



Better media decisions. Better supply. Better outcomes.

The curated multi-SSP exchange that turns fragmented programmatic supply into transparent, outcome-driven media decisions.

“Don't buy another deal. Buy a better decision.”

Curation is table stakes now. Confidence in it isn't.

Curation capabilities are now built into SSPs, DSPs, marketplaces and data platforms alike. It's rapidly becoming a category feature — not a differentiator.

The result: buyers have more curated deals on offer than ever, and less certainty that any one of them was the right choice for their objective.

The question buyers should be asking has changed:

Not “Can you curate?” but “Can you prove the supply you selected was right for this objective?”

99% of advertisers say deal curation matters

21% rate their current execution as “very effective”

28% call it neutral or ineffective

Source: TripleLift research, June 2026 (223 US/UK advertisers) — commercial industry research, cited as indicative rather than universal.

Don't buy another deal. Buy a better decision.

Qrate is the curated multi-SSP exchange that combines audience intelligence, inventory qualification, independent access across the world's leading SSPs, and continuous measurement — in a single, transparent layer.

- 01 Audience intelligence, not generic demographics
- 02 Inventory qualified for brand safety and relevance
- 03 Independent access across leading SSPs
- 04 Continuous measurement feeding the next decision

Category

Curated Multi-SSP Exchange for Programmatic Media

One-liner

Better media decisions. Better supply. Better outcomes.

Challenger line

Don't buy another deal. Buy a better decision.

One access point. No boundaries.

Qrate sits between the buy side and the world's leading supply platforms as a single, unified exchange layer — replacing a patchwork of separate SSP relationships with one connection and one workflow.



Representative supply layer: Index Exchange · PubMatic · Xandr · Magnite · Equativ · Beachfront (a Seedtag Company)

A single seat replaces a patchwork of SSP relationships — one connection, one workflow, full visibility across supply.

Why Qrate instead of another solution?

	Qrate	SINGLE-SEAT / SINGLE-SSP OPERATORS
Available Formats	Display, Video, Native, CTV, Mobile App — one solution	Often limited to a few formats (usually Display/Video)
Inventory Quality	Premium and brand-safe by default, selected and curated	Generic inventory, without structural quality guarantees
Reach & Scalability	Global coverage with local granularity, flexible across markets	Limited reach, narrow geographic focus
Operational Agility	Single access point, simplified contracts, reduced time-to-market	Complex setups, multiple agreements to manage
CPM Efficiency	Optimized via multi-SSP competition — more inventory, more transparency	Less efficient CPMs, tied to a single supply source

One platform. Every channel. Every leading SSP.

Display & High Impact

IAB-standard placements across a brand-safe network — from banners to high-impact rich media.

Video

Premium in-stream & out-stream inventory across top-tier publishers, all major video standards.

Native

Placements that integrate naturally into content — sponsored, in-feed and discovery units.

Connected TV

Top-tier streaming inventory with household-level targeting and full-screen formats.

400,000+ brand-safe sites 60+ ad formats

PARTNER SUPPLY NETWORK

Index Exchange	PubMatic	Xandr	Magnite	Equativ	Beachfront (a Seedtag Company)
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Precision targeting starts with privacy-first data.

Effective targeting and strong privacy aren't a trade-off at Qrate — they're the same discipline. Precision comes from contextual and first-party signals, not personal identifiers.

Contextual Targeting

Deep semantic analysis of page content, URL taxonomy and real-time signals places ads in the right environment — driven by context, not personal identifiers.

Privacy-Compliant Modelling

Segments built from aggregated, anonymised signals — no personal identifiers, no tracking. Full precision, full GDPR compliance.

Brand Safety by Default

Multi-layer protection: pre-bid contextual filtering, publisher whitelisting and post-bid verification against IAS & DoubleVerify.

Identity-Agnostic Activation

Integration with major data providers and predictive models keeps targeting precise as third-party identifiers fragment across the open web.

What you get: outcomes, not just access.

Reach & Scale

300K+ audience segments and 400K+ brand-safe sites, with global coverage executed locally.

Efficiency

CPMs sharpened by multi-SSP competition — more inventory, more transparency, more competitive pricing.

Targeting Effectiveness

Real behavioral and contextual signals — not generic demographics — tuned to your goals.

Transparency & Control

Full visibility into what's included, excluded and why — one deal ID, one workflow.

Operational Simplicity

One access point. Custom PMP deals built and ready to activate within 48 hours.

Privacy & Brand Safety

GDPR-compliant by design, with brand safety filtering built in by default.

Impact you can see — and act on — while the campaign runs.

01**MONITOR**

Continuous analysis of performance metrics — viewability, delivery, win rate — in real time.

02**ADJUST**

Dynamic, automated fine-tuning of campaign parameters mid-flight.

03**IMPROVE**

Instant optimization to maximize effectiveness against the campaign's KPI.

Also included in every engagement:

Custom KPI dashboards & reporting

Attention & viewability benchmarking

Post-campaign analysis & strategic recommendations

From objective to outcome — the KPIs that matter.

OBJECTIVE	KPI	DOCUMENTED RESULT
Awareness & Reach	Viewability, Impressions / Unique Users	80% viewability vs ~70% benchmark (Automotive) · +58% brand awareness lift (Fashion & Luxury)
Engagement & Attention	CTR, Attention / Viewability Score	1.8% CTR (Automotive) · +2.5x viewability & attention score (Fashion & Luxury)
Consideration & Intent	Intention to Buy (brand lift)	+35% intention to buy, via first-party & CRM data (Fashion & Luxury)
Conversion & Efficiency	Conversion Rate, Completion Rate, Avg. CPM	2.3% conversion rate (Automotive) · 78% completion rate, €4 avg. CPM (FMCG)

Automotive

OBJECTIVE

Brand awareness · Engagement · Efficiency

STRATEGY

AI-driven contextual targeting was used to select premium automotive content and reach high-intent audiences.

KEY TAKEAWAYS

- AI Optimization: Improved ad placement, reducing unqualified impressions.
- Cost-Quality: PMP strategy balanced cost with access to premium inventory.
- Targeting Effectiveness: Content-based targeting drove above-average engagement and conversion.
- Brand Awareness: 3.3M unique users significantly increased brand visibility.

20M

IMPRESSIONS

Extended coverage

3.3M

UNIQUE USERS

+15% vs previous campaigns

80%

VIEWABILITY

vs ~70% industry benchmark

1.8%

CTR

Upper segment for automotive

2.3%

CONVERSION RATE

Website visits / test-drive requests

FMCG

OBJECTIVE

Brand awareness · Impactful video · Premium viewability

STRATEGY

A curated PMP reached relevant audiences in premium environments, with high-quality video inventory and dynamic optimization to maximize visibility and efficiency.

KEY TAKEAWAYS

- Premium PMP Selection: Improved ad placement, reducing unqualified impressions.
- Targeting Effectiveness: Maximized cost efficiency while targeting the most relevant impressions.
- Brand Awareness: Viewability-focused strategy enhanced brand recall and purchase intent.

+15M

IMPRESSIONS

2.5M

UNIQUE USERS

92.5%

VIEWABILITY

Exceeding video benchmark

78%

COMPLETION RATE

Strong engagement & delivery

€4

AVERAGE CPM

Premium inventory, cost efficiency

Fashion Brand (Luxury)

OBJECTIVE

Brand awareness · Premium customer engagement · Purchase intent

STRATEGY

Qrate's algorithms analyzed millions of premium fashion and lifestyle sites to identify the most relevant placements, maximizing brand affinity and target impact.

KEY TAKEAWAYS

- Intelligent Curation: Generated measurable impact in the premium fashion sector.
- Buying Optimization: AI-driven optimization balanced cost with premium inventory access.

+72%

BRAND AWARENESS

Via brand lift studies

+58%

ENGAGEMENT

vs previous programmatic campaigns

+35%

INTENTION TO BUY

First-party data & CRM insights

+2.5x

VIEWABILITY & ATTENTION SCORE

Exceeding luxury benchmarks

€4

BUYING OPTIMIZATION (CPM)

Reduced wasted impressions



If everyone gives you access, Qrate gives you control.

The curated multi-SSP exchange for brands and agencies who want to know why they're buying the supply they're buying.

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