

AGENCY CAPABILITIES:

# Digital Media Planning and Buying



## We Plan and Buy Media Across All Digital Formats



Paid Search



Digital Audio



Paid Social



Mobile



Video & Display



CTV

## We Offer Broader and Deeper Access into Premium Inventory

65

Mobile Inventory Partners

32

Display Inventory Partners

24

Desktop Data Vendors

4

Cross-Device Data Partners

28

Mobile Device Vendors

20

Video Inventory Partners

## Wingman's People-Based Approach Targets Real People Who Are Ready to Buy From You



### Identity Resolution

Anonymized persistent identifiers, or Identity Links, tell us how real people interact with media over time.



### Household Extension

Like an octopus, reach out to as many as 15 individuals across multiple devices using a single iP address



### Cross-Device Targeting

Seamlessly target your digital audience across desktop, mobile and OTT devices, and innovations to come.



### Cross-Channel Distribution

Reach your audience across all channels: from Digital Display to Connected TV and Streaming Audio.

Learn more at [www.wingmanmedia.com](http://www.wingmanmedia.com)