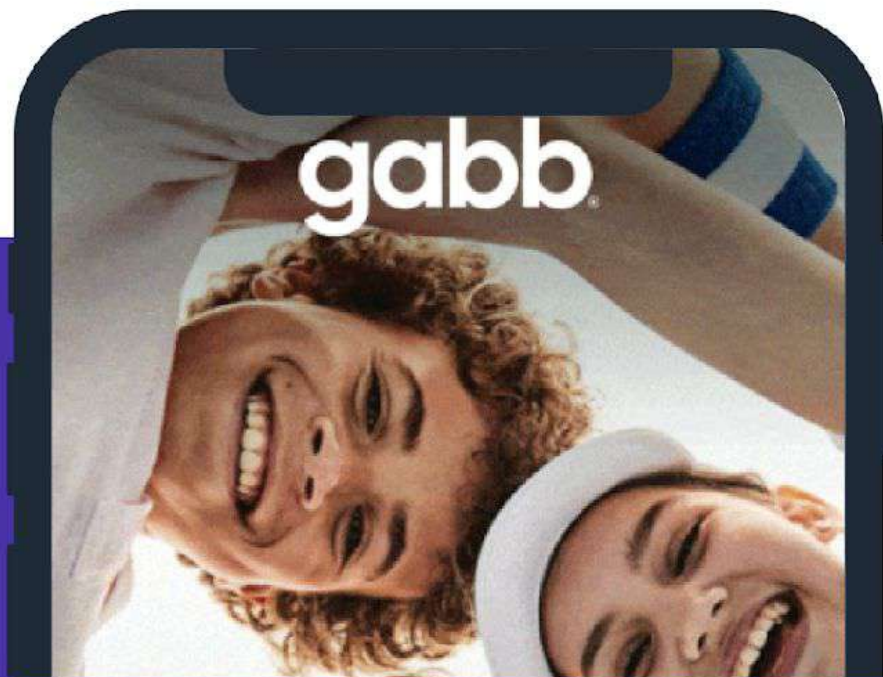


CASE STUDY – GABB WIRELESS

Insights

Version2 discovered the specific audience of the most likely buyers, as well as key indicators related to this person:

- Women ages 35-39
- Has a Bachelor’s Degree
- Average Income of 100-149k
- Interests include cooking, going to the movies, and other behaviors that signal quality time spent with children and family
- Purchasing behavior includes shopping for shoes, travel arrangements, and other family items
- Homeowner
- Has an elderly person in the house
- Works from home office



Results

Version2 discovered the right time and place across all devices to position Gabb Wireless as the leading cell phone solution to keep children connected to their parents safely. They executed an omni-channel media plan that reached parents searching for better ways to stay in contact with their children, optimizing with dynamic learnings driven by millions of data points in real time, resulting in a 13:1 Return on Ad Spend.

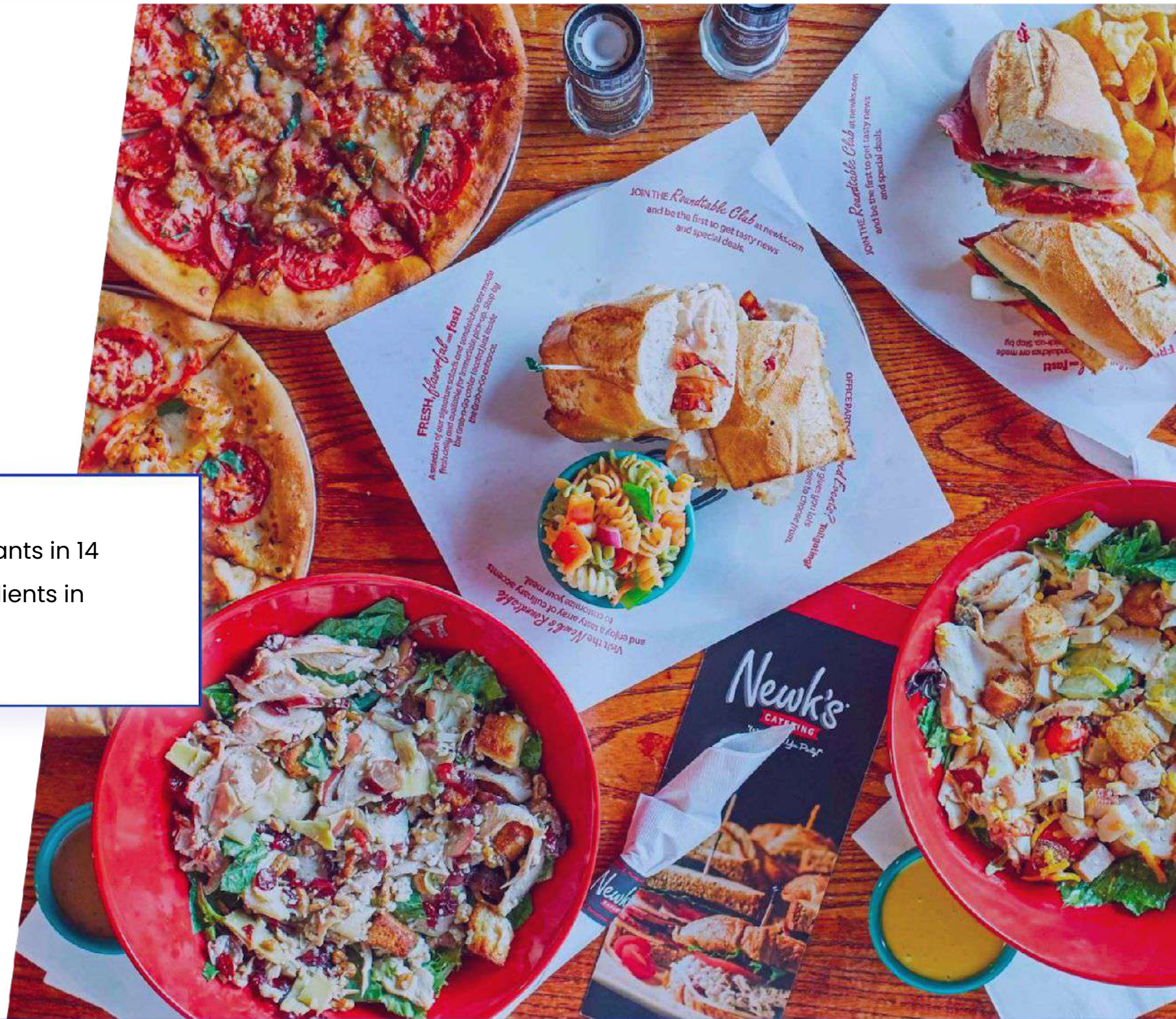
13:1
Return on Ad Spend



CASE STUDY



Newk's Eatery is an upscale, fast casual café which operates over 100 restaurants in 14 states, with a focus on quality by making items from scratch with fresh ingredients in each store daily.



The Challenge

Newk's Eatery wanted to bring in new customers, drive online ordering, and drive delivery sales, while increasing brand awareness and reach. The client wanted to leverage premium CTV inventory across Paramount, Hulu & Peacock for brand awareness & reach.

CASE STUDY – NEWK’S EATERY

Campaign Goals

- **Objective:** Drive online ordering and delivery sales while promoting Newk’s products.
- **Goal:** Acquisition, Brand Awareness, and Reach
- **KPI:** Video Completion Rate, CPA
- **Channels:** CTV
- **Geo:** Consumers within a 5-mile radius of each Newk’s location:

Solution

Newk’s partnered with Version2 and leveraged ORION to access multiple DSPs and leverage premium CTV inventory across Paramount, Hulu & Peacock for brand awareness & reach.

A Connected TV is an internet-connected device with a large screen that allows viewers to access streaming video and over-the-top (OTT) content. Ads served on CTV can be measured more granularly than linear TV, because of its highly specific attribution abilities.



CASE STUDY – NEWK’S EATERY

Results

Using CTV, Newk’s was able to serve their ads at the right time, with more efficacy because they had access to specific audience data.

Additionally, real-time results were provided throughout the duration of the campaign to help optimize and attribute merit to it.

97.7%
Video Completion Rate

\$1.21
Cost pre Acquisition



“Version2 have been excellent ad partners. We value easy and quick access to DSPs, advanced technology, and information. Everyone we work with at Version2 understands our goals and makes sure we have a seamless experience from campaign setup to reporting.”



—Chris Lueking, Digital Marketing Director

CASE STUDY



Wynn Resorts is set apart as a world-class destination through its commitment to making every guest visit a once-in-a-lifetime experience. It holds more Forbes Travel Guide Five-Star Awards than any other independent hotel company in the world, offering award-winning restaurants, exciting entertainment and nightlife, spas, salons and luxury shopping.



The Challenge

The Las Vegas strip presents intense competition. If resorts do not push for innovation in communication strategy, they will quickly become irrelevant. Wynn Resorts needed to enhance its marketing to drive new visitors and increase room revenue.

CASE STUDY – WYNN RESORTS

Campaign Goals

Objective: Increase Hotel Bookings

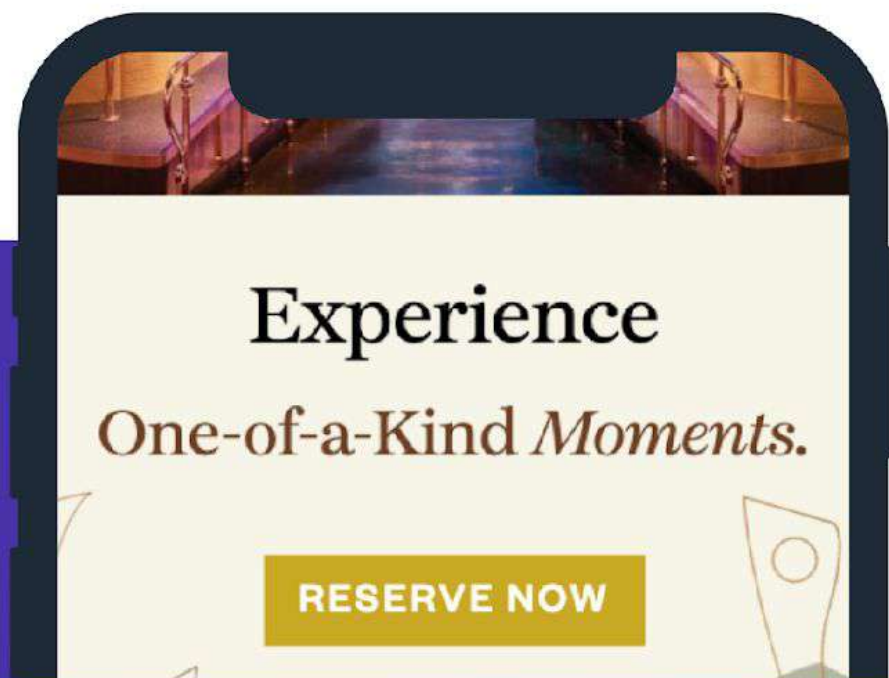
KPI: Return on Ad Spend of 4:1

Channels: TV Everywhere, Performance Display, social mirroring

Targeting:

- Leverage lookalike prospecting for targeting
- Retarget users across multiple touch points during the guest journey to convert potential customers.
- Utilize other platforms, excluding Version2 pixel users, to expand reach

Geo: National



Solution

Using their decades of tourism marketing experience and ORION platform, the Version2 team implemented a multi-channel media campaign using TV Everywhere, Performance Display, and social mirroring to generate buzz around Wynn Resorts and drive bookings through targeting Wynn Resorts' primary and secondary feeder markets.



CASE STUDY – WYNN RESORTS

Insights

Through Version2, Wynn Resorts discovered nuances within their target audiences that they could not through traditional media buys:

- Domestic Pickup Truck Owners accounted for one of the most engaged demographics of the entire campaign
- Those who spend more than \$2,000 on annually on travel and entertainment with their credit cards were more likely to convert
- People who purchase non-dairy milk were far more likely to interact with creative than those who do
- Consumer electronics shoppers saw the highest click-through-rate lift

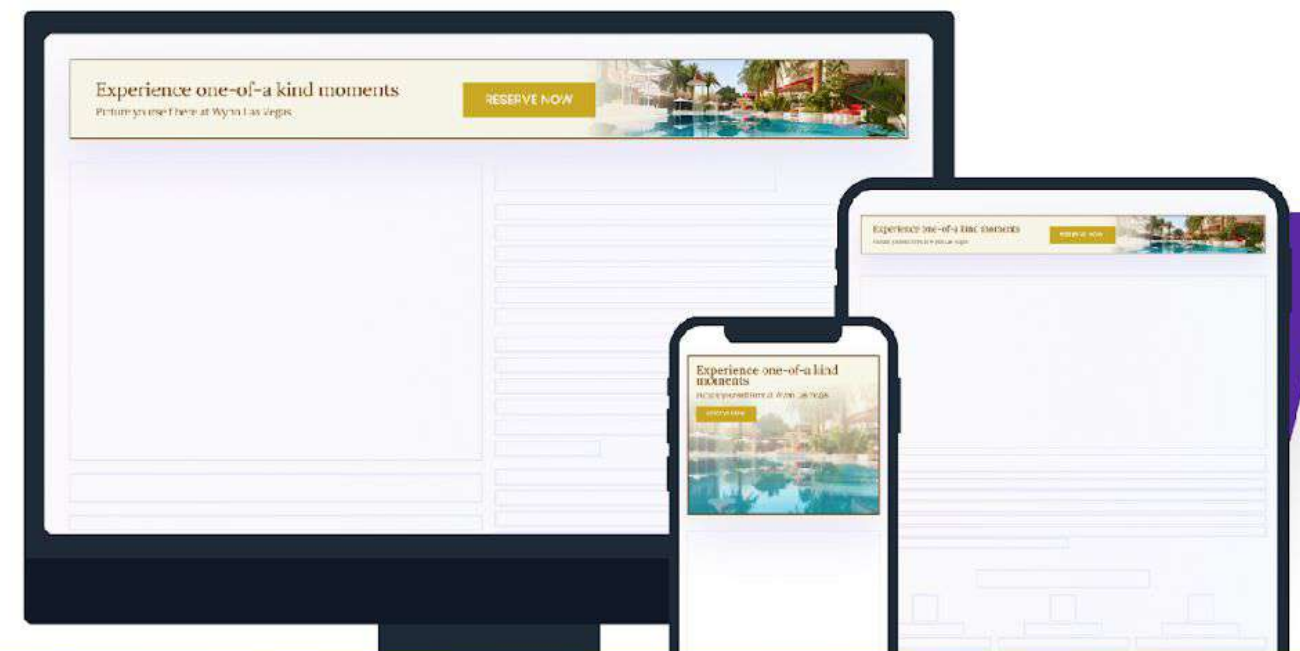


Results

Version2’s efforts not only increased visibility, traffic, and revenue for Wynn Resorts, but also drove ancillary casino and F&B revenue.

Version2’s approach exceeded client expectations, beating out two other DSPs that were being managed internally. They achieved 321 bookings and \$379,000 in revenue with a 12:1 ROAS over four months, exceeding the campaign benchmark of a 4:1 ROAS.

12:1
Return on Ad Spend (Goal of 4:1)





Ready for Liftoff?



Exponential AdTech, Exceptional Results

orion@theversion2.com | www.theversion2.com