



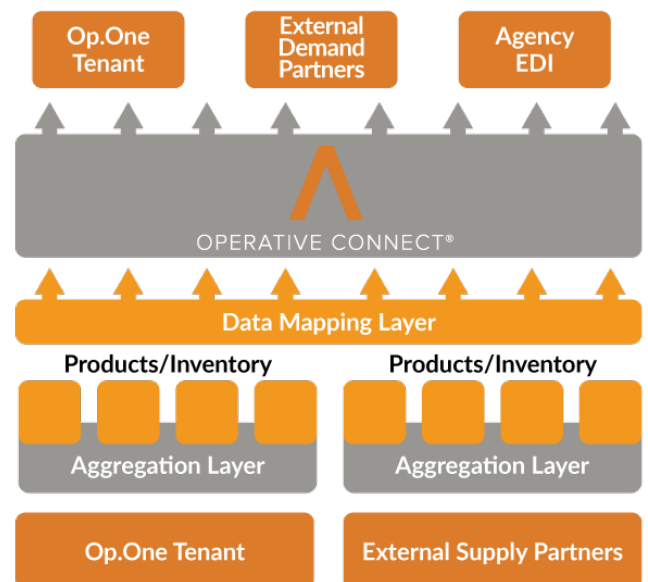
EMPOWER AND CUSTOMIZE YOUR OWN MARKETPLACE

Buy, sell and package products with ease and scale between your preferred existing partnerships and create new extensions from our Operative.One client list - all in your current platform.

BENEFITS AND ADDED VALUE:

- Allows Operative customers to now connect to other Operative.One customers and partnerships in a centralized and private software offering in your already existing Operative.One product.
- Create flexible products and reach more audiences with extensions to other top tier publishers in a data enabled environment.
- Operational efficiency utilizing Operative.One core technology workflow and communication tools.
- Manage trafficking and delivery of all partnerships the same way you manage your core business today.
- Agency EDI reduces RFP friction via MediaOcean integration

**HOW OPERATIVE CONNECT
AUTOMATES AND SIMPLIFIES
YOUR WORKFLOW**



“ Once we went down the pathway with Connect, we have found an incredible improvement in our relationship with the publishers. Because, for the first time we were sitting around the table, speaking a language that was the same. ”

-Nick Garramone, SVP eBusiness Operations and Research, NCC Media