This month marks our second anniversary. Our first two years have been hugely exciting and we wanted to share with you the story behind our success to date and why growing numbers of advertisers are entrusting us with their programmatic campaigns. *August 2014.*

#	Category	Attribute	Provider	Description
1	Experience	Time:	INSIGHTFUL media	Two years in existence working with over 100 advertisers, responsible for over 750 campaigns and billions of ad impressions bought and optimised.
		Multi-Category:	INSIGHTFUL media	We have worked with clients from advertiser categories as diverse as travel, telecom, insurance, gambling, hospitality, energy, broadband, technology, retail, financial services and the charity sector.
		Multi-Channel:	INSIGHTFUL media	Our work has seen us run display, video and mobile campaigns for both transactional and brand advertisers.
		National & International:	INSIGHTFUL media	Although the bulk of our work has been in Ireland, we are increasingly being chosen to manage international campaigns.
		Right Structure:	INSIGHTFUL media	Our team structure has evolved to better respond to the needs of advertisers. We have a business solutions team, a campaigns team and an analytics and insights team.
2	Approach	ROI Obsessive:	- - -	Our goal is to find your next customer cost effectively.
		Independent:	*Ask for details*	We are solution and platform agnostic and not obliged to use one platform over another. We will use the technology that is best placed to deliver the results your media buy requires.
		Progressive:	*Ask for details*	We go the extra mile for you. This sees us invest time building contextual segments, curating whitelists and ongoing profiling to help you scale your campaign without losing campaign relevance and targeting.
3	Platform Excellence	Best in Class:	TURN	Turn is the largest independent company in the advertising technology sector and the recognized leader in platform-based mobile, video, display, and Facebook advertising.
		Experience:	TURN	Turn has been around since 2008 and its platform was designed at the inception of the programmatic industry. The platform's intelligence and capabilities have been refined ever since.
		Algorithmic Superiority:	TURN	Turn is a proven top flight performer as evidenced by its success in various head to head tests with Appnexus, DataXu, Mediamath.
		Inventory Visibility:	TURN	Turn has the highest call out rate in the industry with a 99.6% global response rate meaning it sees more bid requests than competitors.
		Lightning Fast Bid Response:	TURN	Turn evaluates over 2000 datapoints in real time and responds in less than 10ms to a bid request. Greater visibility and quicker response means we have first sight of more bids than rival platforms.
		Leader in IP Intelligence:	digitalelement	Turn uses the gold standard, IP Intelligence tool – Digital Element - as standard. This helps us guarantee advertisers the highest levels of IP accuracy as part of their advertising campaigns.
		Think Different:	TURN	As the only user of the Turn platform in Ireland, we are alone in the use of Turn's intelligent decisioning algorithm.
4	Reach	Unbeatable Scale:	TURN	Turn algorithms evaluate between 75% and 80% of the programmatic mobile, social and display impressions available in the world.
		Fully Integrated Platform:		Turn has data and tech partnerships in place with over 150 marketing technology companies to provide greater inventory choice and value across display, social, mobile and video ad buys.
		Premium Inventory Partnerships:	*Ask for details*	Access to over 100 premium inventory sources through private marketplaces.
		Exclusive Inventory:	i-Believe	Through Insightful Media, our advertisers can access datasets associated with some of i-Believe's network of 60+ national and International media brands.
5	First Party Data	Proprietary Data Network:	intender	The Intender Network introduces advertisers to prospects who are mid-funnel and in-market. This Network is comprised of 21 intent rich sites.
6	Campaign Quality	Fraud Prevention:	adometry	We use Adometry as our chosen click traffic quality management solution. By monitoring client click-streams, we can identify invalid and low quality traffic which can be traced back to the source.
		Manual Reviews:	- - -	We review network traffic and key engagement indicators daily to identify non-human traffic, click fraud and poor performing publisher inventory.
		Brand Safety:	Integral Ad Science	Using Integral Ad Science, we assess each impression pre-bid. In addition, we have access to a large number of premium inventory sources through private marketplaces.
		Viewability:	Integral Ad Science	We use Integral Ad Science's viewability technology to help ensure advertising appears in more viewable environments pre-bid. Viewability drives ROI as it is proven to lift both brand and direct response levels.
7	Client Retention	Re-book Rate	INSIGHTFUL media	Over 90% of clients who try Insightful Media stay with Insightful Media.