



Overview



hyScore ACT

Topic segments

- > 100+ dynamic segments for granular targeting at full-string URL level
- > Brand safety through pre-selection of all article URLs
- > Targeting on career status or life situations
- > No use of user data or cookies
- and more...



hyScore & Active Agent

Your benefits

- > Targeted delivery on actual articles that interest the user
- > Billing directly via DSP
- > Can be combined with any campaign
- > Delivery on newest articles
- > Better performance due to high relevance of your campaign



hyScore Specials

Events and Seasonal Segments

- > Brand & Competitor Targeting
 - > Personas mapping
 - > Individual Brand or Campaign Segments
 - > Saisonale Targeting Segmente
 - > Targeting on single celebrities & events
- On request only – get in touch: contact@hyscore.io**