

Aardvark

@curate.

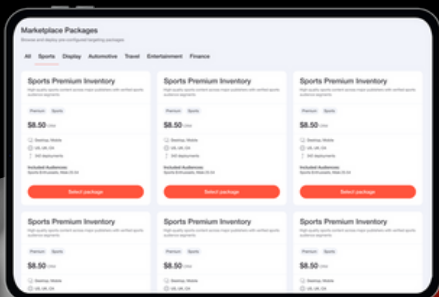
# Build Your Own Marketplace

**Flexibility. Transparency.  
Control. *All in your hands.***

You know your audiences, your partners, and your goals better than anyone, so why settle for only pre-packaged deals?

**Build Your Own Marketplace (BYOM) lets you take the reins.**

Through Aardvark, you can design and manage curated deals on your terms, across the partners, publishers, and performance metrics that matter most to you.



- ✓ No middlemen.
- ✓ No mark-ups.
- ✓ Just your marketplace, your way.

# Why it matters:

## Custom Control

Marketplaces tailored to your brand, category, or campaign goals, without needing a developer, data scientist, or a week of spare time.

## Faster Activation

Go from idea to deal ID in minutes, not meetings.

## Smarter Decisions

Access benchmark data and contextual insights to guide your build.

## Unified Platform

Whether you're curating for one client or one hundred, Aardvark scales with you.

## Full Transparency

See every line item, fee, and outcome clearly, nothing buried, nothing hidden.

## In plain English

Build Your Own Marketplace is for anyone who's tired of the "one size fits none" approach to programmatic. It's for the planners who want precision, the traders who crave control, and the brands who value transparency.

*Your deals. Your data. Your way.*

## HOW IT WORKS. IN THREE EASY STEPS

### Create

Create your campaign within Aardvark and select the Build Your Own Marketplace option.

### Curate

Curate your inventory, filters, and pricing using our automation tools and live benchmarks.

### Activate

Activate directly into your DSP, or share deal IDs with your team or clients instantly.

### That's it.

No mystery, no back-and-forth. Just clean, curated media, built exactly how you want it.