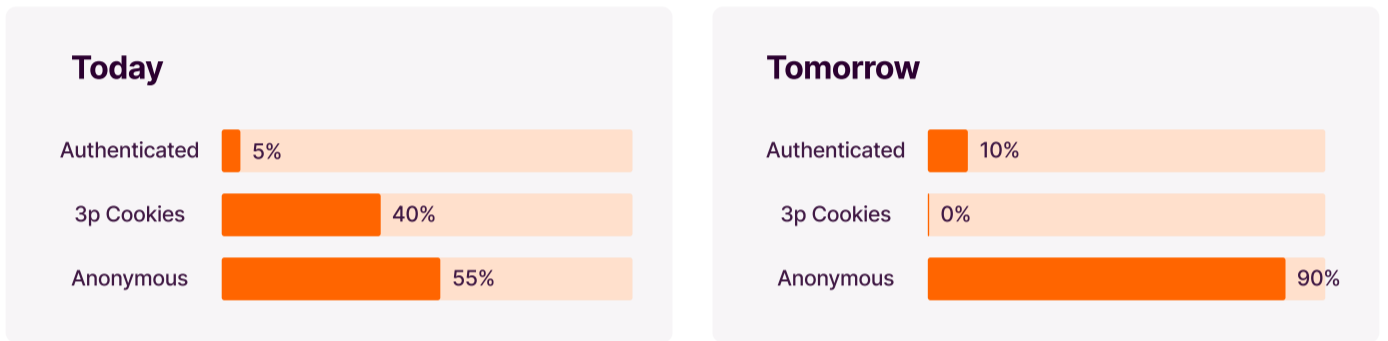


**Publisher**

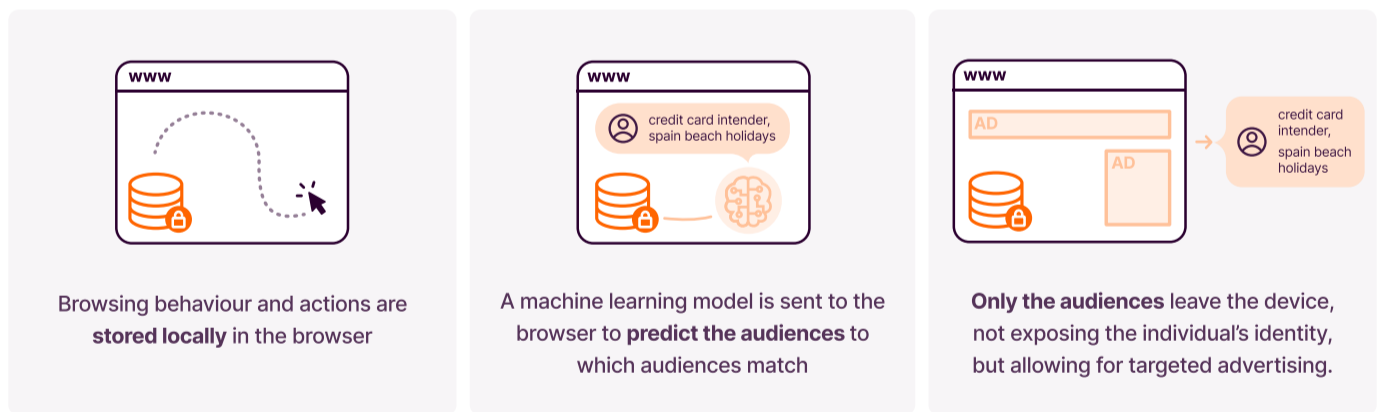
# AirGrid is a privacy-first, cookieless audience platform.

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



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



Take back control of your 1p data, become your own data provider by augmenting your bid requests with AirGrid audiences to see increased advertising yield while keeping your reader's data private.

## Get started

- Sign up at** <https://app.airgrid.io>
- Add the AirGrid RTD module to your Prebid configuration** <https://docs.prebid.org/dev-docs/modules/airgridRtdProvider.html>
- Track incremental revenue via the web application**

AirGrid integrates directly with **premium publishers** to segment audiences based on their browsing behavior and 1p publisher data. These audiences are made available to marketers via a programmatic PMP instead of a traditional cookie based segment, so no personal data leaves the individual's device. This allows for audience **addressability** to drive media performance goals whilst retaining **full privacy for individuals**.