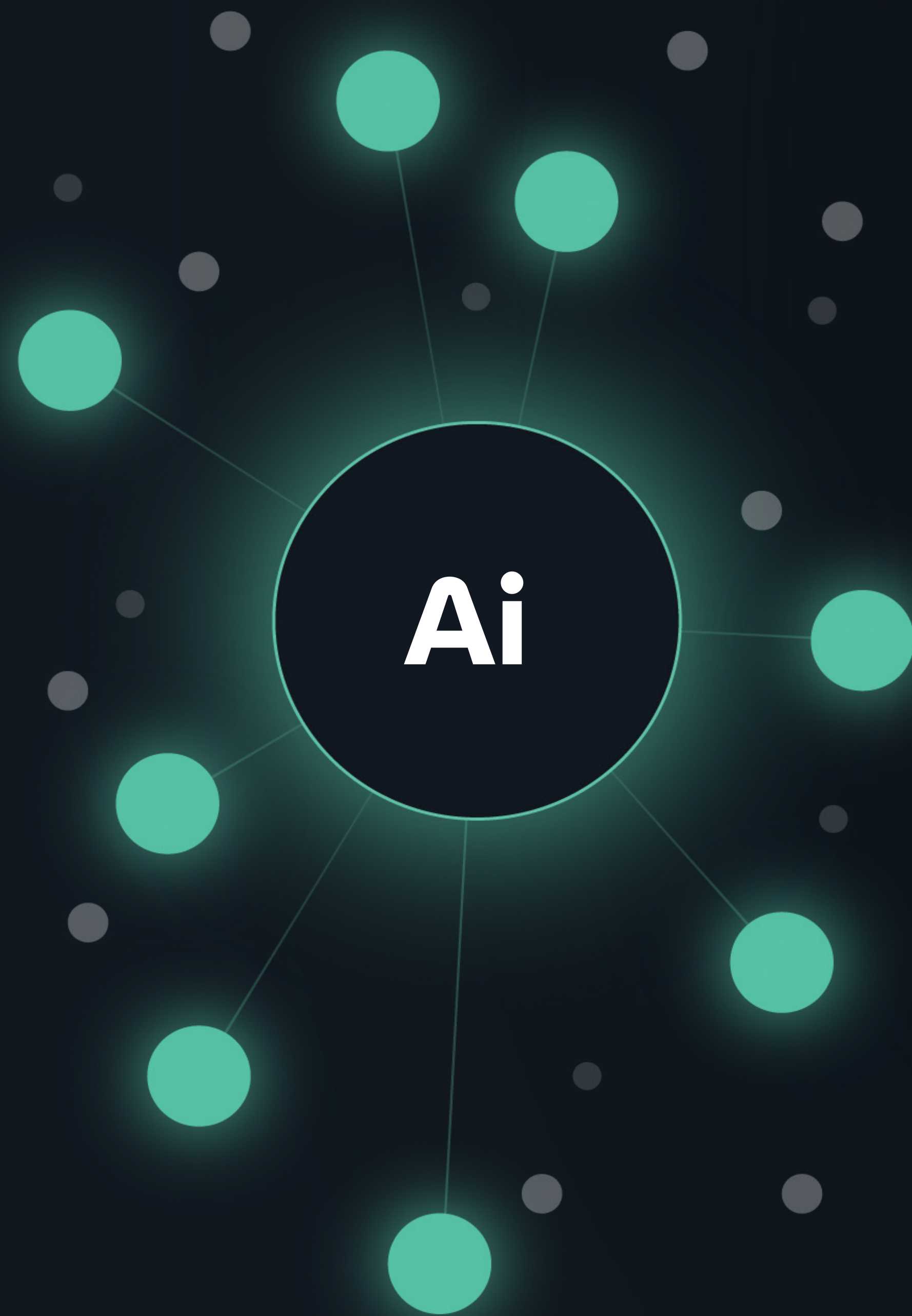# Onyx
by Outbrain™

Discover Prediction-Powered Audience Solutions

The data is clear: Privacy regulations are here to stay, with 95% of U.S. advertising leaders expecting continued restrictions according to the IAB. Within this evolving landscape, over half express concerns about effectively reaching their target audience.*

Our **privacy-safe solutions** enable brands and agencies to reach audiences at scale without compromising user data, ensuring sustainable and compliant advertising strategies.

*EMARKETER

Ai

Thrive in a Privacy-First World with Onyx Audience Solutions

AI is presenting a powerful opportunity to reach audiences despite signal loss. By harnessing AI alongside rich interest and contextual data from our Outbrain heritage, Onyx Audience Solutions unlocks both reach and results for your campaigns while preserving privacy.

▶ **INNOVATION**
Our cutting-edge prediction engine understands and anticipates user interest, ensuring your ads appear at the perfect moment for maximum impact.

▶ **PRIVACY**
Onyx operates entirely within a cookieless, privacy-focused framework, meeting users' expectations.

▶ **REACH**
Expand your audience effectively with scalable, cookieless targeting while building trust with consumers.

Audience Solutions to Fit Your Brand Needs

Reach relevant audiences based on what they're interested in and who they are.

What They're Interested In

Outbrain First-Party Contextual & Interest Segments

Deliver your message in moments and contexts that matter for your audience, based on their true interests and reading habits.

Who They Are

Predictive Demographics

Reach privacy-safe demographic segments by predicting key characteristics using Outbrain proprietary technology and advanced AI.

Spotlight: Predictive Demographics

Predictive Demographics empowers brands to connect with relevant demographic audiences, without relying on privacy-infringing methodologies.

Predictive Demographics delivers **more reach** (up to 10x more impressions than cookie-based demographic segments) and **increased efficiency** (37% more efficient eCPMs). Advertisers are embracing the solution for its ability to enhance campaigns and prioritize **privacy-centric audience targeting** (adoption rate surpassing third-party segments by 25 to 40%).

Source: Outbrain DSP Campaigns, 2024

Powered by Prediction x Advanced AI

Our Proprietary Prediction Engine Predicts Moments that Drive Value

By leveraging and analyzing First-Party Data not fully reliant on user identity from our end-to-end platform.

Predict value, understand audiences, and drive results

Advanced AI Enhances Our Audience Solutions

Through real-time understanding and interpretation of content, by utilizing:
Natural Language Processing (NLP)
Generative AI (via Large Language Models)

Get Started Now

We're paving the way for a more privacy-centric internet. **Reach out to us today** to future-proof your digital marketing strategy, and stay tuned for updates on new AI-powered solutions.