mixpeek

Mixpeek for Agency Data Teams: Clean, Consistent Ad Signals at Scale

Your Priorities

- **Winning & Growing Clients**: deliver measurable outcomes and transparency that strengthen relationships

- **Maximizing AI & Data Investments**: unlock more value from existing platforms by unifying fragmented signals

- **Delivering Privacy & Brand Confidence**: provide verifiable, standardized signals that inspire trust

- **Driving Efficiency & Speed**: launch campaigns faster while reducing manual overhead

How Mixpeek Helps You Succeed:
Seamlessly integrates with your existing data lakes, clean rooms, and DSP workflows.

- **Strengthen Client Relationships:** Deliver richer, more transparent signals that drive confidence.

  Example: A CTV cooking show enriched to "food, healthy living, family-friendly" earns premium demand.

- **Accelerate AI & Data ROI:** Enrich video, image, audio, and text into one standardized signals layer ready for activation.

  Example: Five separate "finance" labels unified into one IAB 3.0 category across regions.

- **Enhance Trust & Confidence:** Automatic alignment to IAB 3.0, brand-safety tiers, and sentiment adds credibility to every campaign.

  Example: Political content verified as suitable instantly, enabling faster go-to-market.

- **Increase Speed & Efficiency** Modular enrichment means only activating what's needed, reducing waste and time to launch.

  Example: Signals data pushed directly into your clean room, cutting campaign setup from quarters to weeks.

Why Leading Holding Companies Choose Mixpeek

- **Faster Activations**: campaigns live in weeks, not quarters

- **Greater Transparency**: verifiable contextual signals across all accounts

- **Cross-Brand & Global Consistency**: one taxonomy across brands and geographies

- **Higher ROI**: maximize returns on your AI and data platform investments

Next Step

Run a **2-week proof of concept**: align one region to IAB 3.0, enrich live campaigns, and prove ROI fast.

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