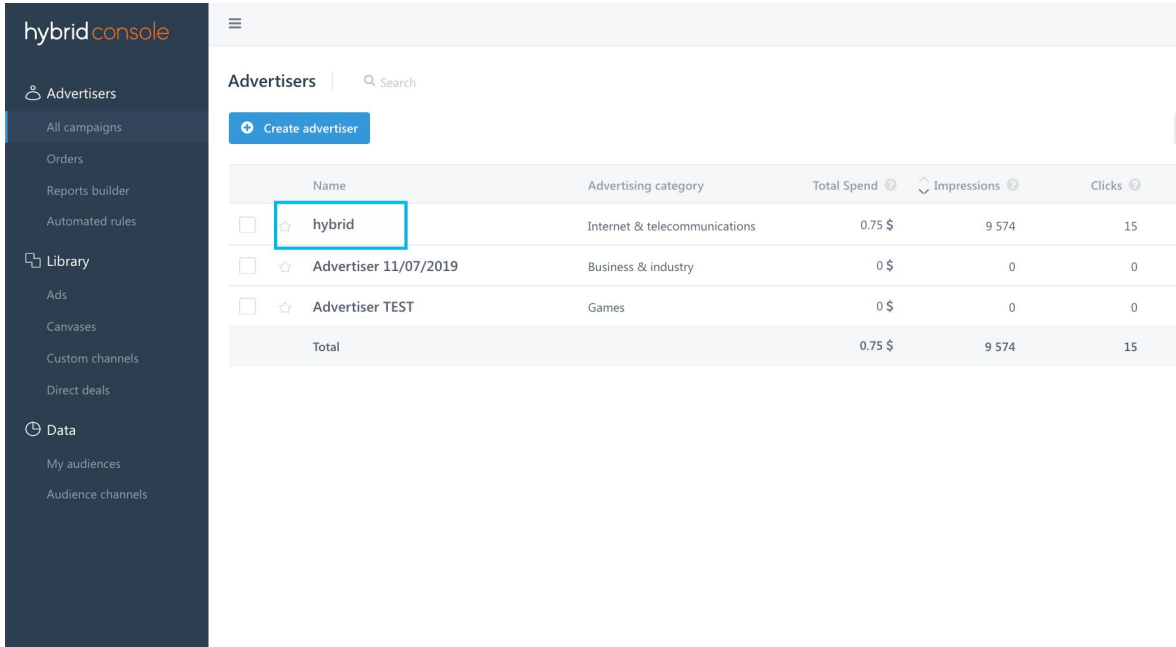


How to purchase OnAudience segments

Hybrid.ai

Choosing OnAudience segments through Hybrid DSP



The screenshot shows the 'hybrid console' interface. On the left is a dark sidebar with navigation options: Advertisers, All campaigns, Orders, Reports builder, Automated rules, Library, Ads, Canvases, Custom channels, Direct deals, Data, My audiences, and Audience channels. The main content area is titled 'Advertisers' and includes a search bar and a 'Create advertiser' button. Below is a table with columns for Name, Advertising category, Total Spend, Impressions, and Clicks. The 'hybrid' advertiser is highlighted with a red box.

	Name	Advertising category	Total Spend	Impressions	Clicks
<input type="checkbox"/>	☆ hybrid	Internet & telecommunications	0.75 \$	9 574	15
<input type="checkbox"/>	☆ Advertiser 11/07/2019	Business & industry	0 \$	0	0
<input type="checkbox"/>	☆ Advertiser TEST	Games	0 \$	0	0
	Total		0.75 \$	9 574	15

Choose an Advertiser from the list or create a new one

Choosing OnAudience segments through Hybrid DSP

The screenshot displays the Hybrid Console interface. On the left is a dark sidebar with navigation options: Advertisers (All campaigns, Orders, Reports builder, Automated rules), Library (Ads, Canvases, Custom channels, Direct deals), and Data (My audiences, Audience channels). The main content area shows a campaign named 'hybrid' with a budget of 42.74 \$ and an 'Add funds' link. Below this are performance metrics: IMPRESSIONS (9 588), CLICKS (15), REACH (6 609), FREQUENCY (1.45), BOUNCE RATE (0%), CPC (0.05 \$), and AMOUNT SPENT (0.75 \$). A 'SHOW GRAPH' link is also present. A 'Create' button is visible above a table of campaigns. The table has columns for 'Name' and 'Daily volume'. The 'Hybrid' campaign is highlighted with a blue box and has a toggle switch turned on, with a daily volume of '0.75 from 2 \$'. Other campaigns listed include 'Campaign 12/04/2019', 'Campaign 10/18/2019', 'Campaign 10/17/2019', 'hybrid all Europe', '123Campaign 10/15/2019', 'hybrid.ai', and 'Hybrid ai ?'.

Name	Daily volume
> New campaign group	
<input checked="" type="checkbox"/> D Hybrid	0.75 from 2 \$
<input type="checkbox"/> M Campaign 12/04/2019	0 from 100 \$
<input type="checkbox"/> V Campaign 10/18/2019	0 from 10 \$
<input type="checkbox"/> D Campaign 10/17/2019	0 from 100 \$
<input type="checkbox"/> D hybrid all Europe	0 from 10 \$
<input type="checkbox"/> M 123Campaign 10/15/2019	0 from 100 \$
<input type="checkbox"/> D hybrid.ai	0 from 10 \$
<input type="checkbox"/> M Hybrid ai ?	0 from 10 \$

Select a campaign in which you want to use OnAudience segments or create “New campaign”.

Choosing OnAudience segments through Hybrid DSP

The screenshot displays the 'hybrid console' interface. On the left is a dark sidebar with navigation options: Advertisers, Library, and Data. The main content area is titled 'Audience' and includes a dropdown for 'Audience source' set to 'Third-party audiences'. Below this is a 'Select audience' section with a search bar and a list of categories: Aidata, 1DMC, Soloway, AmberData, Hybrid Segments, Weborama, Adex, and OnAudience. A text prompt reads 'Select audiences from the list on the left to target or exclude.' At the bottom, a progress bar shows four steps: Step 1 Basic, Step 2 Inventory, Step 3 Audience (highlighted with a red box), and Step 4 Ads. A 'Cancel' button is also visible.

In the campaign settings go to 3rd step called “Audience”.

Choosing OnAudience segments through Hybrid DSP

The screenshot displays the 'hybridconsole' interface. On the left is a dark sidebar with navigation options: Advertisers (All campaigns, Orders, Reports builder, Automated rules), Library (Ads, Canvases, Custom channels, Direct deals), and Data (My audiences, Audience channels). The main content area shows a campaign configuration step: 'Select the type of campaign > Display'. Below this is the 'Audience' section. Under 'Audience source', a dropdown menu is set to 'Third-party audiences'. The 'Select audience' section has an input field for 'Enter audience name' and a list of categories. The 'OnAudience' category is expanded, showing sub-categories: Brands, Demography, Events, Intent, Interest, Arts & Entertainment, Automotive, Beauty, Business (checked), Careers, and Education. At the bottom of this section are buttons for 'Add as a New Group' and 'Add to Selected Group'. To the right, the 'Selected audiences' panel shows a 'Target' dropdown and a card for a selected audience: 'Third-Party Audiences > OnAudience > OnAudience > Interest > Business'. The card details include 'Audience type: Web (Cookie), Mobile App (IFA)' and 'Reach: 36140248 CPM: 0.34 \$'. At the bottom of the interface is a progress bar with four steps: 1 Step 1 Basic, 2 Step 2 Inventory, 3 Step 3 Audience (highlighted), and 4 Step 4 Ads. A 'Cancel' button is also present.

In the list of suppliers choose one of the OnAudience segments and click “Add as a New Group”.

Choosing OnAudience segments through Hybrid DSP

The screenshot shows the 'hybridconsole' interface. On the left is a dark sidebar with navigation items: Advertisers, Library, and Data. The main content area is titled 'Added Ads' and contains a grid of ad creatives. Each creative card shows a preview, a file name, dimensions, and a landing page URL. At the bottom of the grid, there are navigation steps: Step 1 Basic, Step 2 Inventory, Step 3 Audience, and Step 4 Ads. A 'Save & Close' button is located at the bottom right of the grid, highlighted with a red box and an arrow.

After checking all settings and adding the creatives click “Save and close”.

**Need a custom segment?
Contact us!**

hello@onaudience.com