

# CAMP

## Cultural Accelerator Marketplace

powered by GANTIC, a Quigley-Simpson company

Tier 1 Diversity Supporting Minority Publishers and Reaching Diverse Audiences



### Driving value, performance, and efficiency.

The Cultural Accelerator Marketplace (CAMP) is the first-of-its kind programmatic solution using first-party audience, contextual, and cognitive data through curated publishers to reach diverse audiences. Data sets are refreshed in real time with multiple levels of brand safety applications.

### Powered by the leading data activation, curation, and identity platform provider, with incremental value proven by the Diverse Media Multiplier™.

CAMP delivers programmatic solutions through targeted marketplaces that reach DEI audiences. With over 400+ diverse-owned and -operated publishers, CAMP reaches multicultural audiences at scale.



**ACTIVATE HIGHLY TARGETED PMPs TO REACH UNIQUELY CURATED AUDIENCES**



**CROSS-CHANNEL REACH**



**OPTIMIZED TOWARD DIVERSE-OWNED MEDIA PROPERTIES**



**400+ PUBLISHERS CERTIFIED BY MAVEN'S DIVERSE-OWNED/TARGETED MEDIA**



**CULTURAL RELEVANCE AD TESTING**

## Best-in-class diverse-owned data and media partners and access to first party audience data.

Delivering superior performance across: CTV | Display | Video | Native | Audio | Contextual

### Access to First-Party Audience Data

ACXION

experian.

EQUIFAX

TransUnion

comscore

EPSILON

### Curated, Premium Diverse-Owned Inventory

VIBE

EBONY

ESSENCE

MUNDO  
HISPANICO

notjustok

BET★

lingout

BLACK  
ENTERPRISE

SOURCE

HIPHOPWIRED

★BOSSIP

the grio

BlackDoctor.org



LIPSTICK ALLEY 979 THE BOX

Enhance your diverse media-buying experience through CAMP.  
To learn more, contact [www.quigleysimpson.com/camp](http://www.quigleysimpson.com/camp)





# Cultural Accelerator Marketplace

powered by GANTIC, a Quigley-Simpson company

Tier 1 Diversity Supporting Minority Publishers and Reaching Diverse Audiences



## Develop highly targeted campaigns for client diversity goals

Brought to you by **CAMP**, an innovative data curation provider, offering opt-in, first-party, contextual, and cognitive data to reach diverse audiences.

- **Highly Targeted PMPs**
- **400+ Direct-to-Publisher Relationships**
- **MAVEN-Certified**
- **Cookieless, Deviceless, Privacy-Protected Data**
- **Alternative ID Support, Ramp ID, UID 2.0**
- **Self-Service, Managed Service, White Label**

### The **Diverse Media Multiplier™ (DMM)**

measures the potential lift in affinity, trust, and potential sales generated by diverse-targeted media publishers in relationship to nondiverse targeted/owned media. DMM provides buyers with a connection and performance predictor to optimize their buys.

As the industry's first MAVEN-certified, diverse-owned, targeted multicultural programmatic marketplace, CAMP will drive value, performance, and efficiency at scale.

All multicultural segments with an overlay of **250** audience identifiers

- Race
- Ethnicity
- Language
- Country of Origin
- Gender Identity
- Sexual Orientation
- Political Affiliation
- Financial Status

### Overlay segments with key interests

- Health & Wellness
- Personal Care
- Food
- Hobbyist
- Travel
- Fashion
- Sports
- Gamer

## Across Programmatic Platforms

**CTV**



**VIDEO**



**AUDIO**



**DISPLAY**



**NATIVE**



**CONTEXTUAL**



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