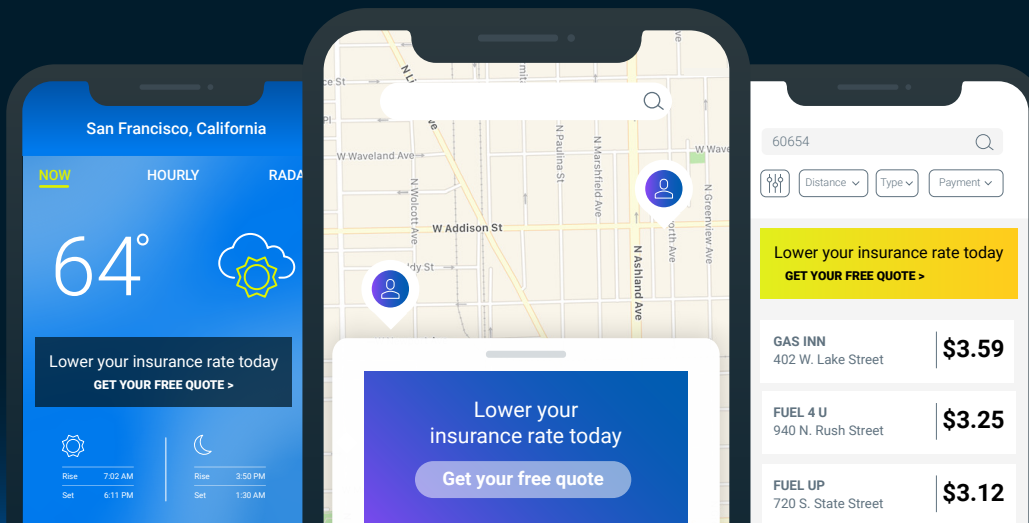




PRIVATE MARKETPLACE

Reach millions of validated drivers segmented by driving behaviors through a unique and powerful network of contextual mobile apps



For insurance advertisers, the PMP is an upper-to-mid funnel solution that enables carriers to customize messaging to the exact customers they seek, by targeting based on actual driving risk behavior rather than proxies.

KEY BENEFITS



Contextual relevance

Find the best prospects online within a contextually relevant, curated and brand-safe environment with transparency into viewability



Driving audiences

Reach validated drivers grouped by actual driving behaviors including risk, mileage, commuting and more



Strategic value

Uniquely target low-risk, high-profit drivers, enhancing the strategic value of your media plan



Scale

Connect with millions of drivers to share your brand and message



Fully managed service

No need to learn a new platform or allocate resources to managing campaigns, at no additional cost



No Ad IDs

Eliminate dependence on Ad IDs, and reach only consumers who've opted into sharing their driving behaviors to see relevant offers

Ready to learn more? Let's start a conversation.
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