



North America's Only Culture-First AdTech Conglomerate

• Toronto | • New York | • Dubai

GLOBAL AUDIENCE REACH

Our Culture-First Universe

Enabling reach across
48+ multilingual audiences



Why Traditional AdTech Breaks in Multicultural Markets

Market Reality



Language-diverse

Audiences speak, read, and engage in multiple languages concurrently.



Platform-fragmented

Users are scattered across niche apps, region-specific social media, and global platforms.



Device-heterogeneous

Complex mix of mobile-first usage, legacy devices, and smart TV consumption.



Identity-complex

Cultural identity is fluid, not static. Demographics alone don't capture intent.



Cookies Fail



Context Insufficient



Data Lacks Nuance

The Gap

MOST ADTECH PLATFORMS



See Users as IDs

Ignoring the human element.



Ignore Culture

Language and behavior patterns overlooked.



Probabilistic Signals

Relying on decaying or inaccurate data.

This is where BrandMo Tech enters.



Redefining Multilingual X Culture-First Advertising

BrandMo Technologies is the first **multilingual, AI and Big-Data-driven global AdTech & MarTech platform** from North America.

01 What We Do Differently

WE OWN, NOT RENT:



Audience Intelligence
Proprietary deep learning



Data Infrastructure
Built for scale & speed



Supply Relationships
Direct premium access



Optimization Logic
AI-driven outcomes

02 What We Deliver

HIGH-VALUE, OMNICHANNEL CAMPAIGNS:



Display



Online Video



CTV / OTT



Audio



Native



Mobile

BRANDMO FULL-STACK ADVANTAGE

Data 

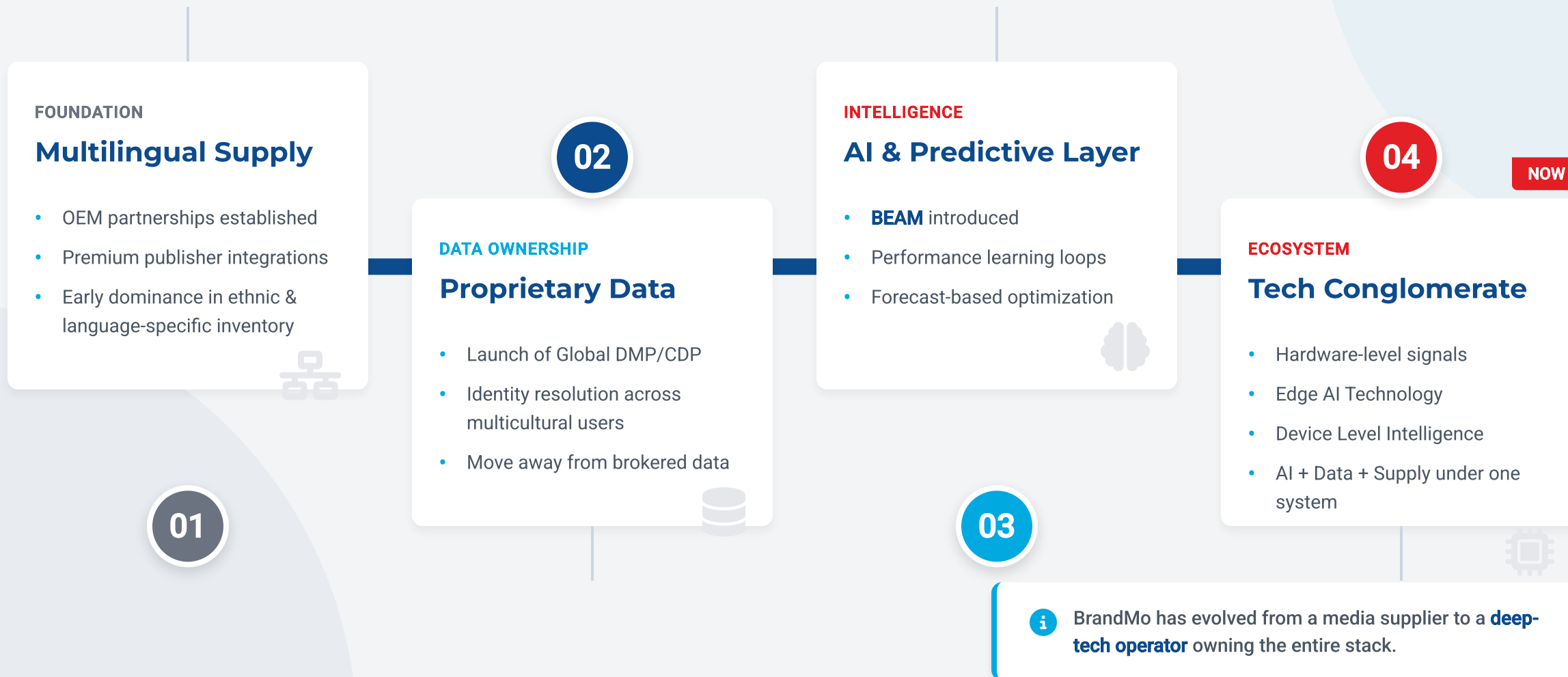
Intelligence 

Activation 

Optimization 

Measurement 

From Multilingual Media to Culture-First Tech Conglomerate





VISION

To facilitate an **inclusive and diverse** tech-enabled platform for brands operating in the global **multilingual landscape**.

● — GLOBAL • INCLUSIVE • TECH-ENABLED



MISSION

BUILDING A DATA & TECHNOLOGY CONGLOMERATE



Enhances the Consumer Funnel

Optimizing every stage of the user journey with cultural precision.



Works Across Channels

Seamless activation across display, video, mobile, and emerging media.

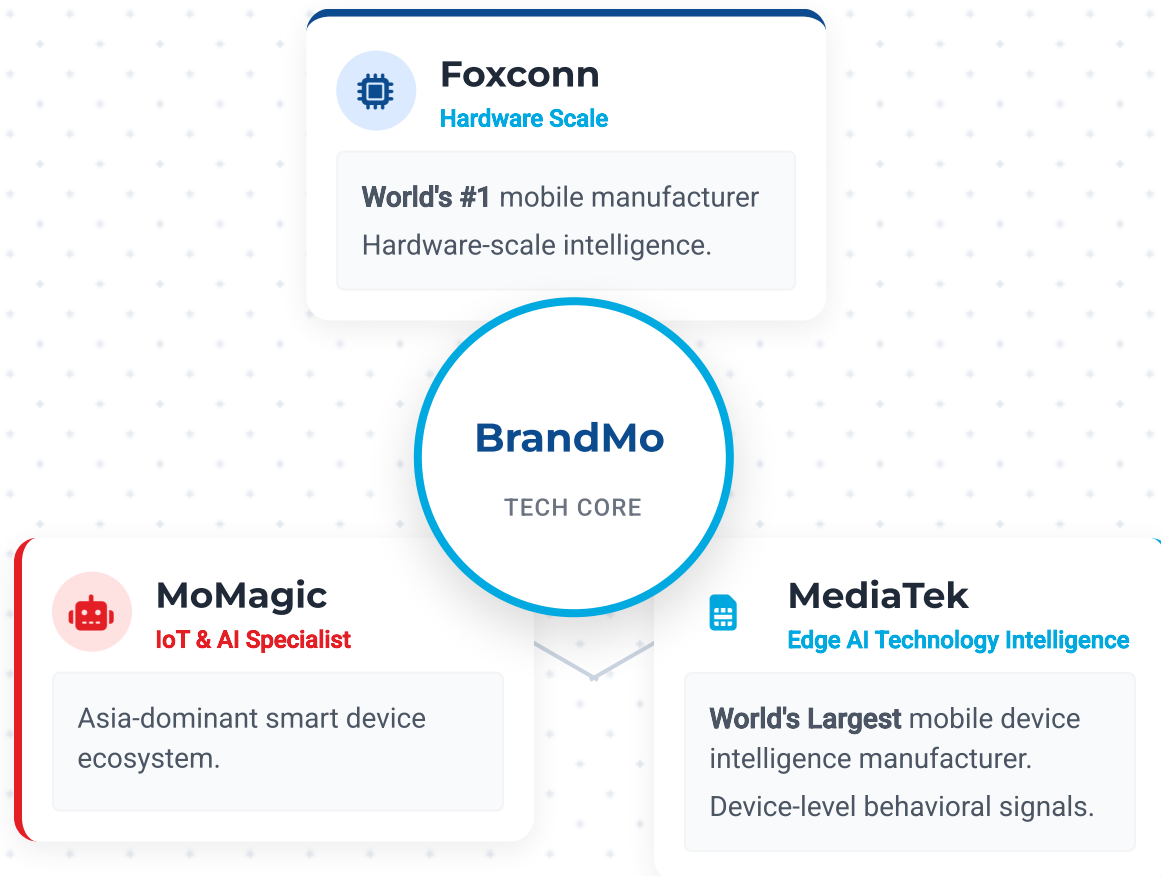


Empowers Brands with Deep-Tech

Providing advanced advertising tools powered by proprietary AI & data.

BrandMo as a Tech Conglomerate

STRATEGIC TECHNOLOGY BACKBONE

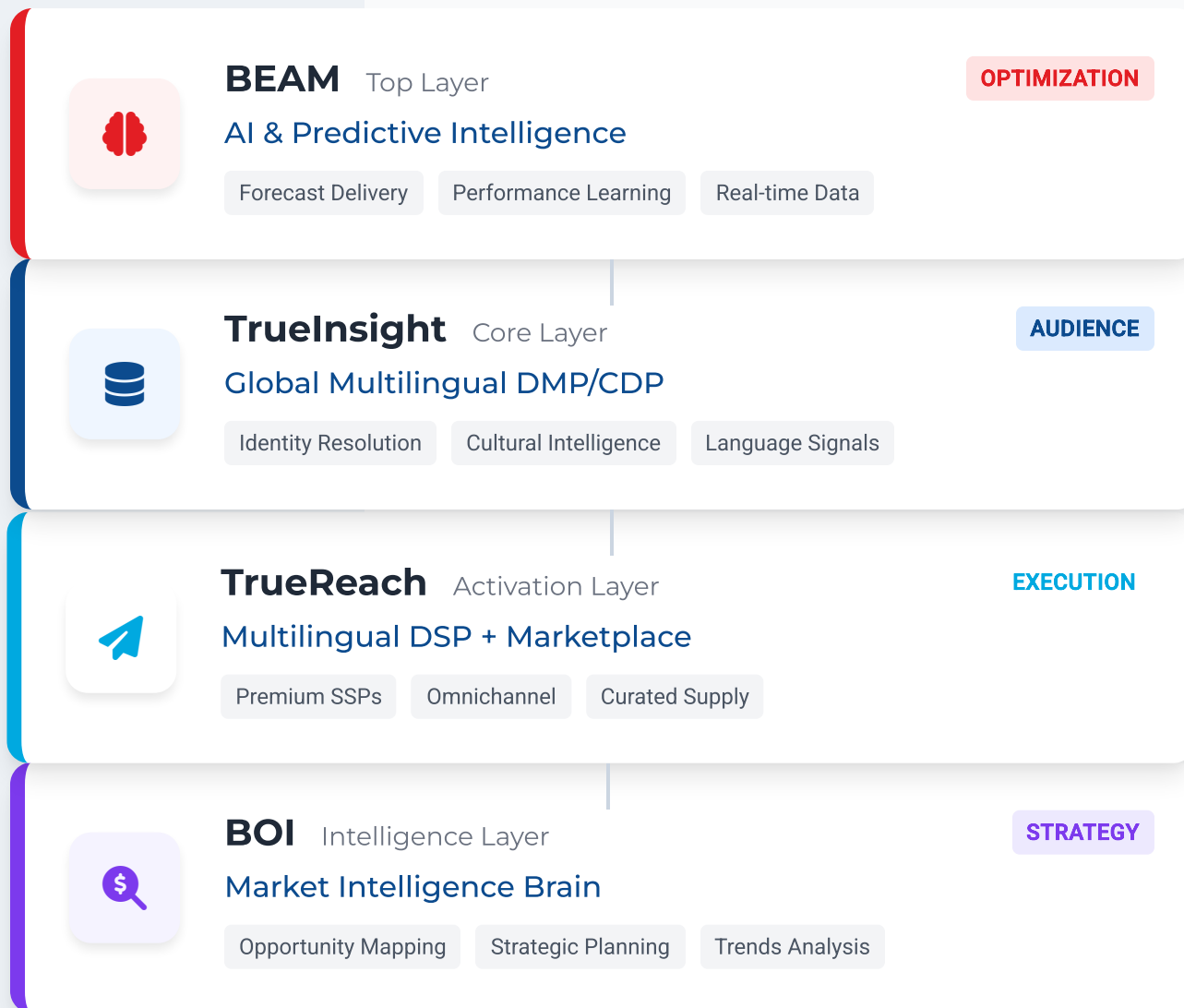


BrandMo operates at the intersection of hardware, data, AI, and media.

Why This Matters

-  **OS-Level Understanding**
Enables deep edge AI-level insights unavailable to browser-based platforms.
-  **True Identity Resolution**
Strengthens accuracy by connecting device signals to user profiles.
-  **Cookie Independence**
Reduces dependency on crumbling 3rd-party cookie infrastructure.
-  **Native Touchpoints**
Unlocks pre-installed apps and native ecosystem inventory.

BrandMo Tech Unified Stack



The BrandMo Advantage

Unlike fragmented solutions that rely on third-party integrations, BrandMo operates a full-stack unified ecosystem.

- ✓ **End-to-End Ownership:** From data ingestion to campaign delivery.
- ✓ **Latency Reduction:** Integrated layers mean faster decisioning.
- ✓ **Signal Preservation:** Cultural nuances aren't lost in data transfer.
- ✓ **Hardware Level:** Connected directly to Edge AI & OEM signals.

Real-World Application

"The stack enables seamless delivery of culturally relevant ads to users across 18+ languages in real-time."

The Cultural Data Layer

1 DATA INGESTION SOURCES

Data Type 1: 0-Party

Edge AI Technology

Device-level, edge intelligence signals



Data Type 2: 0-Party

OS Data



Data Type 3: 1st-Party

Web / App / Publisher Data

Appography, behavioral, content consumption signals



Data Type 4: 2nd-Party

Programmatic Platforms

DSP, SSP, Exchanges



Data Type 5: 3rd-Party

Data Exchanges



2 CORE INTELLIGENCE LAYER



TrueInsight
+
TrueReach

- All data sources unified and normalized
- Unique insights fed into the intelligence engine
- Privacy-safe data architecture

3 PROCESSING & UNIFICATION



Aggregation

Data combined from all sources into a single stream



Resolution

Identity resolution and intelligence layering



Readiness

Optimized for segmentation, targeting, and activation

4 OUTPUT / ACTIVATION

RESULT



Final Delivery

Audience activation
via programmatic channels

Insights-driven
precision targeting

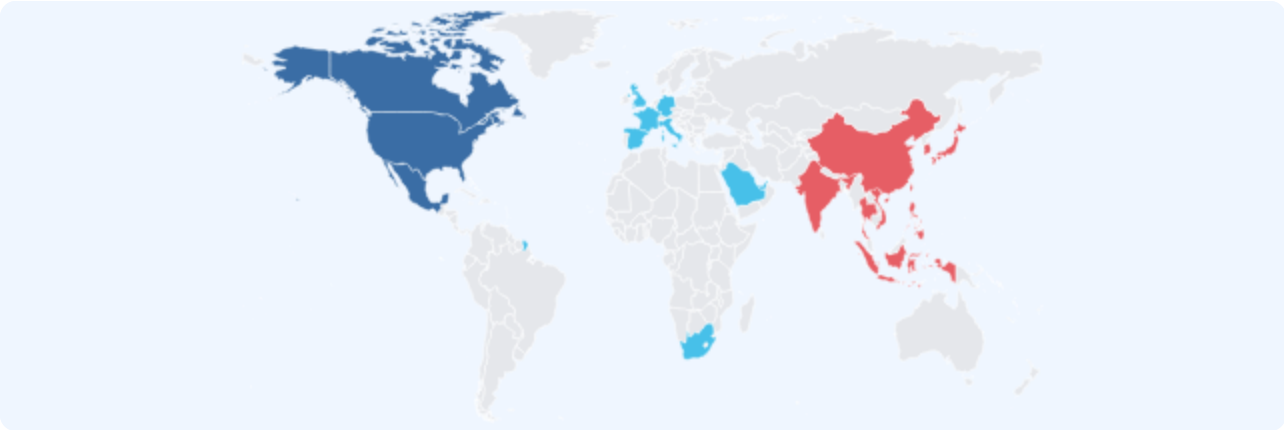
Scalable execution
across media environments

Audience Ownership at Scale



Global Geographic Scale

🛡️ Data Clean Room Operated



 **NORTH AMERICA**
316M+ Reach
26M+ Unique Profiles

 **ASIA**
450M+ Reach
46M+ Unique Profiles

 **EMEA**
210M+ Reach
18M+ Unique Profiles

 **Why Ownership Matters**
Unlike competitors who rent data, BrandMo owns its audience base through direct publisher integrations and hardware-level signals. This means **zero dependency on data brokers or crumbling cookie pools.**

Data Enrichment Stack

Unified user profiles built from multi-source signals

-  **1P Brand Data**
CRM & Direct Interactions
-  **Hardware Signals**
Edge AI Technology & OS Level Data
-  **SDK & JS Integrations**
App & Web Behaviour
-  **Exchange Signals**
Bidstream Intelligence

Unified Data Management
✓ Device ID ✓ Cross-Device ✓ Privacy-First

Data & Audience Intelligence Flow



INPUT LAYER

Signal Ingestion



Edge AI
Hardware signals



Operating System
Device level data



Telecom Signals
Carrier data



Location
LAT/LONG, POI



Browsing & Pubs
Web behavior

PROCESSING LAYER

Unified Intelligence Engine



Processing Core

Normalized

Resolved

Modeled

Forecasted

DECISION-READY INTELLIGENCE

OUTPUT LAYER

Activation Outputs

Audience Insights
Deep behavioral profiles



Multilingual Segments
Language-first targeting



Contextual Alignment
Brand-safe environments



Campaign Optimization
Real-time performance



Why TrueInsight is Different



Beyond Generic Data

Most platforms retrofit general data for multicultural needs. We built our entire architecture around culture, language, and nuance from day one.



Built for culture, not retrofitted

Native understanding of linguistic nuances and cultural context signals rather than simple keyword matching.



Identity-first, not cookie-first

Persistent user identification across environments using deterministic signals instead of decaying cookies.



Owned data, not rented

Proprietary first-party data relationships eliminate reliance on murky third-party data brokers.



Device-aware, not browser-dependent

Deep hardware-level integration captures insights from the device OS, bypassing browser limitations.



Fully integrated with supply & AI

Seamless connection between data intelligence, media supply, and optimization algorithms.

TrueReach: Multilingual Supply & Activation



TrueReach operates as one of the **largest Meta SSPs** in multilingual advertising.

Delivering scale without compromising on quality or transparency.



Curated Premium Inventory

Direct access to top-tier publishers and exclusive multilingual environments vetted for quality.



Reduced Arbitrage

Eliminating middlemen to ensure maximum working media dollars reach the publisher.



Higher Signal Quality

Enriched bid requests with proprietary cultural, linguistic, and contextual data layers.



Better CPM Efficiency

Optimized supply paths result in competitive pricing and higher win rates for buyers.



TrueReach connects demand to supply with zero friction.

Why Curation Wins



Traditional Programmatic



DSP Filtering

Post-bid filtering creates inefficiencies



QPS Caps

Valuable inventory often ignored



Signal Loss

Data drops off during bid request

THE RESULT



Lower Win Rates



High Wastage

VS



BrandMo Curation



Data Layered at SSP

Enriched signals before bid request



Deal IDs Pre-Qualify

Supply vetted against campaign criteria



Relevant Bidding Only

DSP bids only on qualified inventory

THE BRANDMO ADVANTAGE



Higher Win Rates



Lower Wastage



Better Outcomes

Languages & Regions



“ Language is treated as a supply signal, not just a targeting layer. ”

We go beyond simple keyword matching to understand linguistic context and cultural nuance.

18+

North America

CORE MARKET LANGUAGES

English (US/CA) French (CA) Spanish

Mandarin Cantonese Hindi Punjabi

Tagalog Arabic Korean Vietnamese

Portuguese Urdu Bengali

26M+ Diverse Profiles

20+

Asia

REGIONAL DIALECTS

Hindi Bengali Indonesian Japanese

Vietnamese English Mandarin Tamil

Thai Korean Filipino

46M+ Profiles

7+

EMEA

STRATEGIC MARKETS

English (UK) Arabic (MSA) French German

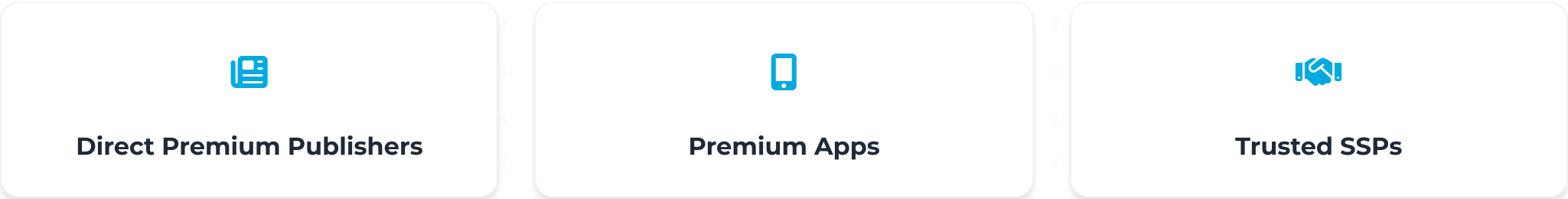
Hindi Urdu Turkish Farsi

18M+ Profiles

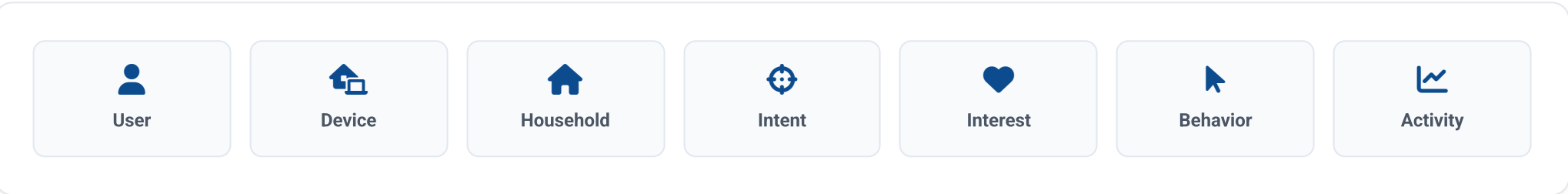
How Everything Comes Together



1 DATA COLLECTION: INVENTORY



2 USER IDENTITY SPINE



3 ACTIVATION & EXECUTION



Omnichannel Buying Flexibility

 **No lock-in. Full flexibility.**

Seamlessly activate your audiences across your preferred buying platforms with full data portability.



NATIVE

TrueReach

BrandMo Managed Service



DV360 / GDN

Google Marketing Platform



The Trade Desk

Open Web DSP



Amazon Ads

Commerce Media



Yahoo DSP

Unified Ad Tech



Baidu

China Search Leader



WeChat / Weibo

China Social Ecosystems

Data & Signal Layers



LAYER 01

Context

External Market Intelligence

SimilarWeb

Statista

Vividata

Comscore



LAYER 02 (CORE)

Audience

Proprietary User Signals

TrueInsight Owned

Foxconn (Hardware)

MediaTek (Edge AI Technology)

AdGyde (Analytics)



LAYER 03

Content

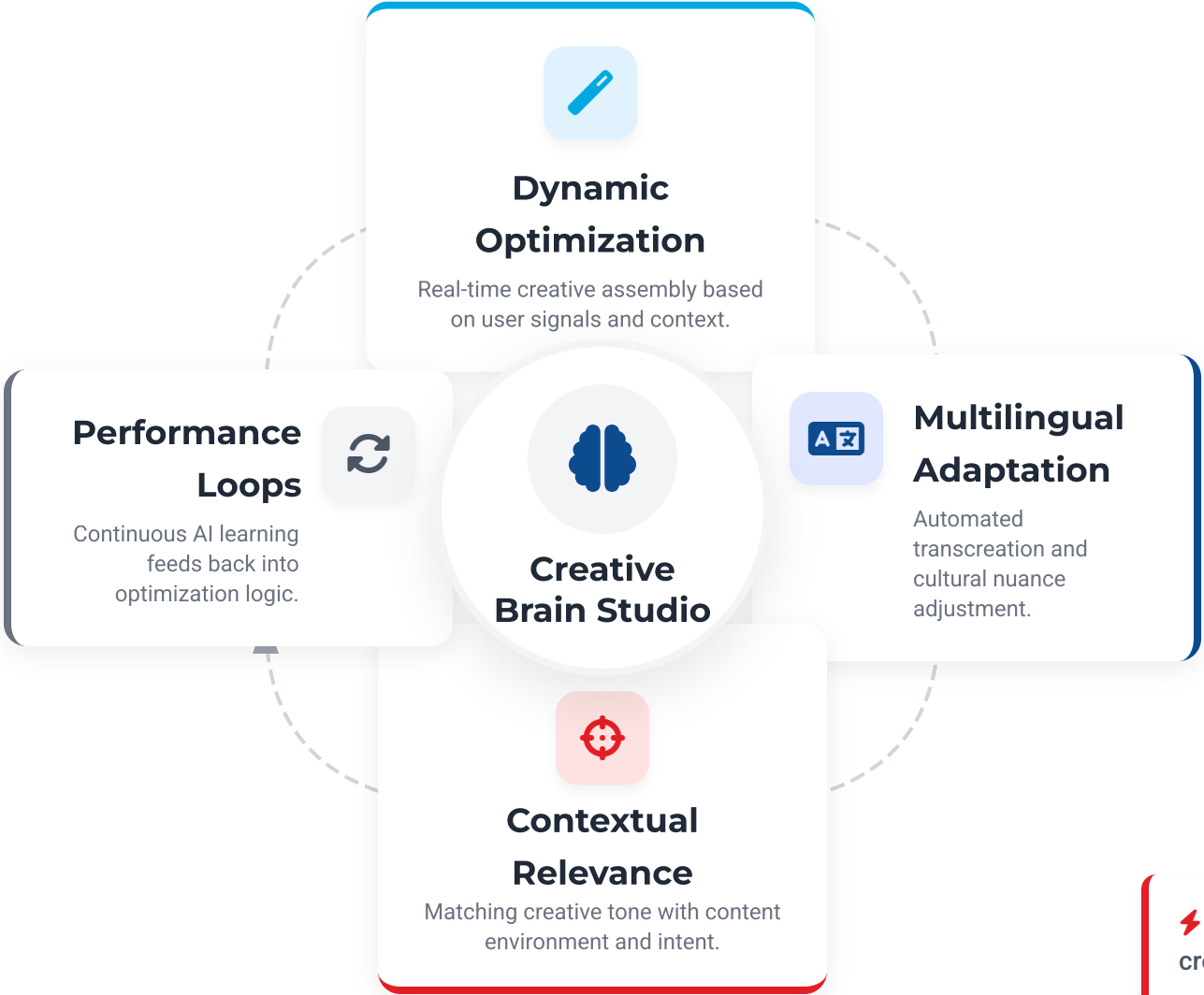
Supply-Side Intelligence

SSP Signals

Exchange Data

Bidstream Info

Contextual API



⚡ Continuous optimization ensures creatives get smarter with every impression.

Two distinct models for every objective

SCALE & REACH



RON

Run-on-Network

Maximize reach and cost-efficiency across the entire network.



Broad Audience Reach

Maximum exposure across all inventory



Demographic & Geo

Targeting based on location and demo signals



Cost Efficiency

Lower CPMs for mass awareness campaigns

VS

PRECISION & CONTROL



PG

Programmatic Guaranteed

Granular targeting with premium inventory and fixed pricing.



Granular Targeting

Multicultural, behavior, and interest segments



Data Enrichment

1P/3P data + Edge AI/OS signals



Supply Control

Specific SSP selection and whitelisting

Run-on-Network (RON)



Scale Model

Maximum reach across the entire network ecosystem



Key Characteristics



No Whitelist Required

Broad distribution across all approved publishers.



No Blacklist Restrictions

Unfiltered access to maximize available inventory.



Single Audience Segment

Unified targeting approach for simpler execution.



Demo + Geo Targeting

Focus on location and demographic fundamentals.

BEST FOR



Brand Awareness



Maximum Reach



Cost Efficiency

Programmatic Guaranteed (PG)



Precision Model

Guaranteed inventory with granular targeting controls



Key Capabilities

GUARANTEED



Multiple Segments

Layer multiple audience personas.



Deep Data Layers

1P/2P/3P + Edge AI & OS data.



Full Targeting Control

Frequency, recency, context control.



SSP Selection

Curate specific supply sources.

BEST FOR



Performance



Multicultural Precision



Brand-Sensitive



Display Advertising

High-impact visual formats across premium publisher networks.

Standard Banners

Large Formats

Interactive/Rich Media

Interstitials



Online Video

Engaging video experiences across web and app environments.

Pre-roll

Mid-roll

Outstream

Vertical Video



CTV / OTT

Premium big-screen inventory in streaming environments.

Connected TV

Over-The-Top

Addressable TV

Full Episode Player



Digital Audio

Immersive audio ads reaching listeners in screen-free moments.

Live Radio Streaming

On-Demand Podcasts

Music Streaming



Native Ads

Seamless ad integration matching the look and feel of content.

In-Feed

Content Recommendation

Sponsored Listings



Mobile Environments

Optimized delivery for the primary device of multicultural users.

In-App

Mobile Web

Rewarded Video

Playable Ads

Safety is not an add-on. It's **embedded by design** in every impression.



Pre-Bid Filtering

Blocking invalid traffic before purchase.



Contextual Controls

Keyword & category exclusion lists.



Zero Tolerance Policy

Comprehensive protection across all formats and channels.



Viewability Standards

MRC-accredited measurement partners.



Fraud Prevention

Advanced IVT detection algorithms.

Measurement & Attribution

CONVERSION & OUTCOME MEASUREMENT

Validate performance with industry-leading attribution partners for precise ROI tracking across the funnel.



AppsFlyer

Mobile Attribution & Marketing
Analytics



Branch

Cross-Platform Linking &
Attribution



Adjust

Mobile Measurement Partner
(MMP)



Singular

Unified Marketing Intelligence

 INVALID TRAFFIC • VIEWABILITY • SUITABILITY

Protecting your brand investment with premium verification partners to ensure every impression is real, viewable, and safe.



Sizmek

Ad Serving & Verification



DoubleVerify

Media Quality & Authentication



IAS

Integral Ad Science Verification

♥ ATTENTION • REACH • FREQUENCY • BRAND LIFT

Going beyond clicks to measure real human attention and brand impact with global standards.



MOAT

Attention Analytics & Viewability

Measuring real human attention across platforms



Nielsen

Brand Lift & Audience Ratings

Global standard for audience measurement



Empowering the world's leading brands and agencies with **culture-first** programmatic technology.



500+

ENTERPRISE CLIENTS

3+

CONTINENTS

15+

COUNTRIES

Why BrandMo Tech



Culture-First

Built specifically for multicultural markets, understanding the nuances of language, behavior, and identity that others miss.



Infrastructure-Led

We don't rent technology; we own the full stack from Edge AI technology to delivery, ensuring speed, security, and control.



Data-Owned

Proprietary audience intelligence derived from 170M+ unique profiles globally, not reliant on third-party cookies.



AI-Powered

Predictive optimization at scale using our BEAM engine to forecast delivery and performance outcomes before bidding.



Enterprise-Ready

Trusted by Fortune 500 brands and global holding groups, with institutional-grade security, fraud protection, and transparency.

Ready to Redefine Your Multilingual Strategy?

Connect with our global leadership team.



Toronto

GLOBAL HQ



New York

NORTH AMERICA SALES



Dubai

EMEA HUB

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