MetaRail

Advertising Technology & Innovation

MEDIA KIT

Better **connecting Brands** to **their Buyers**

Featured AD Network delivers Results through Technology and Strategy

Advertisers

*Higher **Campaign Returns***
*Better **Conversion***

Publishers

*Improved content **relevance***
Streamlined process
*Enhanced **Brand Loyalty***

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The Competitive **Difference**

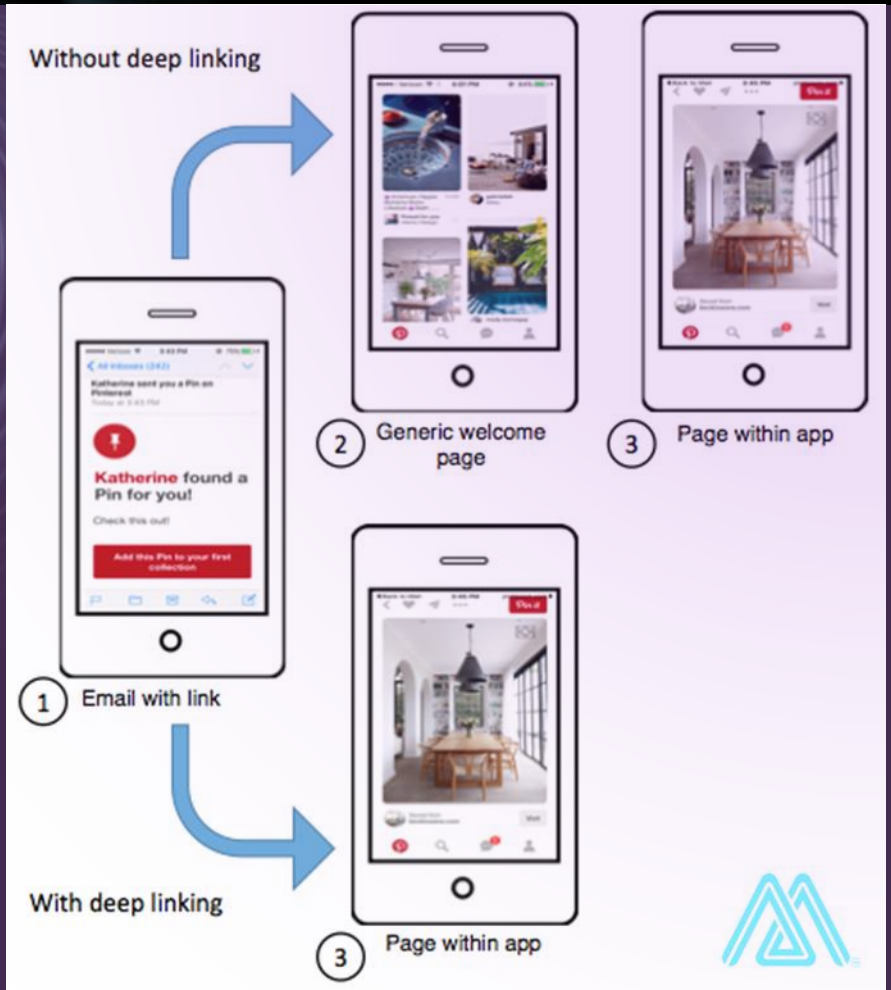
Cutting-Edge Technology *with Comprehensive Targeting Strategy*

Proprietary Platform: *3 Patents / 6 Patents Pending*

- **Captures and Holds 100s** of targeting metadata
- Deep-links through to **precise destination** (check-out)
- Regardless of **origination / destination** – to and from sites, apps, networks, TV channels, or other media

DEEP-LINKED parameters are

- Inserted **into any Server**
- **Unaffected** by ad blockers
- Served in **REAL TIME**



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Our Performance line so far

Lifetime Click Delivery Metrics

...and counting

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Your Goals. Our Capabilities.

*MetaRail's **Tech Stack** delivers ever-expanding capacity to exceed **ROI, ROAS and KPIs***

METADATA

Analyzed Monthly

...and counting

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At a glance

10 YEARS

900+ Client Stories

#Travel

#Insurance

#Education

#FinTech

#Media & Communication

PROGRESSIVE

REUTERS

yahoo!

KAYAK

Skyscanner

GoDaddy

Tripadvisor

farecompare

JETCOST

travelocity

trivago

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Formats

1 / 2

#Search & Compare Suite
- Front Door
- Search Page
- Right Shoulder
- Pop-ups

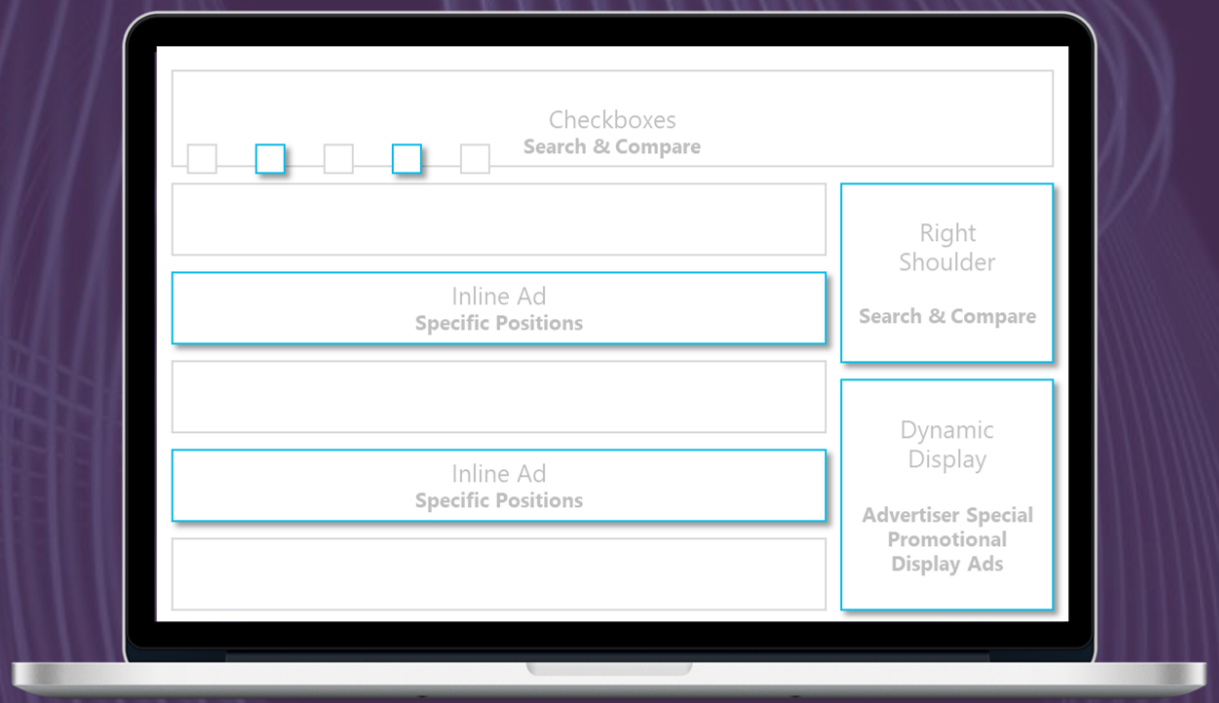
#Inline

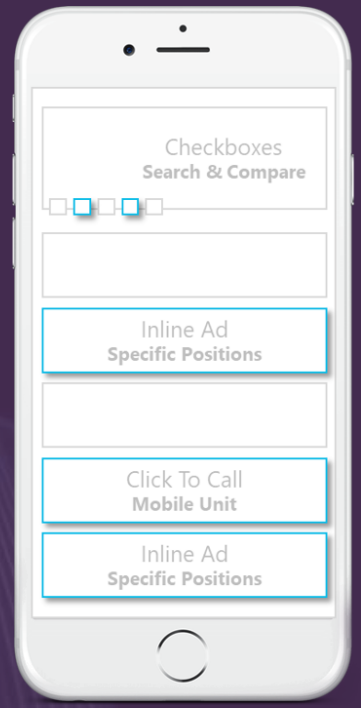
#Dynamic Display

#Click-To-Call

#Email

#Native (IAB)





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Features

2 / 2

#Advanced Targeting

- Transactional Metadata
- In-depth User Metadata
- 20+ attributes for each click

#Ad Delivery Systems

- Patented Deep Link
- JavaScript Tags
- HTML Tags
- API

#Server Independent

#Flexible Tracking

#Platform Independence

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Thank You

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