bidmind

Omnichannel Programmatic Advertising Platform

Data & Audiences

Omnichannel approach

The omnichannel approach allows brands to follow customers throughout the funnel with a set of seamlessly integrated channels.

Each marketing dollar can achieve much more if multiple channels work cohesively.

Reach highly engaged audiences on most trending channels.

CTV

Mobile

Digital Audio

DOOH

Desktop

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About BidMind

BidMind is an omnichannel programmatic advertising platform delivering ads across digital out-of-home (DOOH), digital audio, connected TV (CTV/OTT), mobile, and desktop.

We help brands and agencies launch data driven campaigns and offer a suite of industry leading targeting capabilities.

BidMind is available as both a self-service and managed service platform. It is also available as a white-label solution for agencies and advertisers ready to become tech vendors.
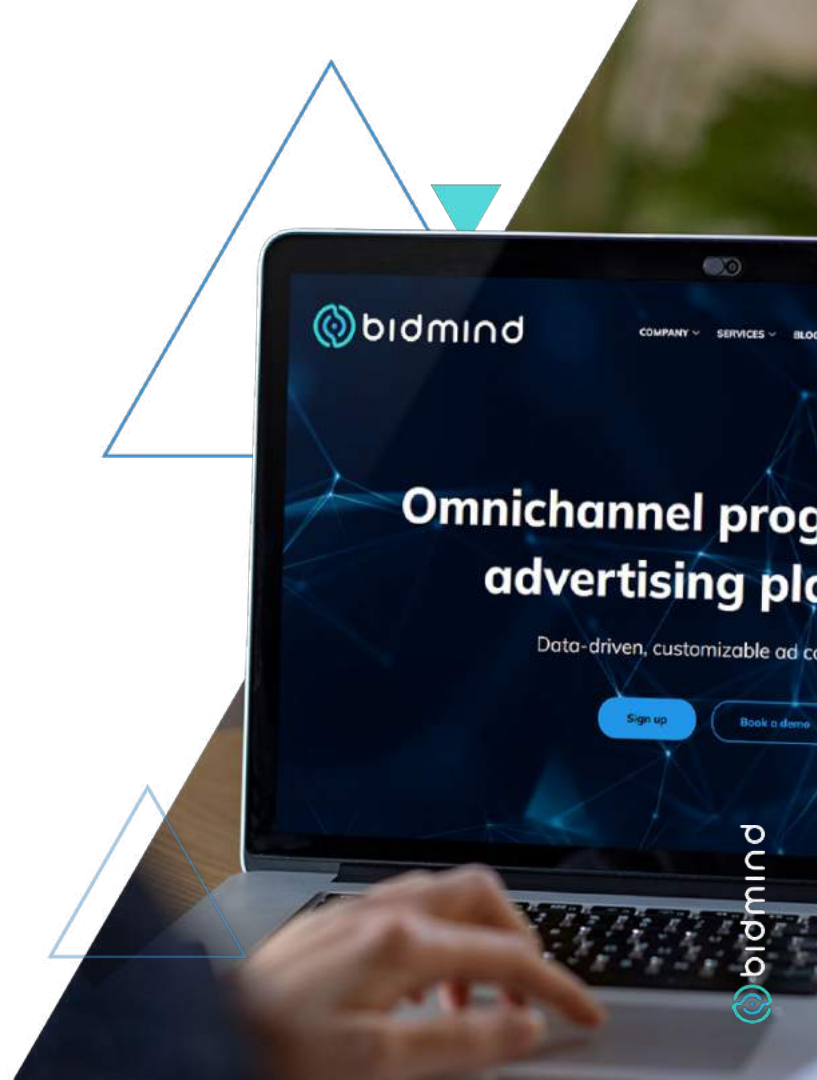
Reach audiences with precision, relevance, and scale

Bird's-eye view for ad campaign scaling

Reach out to extensive audiences with a near-census coverage of US households.

Speed and precision of the digital era

Reach and activate your audience when and where it matters the most to achieve the campaign goals

Stay ahead of the game

We optimize our future-proof solutions to work in the post-cookie, streaming based and always connected era.
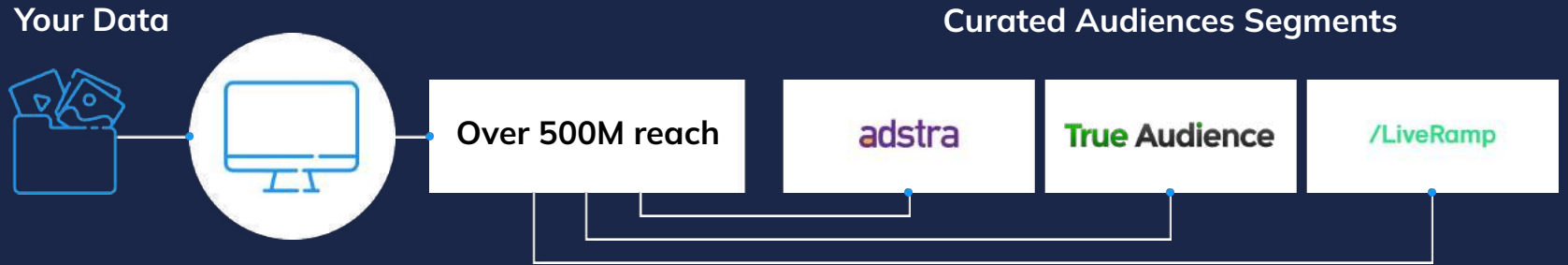
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Use data to your advantage

Solve tomorrow's marketing challenges by setting up customer identity* and data, both first & third party, across all media channels.

* All personal data will be processed in accordance with the provisions of the applicable privacy law. The Parties agree that they will comply with all privacy and data security laws, and their respective privacy policies.

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Use data to your advantage

Access over 50,000 premium audience segments to extend the reach of your campaigns. Combine first-party and third- party data in your programmatic advertising campaigns to substantially improve your business outcomes:

Your Data

Curated Audiences Segments

Over 500M reach

adstra

True Audience

/LiveRamp

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Privacy and data protection practices

Ethical use of data

Tailoring data controls and usage per partner or individual ensures that data is used only as intended.

Data encryption

BidMind and its partners use encryption keys to ensure data protection.
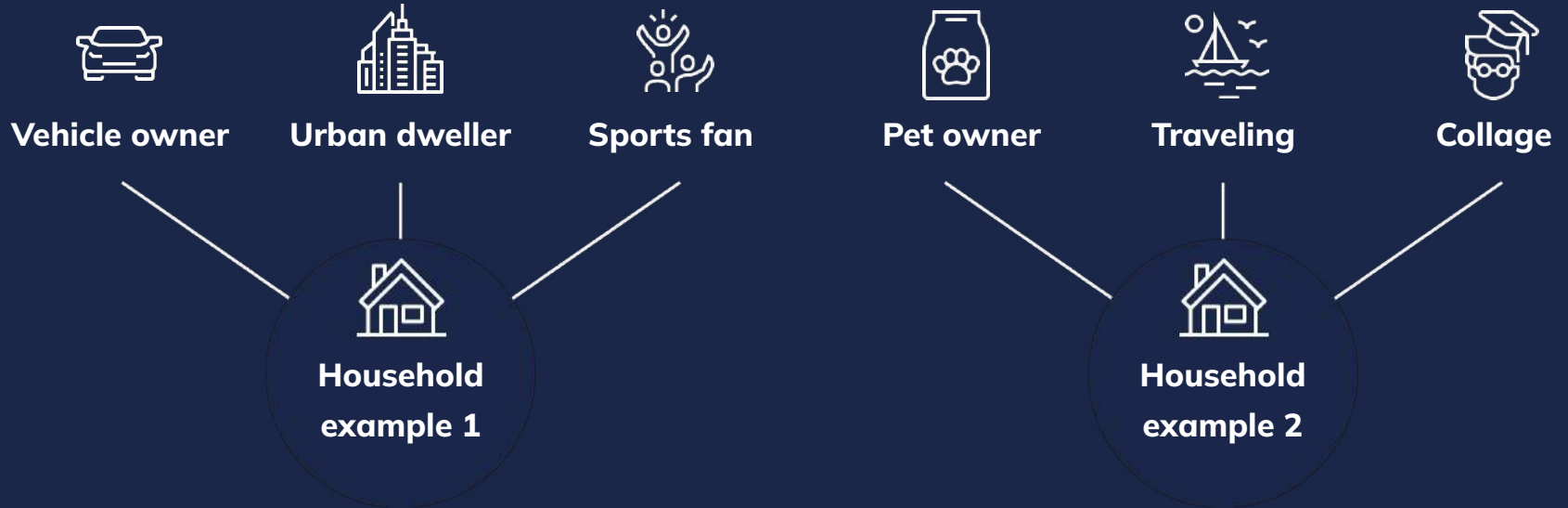
The best & safe utility

Connect to data without copying or moving it.

Privacy & compliance

Personal Identifiable Information removal, re-identification prevention and support for regulated processes such as consumer opt outs and subject access requests.

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Over 80 million US-connected households

Vehicle owner

Urban dweller

Sports fan

Pet owner

Traveling

Collage

Household example 1

Household example 2

An all-three dimensional view of identity, covering interests, households and devices, can sync consumer attributes.

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Audience segments

- Magazines & Newspapers
- Food & Drink
- Kids & Parenting
- Medical
- Auto & Vehicles
- Business
- Games
- Graphics & Design

- Navigation
- Finance
- Travel
- Education
- Health & Fitness
- Shopping
- Lifestyle
- Utilities

- Sports
- Productivity
- Books & Reference
- News
- Weather
- Entertainment
- Music
- Developer tools

...and more!

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Media packages weekly reach

CTV/OTT	In-App	Web	Digital Audio
Entertainment | 4.97M	Hobbies & Interests | 24.73M	Spring & Summer | 31.78M	Hispanic Radio | 221.05K
All CTV | 4.38M	Mobile Video | 21.28M	Father's Day | 27.31M	News/Talk Radio | 66.25K
A&E, History | 3.87M	Native-Only | 16.89M	Sports | 8.15M	Rock Music Radio | 43.2K
Home & Garden | 3.48M	Mobile Games | 12.65M	Local Video | 8M	Chicago Radio | 42.65K
Gaming & eSports | 3.45M	Rewarded Video | 11.77M	Mobile Video | 4.49M	New York Radio | 23.05K

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1st party data

Use existing data

Upload your data to the platform and an existing audience.

Tracking pixel

Target your website audience using a tracking pixel that is easy to generate with the BidMind platform.

Retargeting

Retarget users who interacted with your ad campaigns.

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Sophisticated media planning

Our forecasting dashboard helps make informed decisions based on real-time analysis of 10+ billion ad requests per day.

- Real-time updated data sources.

- Geotargeting functionality allows for estimating reach down to zip code level.

- The algorithm shows true reach (i.e. the unique numbers of users you'll be able to hit with your ad campaign) instead of showing you total available impressions.

Be among the leaders

Coca-Cola · pepsi · BEST BUY · Starcom MediaVest GROUP · amazon · Spotify · Disney

Domino's Pizza · SAMSUNG · SEPHORA · M&C SAATCHI · amwell · PayPal · EA GAMES

Cheetos · Johnson & Johnson · CBS · HAVAS · Hotels.com · GROUPON · zynga

BURGER KING · topps · 7-ELEVEN · HILL HOLLIDAY · ebay · GAMELOFT · glu

TACO BELL · The New York Times · LE FIGARO · DIGITAS · LifeLock · ACTIVISION · MARVEL

GOLF · A&E · HISTORY · Hasbro · OMD · nook · ROVIO · GREE

Walgreens · nickelodeon · DUNKIN' DONUTS · horizon media · foursquare · WB · CAESARS ENTERTAINMENT

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Ready to put the power of BidMind to work for you?

Schedule a demo to see how easy it is to build a personalized media plan catered to your goals

sales@bidmind.com

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