

B	I	N	G	O
User Data	2024 Strategy	Display Ad	Prebid.js	Linear TV
Cloud	SSP	Native Ad	Ad Campaign	Open RTB
Reach	Viewability	FREE	Bidder	Geotargeting
Header Bidding	Publisher	Impression	First-Party Data	Multichannel
Exchange Bidding	CTV	One Microsoft	Yield Optimization	DMP

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Viewability	Ad Campaign	Prebid.js	Cloud	Native Ad
Display Ad	Yield Optimization	Linear TV	CTV	Open RTB
Header Bidding	Bidder	FREE	Geotargeting	2024 Strategy
First-Party Data	One Microsoft	User Data	DMP	Publisher
Impression	Multichannel	Reach	SSP	Exchange Bidding

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CTV	One Microsoft	Ad Campaign	Multichannel	Bidder
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Reach	DMP	FREE	Publisher	First-Party Data
Viewability	Open RTB	Prebid.js	Yield Optimization	Display Ad
Geotargeting	2024 Strategy	Native Ad	Cloud	Exchange Bidding