



GOOD  
PEOPLE  
MMG






GOOD PEOPLE

# Programmatic Media Buying Platform

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Read your addressable  
audiences easily  
and safely.



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MEDIA KIT

1,980,000,000  
Impressions  
a month





# Company Overview

Good People MMG is a leading programmatic advertising platform with access to premium inventory across audio, connected tv, desktop, and mobile environments.

We Offer a suite of targeting, measurement automated optimization technology designed to drive brand awareness, conversions, revenue, site visits and more.

Our mission is delivering high-quality and emerging advertising solutions to target your client's audiences.







## Real time Bidding Platform

Participate in the auction, provide data and brand safety tools to optimize bidding and targeting with ability to access **66M** impressions daily and reach users globally



## API

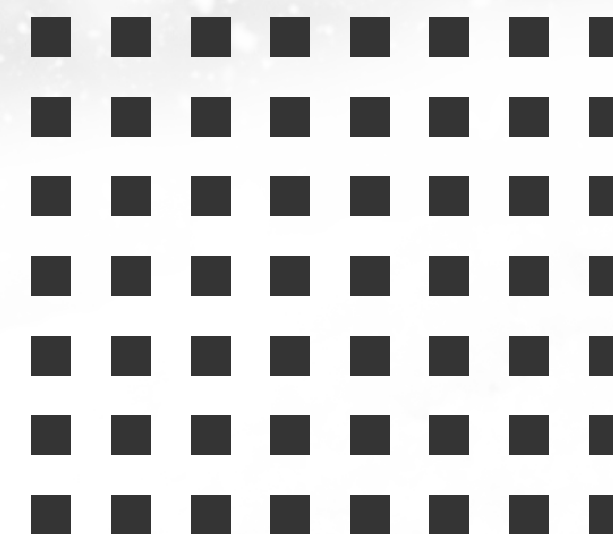
Good People's reporting and external management APIs provide full control of your programmatic buys through general bidder functionality with no need to access user interface.



## Data Curation Platform

Our third-party data partners give data buyers access to thousands of the highest quality audience segments in the world.

# Our Technologies





# Our Services

1.

## Self-serve DSP

Launch campaigns with zero wait time and measure success in real-time via self serve ad buying platform.

2.

## Own White label Agency

Utilize Good People MMG technology and brand it as your own media buying platform.

3.

## Managed Service

Our ad tech account managers configure your campaigns correctly and specifically with maximum efficiency.





# Our Solutions

## Media-buying UI

Diverse inventory with numerous premium SSPs and exclusive publishers through a single interface.

## Cross-device Targeting

Targeting the right audience across multiple devices with targeting options that include: contextual, geofencing, IP, behavior, IDFA/GAID etc.

## Omnichannel approach

Good People MMG is an omnichannel DSP that helps brands and agencies reach consumers seamlessly across all programmatic channels and devices.

## Real Time Reporting

Uncover extensive real time insights of your ad campaigns to help optimize performance via Good People MMG.



## Integrated DMPs

Good People has access to over **50,000** premium audience segment  
in the world



### LiveRamp

LiveRamp is the leading data connectivity platform for the safe and effective use of data.



### Adstra

Adstra is a data-centric and digital marketing company that provides identity management, data integration, and solution services.










### TruOptik

TruOptik is a data marketplace that includes the behaviour of more than 80 million homes on connected TV and streaming audio.



# Top Audience Segments

-  Entertainment
-  Health & Fitness
-  Sports
-  Lifestyle
-  Automotive
-  Technology
-  Travel





# DSP Precise Targeting

Address your audience by exact location, devices, day and time,  
interests and demographics.



## Demographic

Behaviour

Social Media ID



## Frequency Capping

Category Targeting

Whitelist/Blacklist



## Geo Targeting

Zip Code Targeting

IP Retargeting

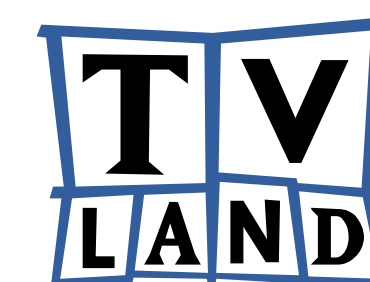


## Device OS Browser

Carrier Targeting

Android Geo fencing







# Brand Safety



## Pixalate

Post-bid blocking technology preventing  
IVT/SIVT ( Invalid Traffic) across CTV,  
video, display, and in-app.



## DoubleVerify

Comprehensive post-bid coverage  
to drive the efficiency of campaign  
performance.



# Become A Social Media Influencer

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**Earn A Free TV  
Commercial  
Package Now.  
Ask me how?**

**Refer 3,  
yours is free!**



**JOIN OUR FREE AFFILIATE REFERRAL PROGRAM TODAY**





# What challenges can we help you solve to work together

## Contact Us



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