33across

ATTENTIONX

Boost the impact and efficiency of your campaign. AttentionX™ is the first open advertising exchange to deliver only viewable inventory and attention-based ad buying.

The Programmatic Exchange Built for Attention

AttentionX is built on a foundation of more than 1,500 direct publisher relationships, filtered by our advanced fraud detection and on-page viewability technology.

AttentionX Open Exchange
Quality and Impact at Scale

Viewable-Only Exchange
Easily hit viewability targets without processing millions of wasted impressions or building a complex PMP deal.

Pre-vetted Supply
All inventory is pre-vetted for both viewability and fraud *before* it reaches the exchange. Seamless integration with MOAT, IAS, Doubleverify, Pixalate, and Google ActiveView allows for validation.

Attention Formats
33Across In-View Ads use on-page, real-time viewability detection. AttentionX buyers can also access 33Across Impact Ads, formats designed to stand out and remain in view using standard creative sizes.

AttentionX Private Marketplace
Innovation Made Easy

Integrated Data Offering
Enhance your buy with more than 500 proprietary audience segments.

Time-In-View-Based Buying
Move beyond the industry's one second standard and bid across specific time-in-view increments (:5, :10, :15, :20) on a CPM basis. Our team can work with you to test time-based-bidding and find your campaign's attention "sweet spot".

In-View Ads
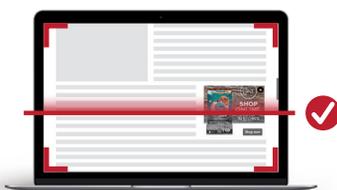
Impact Ads

Real-time viewability detection

Impact formats remain in-view
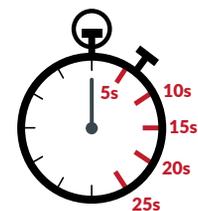
Bidding based on time-in-view

Solving Buyer Challenges

AttentionX solves many current open exchange buying challenges.

TYPICAL BUYER CHALLENGES		ATTENTIONX
Must process and evaluate a high volume of non-viewable bid requests to hit targets.	➡	Viewable impression marketplace boosts win rate and overall buying efficiency.
Costs inflated by the "ad tech tax" across many intermediaries.	➡	Direct integrations with more than 1,500 quality publishers.
PMPs must often be set-up and optimized just to successfully target viewable and human impressions.	➡	Buy quality via the open market while eliminating onerous workflows. PMPs can be created with additional data overlays.
All inventory must be vetted through viewability and fraud vendors.	➡	All 33Across inventory is pre-vetted. Seamless 3rd party validation from leading vendors.
50% or more of available inventory doesn't meet basic viewability standards.	➡	All inventory is viewable and quality.

33Across Key Differentiators

Innovative
Attention Formats

Optimized for Attention
Ad formats that deliver viewability and time-in-view that goes beyond the industry standard.

Time-Based-Buying
Bid on specific time-in-view increments to further optimize the impact of every campaign.

Premium
Global Supply

Publisher Partnerships
Direct partnerships with more than 1,500 pre-vetted publishers, with more than 90% Ads.txt enabled.

Proactive Approach to Quality
Advanced fraud control and viewability filters incorporating proprietary and 3rd party technology.

True
Technology Scale

Integrations
Connections to more than 100 platforms across the programmatic ecosystem.

Real-Time Data
Integrated real-time data including 30 billion audience intent signals and 400 million cross-device IDs.

Start Testing Today

Platforms

Contact us today at **sales@33across.com** to learn more about integrating with AttentionX

Agencies & Brands

Ask your DSP if they're integrated with AttentionX or contact us for a list of supported platforms