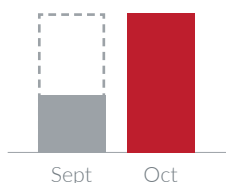


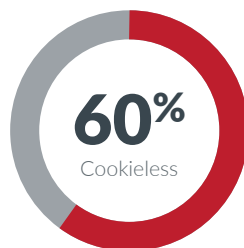
Cookieless Supply Drives Revenue for Comscore Top 50 Publisher

LEXICON CASE STUDY

+142%

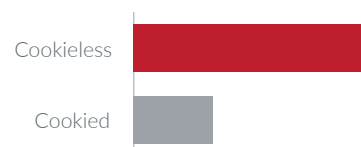


M/M Cookieless Revenue Growth



Publisher Revenue

2X



eCPM Average

The Challenge

A Comscore top 50 publisher that depends on programmatic to monetize their inventory turned to 33Across for monetization. Their cookieless inventory accounted for about 42% of their inventory but only represented 7% of their programmatic revenue. Since programmatic trading relies on cookies to bid on inventory, publishers only earn revenue from approximately half of their inventory, leaving the remaining half unmonetized. By 2023 when Google pulls the plug on third-party cookies on Chrome browsers, programmatic revenue will continue to deteriorate for publishers without a feasible substitution for alternative identifiers.

The Solution: Lexicon

33Across' Lexicon™ immediately makes 90% of a publisher's cookieless inventory addressable, allowing buyers to recognize and bid on quality inventory at programmatic scale. Publishers gain more browser independence when they have more opportunities to monetize their full supply and curate audiences within the bounds of privacy. Lexicon also allows demand partners access to quality audiences with less competition than cooked inventory, allowing for more efficiency and higher win rates. Using Lexicon, allowed the Comscore top 50 publisher to immediately turn their cookieless inventory into monetizeable addressable inventory, without any technical lift or extra identity fees.

The Results: By the Numbers

After initial scale, Lexicon's addressable technology increased the publisher's revenue by 36% month-over-month. A major contributor to revenue growth was from cookieless revenue which grew 142% month over month. Cookieless revenue now accounts for 60% of the Publisher's overall programmatic revenue.

Cookieless monetization from Lexicon accounted for 60% of the publisher's revenue.