

# Data Prism™

Inclusive, Equitable Representation for Your Campaigns

**An open-ended platform for the intake and synthesis of audience identity information to provide advertisers with an inclusivity and equity solution for their advertising campaigns.**

Playwire's innovative Data Prism™ leverages our code-on-page presence to identify audience members through a full spectrum of diversity-centered data lenses. Race, gender identity, religion, sexual orientation: we take all of these factors and more into account to ensure that your campaign reaches a truly inclusive, representative audience. Meanwhile, our IAB-certified CMP ensures access to audiences without infringing on their privacy.

Those data sets are built using Playwire:

- 1st Party Registration Data
- 1st Party Survey Data
- 1st Party Publisher Ownership Data
- 1st Party Contextual Data
- Demographic of Content Creators
- Geo Targeting
- 3rd Party Data

Client Campaign  
Pipe: \$100K

playwire  
PRISM™

Audience Segments

SEGMENT 1 (60.1% = \$60.1K)

SEGMENT 2 (18.5% = \$18.5K)

SEGMENT 3 (13.4% = \$13.4K)

SEGMENT 4 (6.1% = \$6.1K)

SEGMENT 5 (1.3% = \$1.3K)

SEGMENT 6 (0.6% = \$.6K)