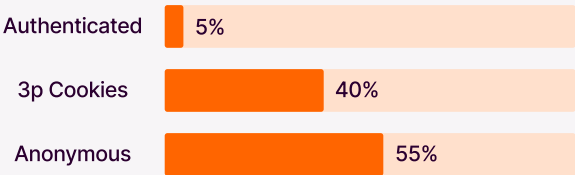




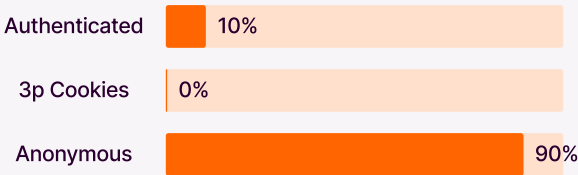
# AirGrid is a privacy-first, cookieless audience platform.

We leverage edge compute to store, model and activate audience data. Allowing individuals to keep **personal** data **personal**.

## Today

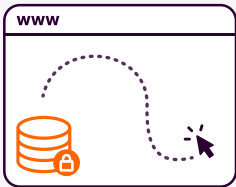


## Tomorrow

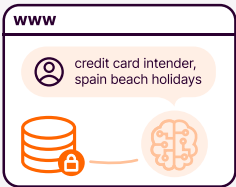


The internet is rapidly evolving into an anonymous & private space, driven by individuals, legislators and browser vendors. The easy addressability which both marketers and publishers have grown accustomed to is about to expire.

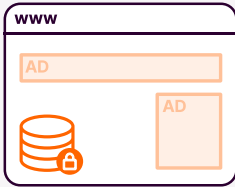
## How it works



Browsing behaviour and actions are **stored locally** in the browser



A machine learning model is sent to the browser to **predict the audiences** to which audiences match



**Only the audiences** leave the device, not exposing the individual's identity, but allowing for targeted advertising.

credit card intender,  
spain beach holidays

Tap into premium 1P publisher data in a privacy centric manner to create & target cookieless audiences via programmatic.

## Get started



**Sign up at**  
<https://app.airgrid.io>



**Select** a ready made or **build** your own custom audience



**Target** your audience in any major DSP

AirGrid integrates directly with **premium publishers** to segment audiences based on their browsing behavior and 1p publisher data. A direct integration means that the segmentation process can happen in the browser, **without extracting any personal data** from the device. The audiences are then made available to marketers via programmatic PMP deals instead of traditional cookie based segments. This allows for audience addressability to drive media performance goals whilst retaining **full privacy for individuals**.