

eXelate RTD allows data buyers to fire a pixel of a user's browser to eXelate and get a response with the full list of segments attributed to a user according to the buyer's data subscription.

Set Up

The eXelate Javascript code is distributed on a browser. Network calls to the eXelate database once daily per UU, and we pass back any information we know about the user based on your taxonomy. A sample eXelate RTD tag will look like this:

<http://load.exelator.com/load?p=200&g=199&j=r>

The pixel URL identifies the buyer (p,g values) and the specific response option (j value). Additional values may be added to the RTD URL as needed, these values can be appended to the response as dynamic data parameters.

For example, a request to: <http://load.exelator.com/p=104&g=100&j=r&id=123456>
May redirect to: <http://a.buyer.com/?seg=1,2,3&id=123456>

The RTD tag sends the response as a redirect to the buyer URL, appending the segments data and the given id as part of that URL.

In the example above, the values "1,2,3" were used to describe the segments data. The segment taxonomy is flexible and can be defined to use any set of values to match the data buyer requirements.

Possible Response Methods

Redirect

The eXelate URL redirects to a dynamic buyer URL containing the segments data. Response Examples:

- <http://data.buyersystem.com/?segment=seg1|seg2|seg3>
- <http://srv.databuy.com/segs/?seg1=123143&seg2=221313&seg3=123123&age=34>

Image Redirect

The RTD pixel should be dropped within an IMG tag. The response redirects to an image url on the buyer server. This method can be used for redirecting directly to the creative based on segments data.

JSON

Standard JSON response containing the data. Due to browsers cross-domain policy, this method can only be used from Flash objects (video players etc.). Example:

```
{
  "service": "on",
  "age": 28,
  "gender": "female",
  "segments": [234,235,269]
}
```

Javascript Callback

The RTD pixel should be dropped within a script tag. The response script invokes a callback function and sends the data as arguments to that function, in JSON or any other format.

Response Examples:

```
receiveData({"service":"on","segments":[234,235,269]});
segments = [{"service":"on","segments":[111,222],"gender":"male"}];
```

document.write

The RTD pixel should be dropped within a script tag, the response script "document.writes" a script/iframe/img tag on the browser which directs to a URL on the buyer server. This URL contains the segments data.

Response Example:

```
document.write('<ifr + 'ame' width="0" height="0" frameborder="0" src="http://data.
buyersystem.com/?segment=seg1|seg2|seg3"></ifr + 'ame>');
```

Founded

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About eXelate

eXelate provides data and insight on online purchase intent, household demographics and behavioral propensities that enable digital advertisers to make optimal marketing decisions. Through the collection of directly measured online data and distribution partnerships with information leaders such as Nielsen, Nielsen Catalina, Mastercard Advisors, Bizo, and more, eXelate makes online, offline, and custom modeled data sets actionable across 350M online consumers worldwide. eXelate's proprietary maX data™ - customized audiences built for advertisers based on first and third party data - delivers 3-5x campaign performance as compared to conventional targeting. As members of the NAI, IAB, trustE, Council for Accountable Advertising, OPA and Evidon's Open Data Partnership, eXelate is a leader in privacy compliant advertising practices. For more information, please visit <http://www.exelate.com>