

— DATA CORTEX · PUBLISHER INFRASTRUCTURE

Your data. *Your value.*

Publisher-owned data infrastructure that earns inside the bid request.



10+ IDS LIVE

LiveRamp · SharedID · ID5 · Lotame ·
Panorama · Criteo · UID2 · 33across

ACROSS CHANNELS

Web, video, in-app — every bid request

FOUNDATION TIER

Ships with Yield Cortex. No extra
integration.

Three layers of *signal*.

All publisher-owned. All in every impression.



Identity layer

10+ prebid ID adapters · across web, video, in-app

Live



First-party data

IP · device · geo · site · ortb2 fields

Live



Contextual signal

Category · sentiment · brand safety

Roadmap



BID REQUEST PAYLOAD

Enriched, every impression

- eids [10+]
- device.ip
- site.url
- site.cat (next)
- ramp_id live
- geo.country
- ortb2.user
- brand_safety (next)

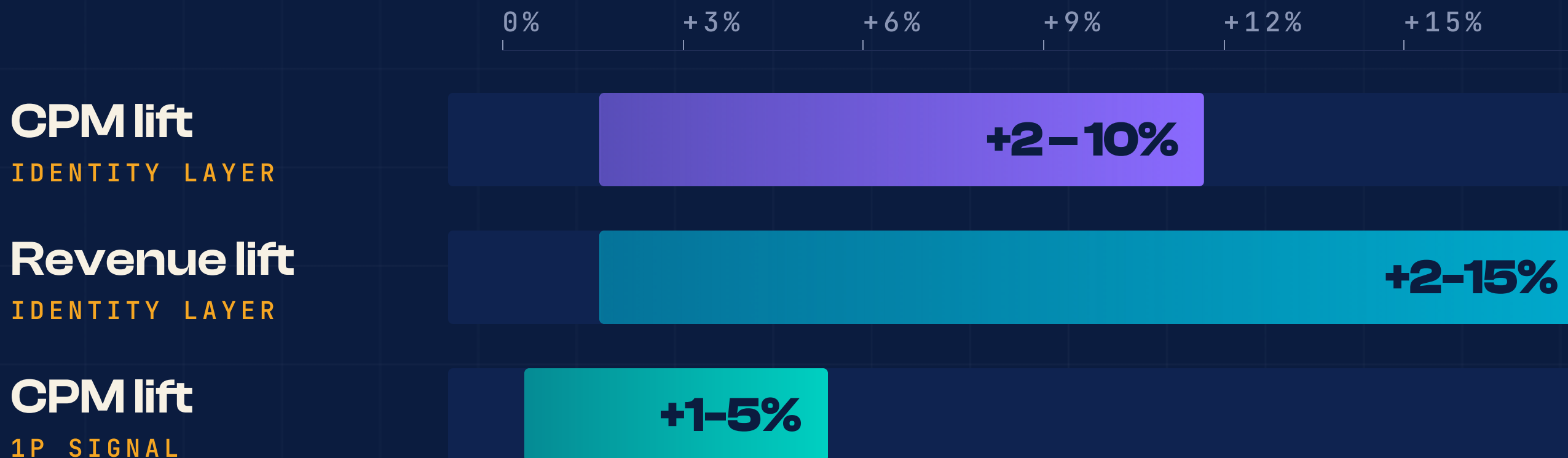
NET PUBLISHER LIFT

+2-15%

— THE NUMBERS, MEASURED

Richer bids *earn more.*

Live A/B ranges across publishers. Same demand. Same page. Richer bid request, higher price.



TOP OF RANGE

+15%

peak revenue lift on identity-enriched bid requests.

Live publisher A/B tests · BoredPanda reference

— HOW DATA CORTEX SHIPS

One data layer.

Two ways to use it.

Identity layer

10+ prebid ID adapters • across web, video, in-app

First-party data

IP, device, geo, site, ortb2 fields

Contextual signal

Category, sentiment, brand safety

Audiences & PMP

Persistent storage, segmentation, direct-deal activation

FOUNDATION TIER

Included

Ships with Yield Cortex. No extra integration. No fee.

✓ Included, every bid request

✓ Included, every impression

— On roadmap

— Not included

AUDIENCE TIER

Scoped

Separate engagement, scoped per publisher.

✓ Included

✓ Included

+ Activated per publisher

+ Stored, portable, direct-deal ready

• IN BETA • DATA CORTEX × ADCP

The agentic web is being built on **AdCP**.

Advertisers are racing in. Most publishers are sitting it out.

ADVERTISERS EXPLORING ADCP

89%



Testing or adopting the protocol. Buyers are moving now.

Source: Digiday – [The State of Agentic Advertising](#)

60-pt
SUPPLY GAP

PUBLISHERS IN ADCP

29%



The supply side is wide open. First-movers set the standard.

Be in the *vanguard*. Open now to select Adverge publishers.

Full briefing + technical playbook on the Adverge blog

[Read the blog →](#)

— WHAT'S NEXT

If you run Yield Cortex, *you already qualify.*

Talk to the team about turning on the identity layer and ortb2 1P injection across your bid requests, or scoping the Audience tier if you have a direct or PMP business that needs publisher-owned data behind it.

TALK TO US

**Book a
30-min audit.**

EMAIL
team@adverge.ai

ONE-PAGER
adverge.ai/data-cortex

Book the audit

