

Data Comes Together in Alveo

Alveo, Varick's proprietary campaign and data management platform, stores and analyzes customer data to give you a clear picture of your audience and the marketplace.

Data Sources:

- **Client Data** - CRM files, transaction data, competitive data
- **DSP Performance Data** - Granular multi-source log level data
- **Third Party Sources** - Social, TV viewing, purchase habits, census, etc



With Alveo You Have Access to:



Unparalleled view of inventory



Insights at your fingertips



Customized brand algorithms



Transparent reporting

Take Action With Confidence

It's simple -- know where, when and how to activate against each partner to best reach your customers. Expose the most relevant capabilities the market has to offer while paving a strategic path to your audience.



Transparent Insights From a Data-Rich Marketplace

Track campaign performance & actionable insights from one central location. Alveo combines fully transparent reporting across multiple sources to give you control over the most powerful campaign intelligence available.



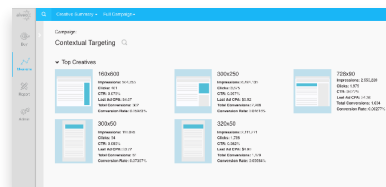
Uniques & Frequency



DSP Performance



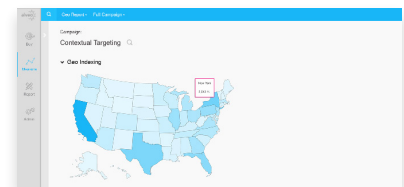
Audience Insights



Creative Summary



Pixel Summary



Geo Indexing