

Simpli.fi (private) Conference Call

APRIL 6, 2023 | 12:00PM ET



Management - Simpli.fi



Frost Prioleau
Chief Executive Officer

Topics of Discussion

- Introduction to Simpli.fi - Positioning within the Ad-Tech bid stream, overview of the demand side platform (DSP) landscape and supply side platform (SSP) partners.
- Current advertising demand trends across Connected TV, Social, Mobile, and Display advertising channels.
- Audience segmentation and targeting capabilities and utilization amongst buyers.
- Industry consolidation and appetite for acquisitions (Simpli.fi's recent acquisition of Bidtellect DSP, Yahoo SSP shutter, EMX Digital bankruptcy).
- Implications of new ad-supported streaming services (Netflix, Disney+) and formats (FAST - Free Ad-Supported Television).

Conference Call Host

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Conference call date and time subject to change. To join the call or to obtain more information, please contact your Stephens sales representative.

About Simpli.fi

Simpli.fi operates a self-service programmatic demand-side platform (DSP) built for performance advertisers serving global, national and hyper-local brands. Utilizing Simpli.fi DSP, buyers have access to customizable, location-based, behavioral audiences and receive real-time feedback for ad campaign performance. Simpli.fi provides digital advertising inventory across CTV, mobile, video, display and social channels.

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