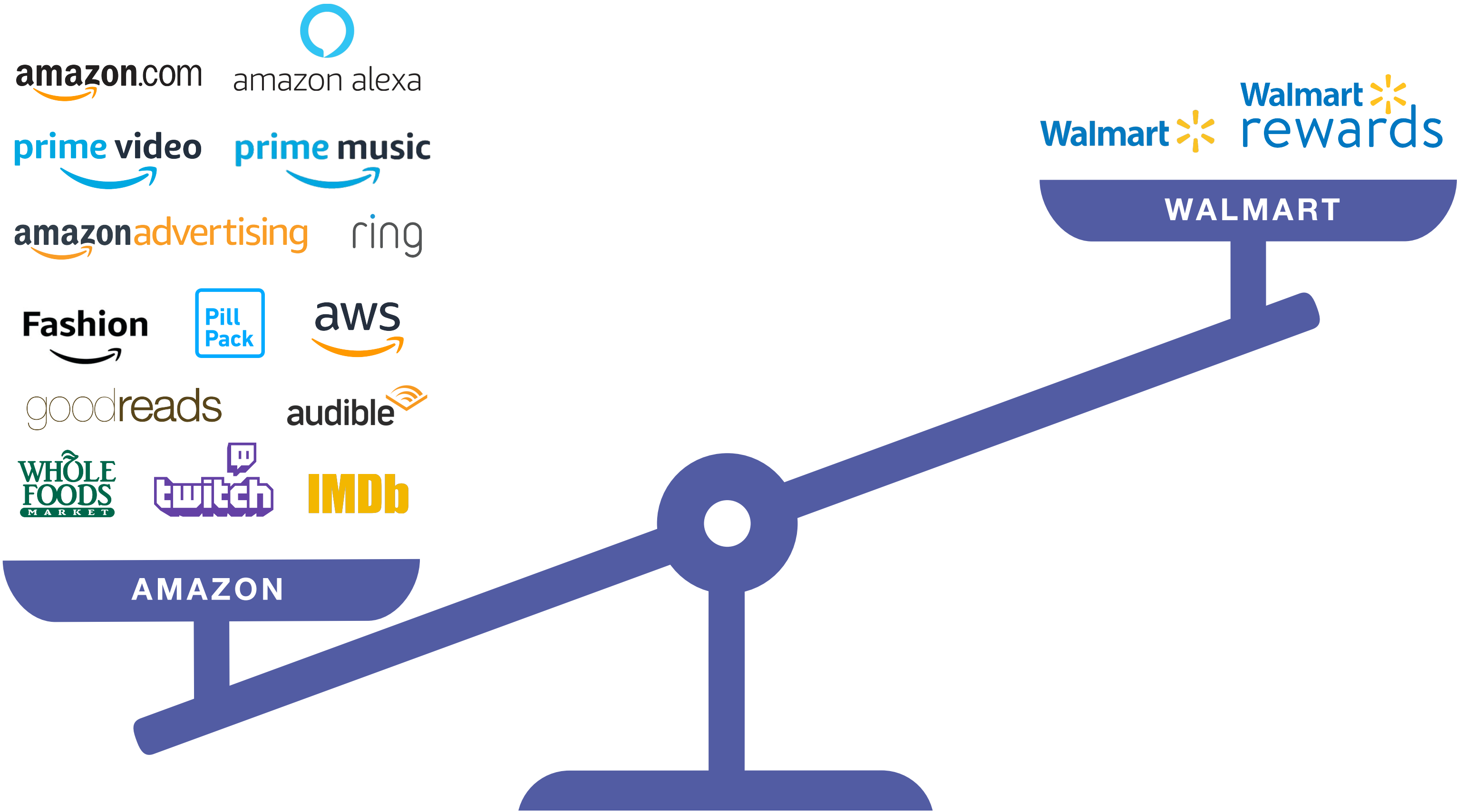# Yobi

Unequal Access To Data Destroys Competition

Privacy legislation has refocused corporate data strategy to exclusively optimizing first party data

This cements an unequal dynamic as no enterprise captures a first party dataset competitive to Apple, Google, Facebook, and Amazon

Predictive ML Performance

Raw Consumer Data Is Ripe For Disruption

We believe 3rd Party Data is critical to every Enterprise's Data/ML Environment but businesses do not require raw data to accelerate innovation or ROI
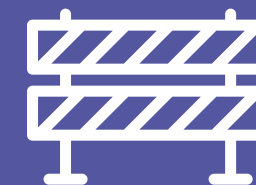
Problems with 3rd Party Data Today

IDENTIFIER DEPRECATION,
APPLE IOS 14.5 & PRIVACY LEGISLATION

QUALITY & TRUST STANDARDS OF
TRADITIONAL PROVIDERS ARE LOW
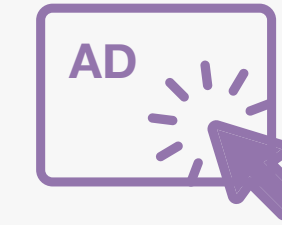
HIGH TECHNICAL & COST BARRIERS

RISK & LIABILITY

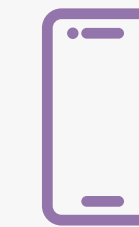# We Built The Largest Consented US Predictive Behavioral Graph

Yobi

TV

Ad Engagement

Purchasing

App Usage

Location

Web Browsing

Demographics

Yobi's Data Ecosystem

Yobi unifies high-quality, ethical datasets with advanced data science and machine learning to resolve client queries without the proliferation of raw customer data.
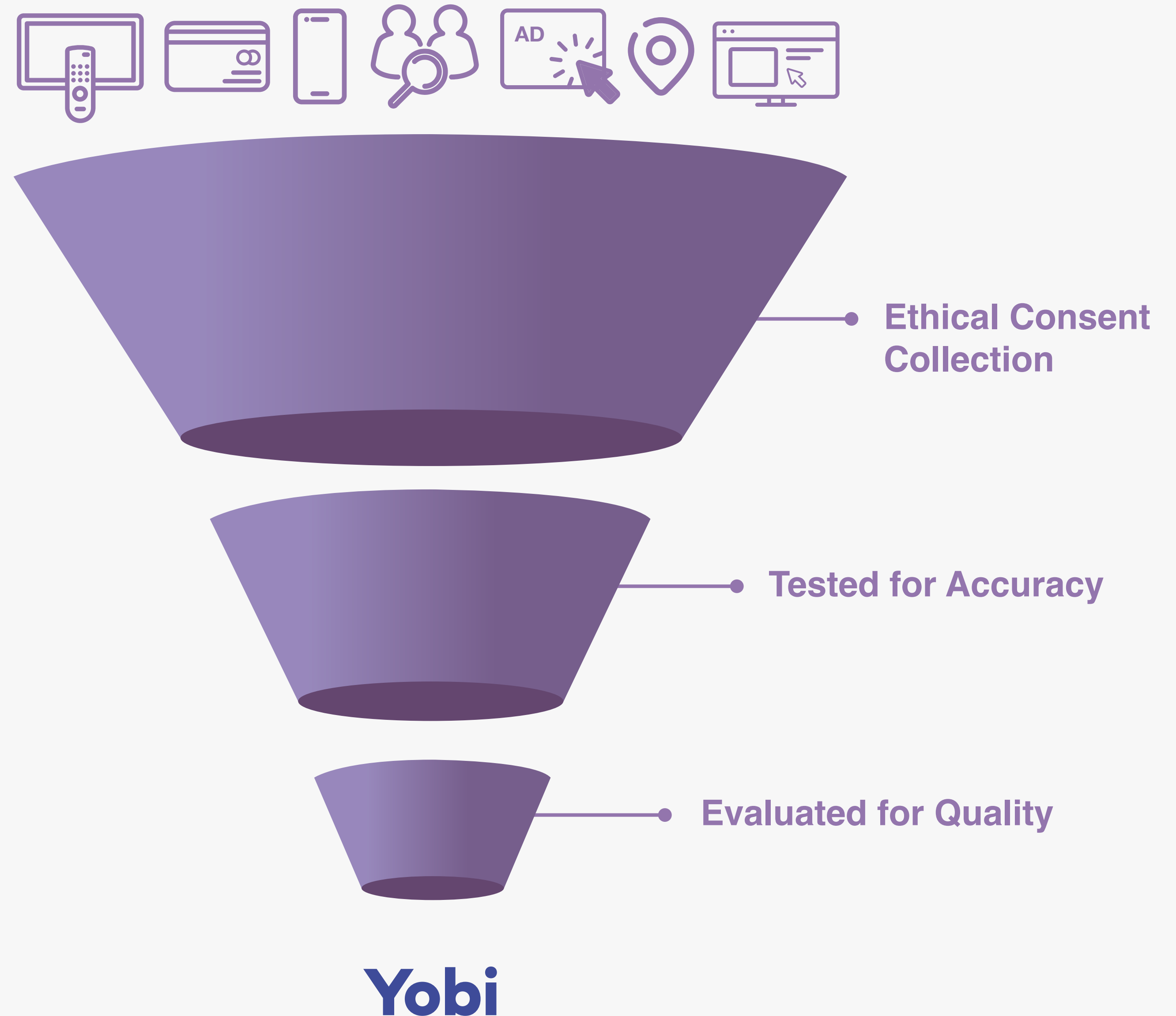
Compliant: Ethically-sourced, fully consented data in compliance with all privacy law + best practices.

Clean: Expert extraction of predictive signal from raw data using principles from behavioral science.

Comprehensive: Unification of identifiers across datasets to create a holistic view of behavior.

Trustworthy: Extensive testing of data bias, statistical signal, and provenance for each dataset.

Private: Representations that protect individual privacy without sacrificing predictive signal.

Ethical Consent Collection

Tested for Accuracy

Evaluated for Quality

Yobi

Yobi Transforms Raw Data

Jane Smith
123 Elm Street
missmith@yaho...
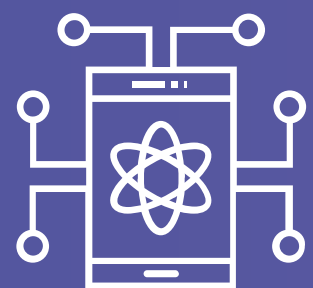
Compresses raw data by 100x without losing signal

Our features are more performant than raw data in predicting behavioral outcomes

Privacy preserving

Removes harmful values

{ 0.5 5.4 10.2... }

Yobi for Data Science / ML

Yobi Accelerates Ethically Competitive Behavioral Data Science For Enterprise

- Streamlines 3P Data Acquisition, Ingestion & Hygiene

- Eliminates risk of raw data leakage and liability from traditionally storing/processing 3P data

- Democratizes, via a safe, turn-key Predictive Data Solution, a statistically equivalent dataset to Amazon and Google

Our Data is Unparalleled in Driving Customer ROI

- Captures a number of behavioral predictions with **99% accuracy**

- Increased customer acquisition by **500%** for The History Channel

- Improved ML predictive performance for Fortune 500 Insurance Company by 10% leading to a **3x increase** in website marketing conversions

Yobi for Marketing

Yobi's Data is the Decisioning Layer of Marketing Activation

- Yobi builds custom, highly predictive audiences of potential customers most likely to purchase or act
- When optimized by a marketing activation platform, our audiences successfully replicate, and in certain cases, outperform Facebook Ads ROI

Marketing Customer Success

- Increased customer acquisition by 500% over The Trade Desk's competitive Look-a-Like segment
- Decreased Facebook's CPA by **over $100** with Simplifi (DSP) for Fortune 100 eCommerce Brand

Our Founders

Max Snow
Founder & CEO

Max is the Founder and CEO of Yobi. Since 2014, he has been at the intersection of data, media, and technology working to help enterprises better manage, activate, and improve their digital strategies. Prior to Yobi, Max founded a data measurement company that provided critical research in over $500M of investments and acquisitions across the Entertainment and Advertising industries. He also founded a digital music distribution company that leveraged data to drive smarter and cheaper digital marketing campaigns resulting in nearly 1 billion monetized streams/views. Max attended Duke University.

Bill Wise
Founder & Executive Chairman

Bill Wise is the founding CEO of Mediaocean. Bill has spent over a decade unleashing the potential of revolutionary advertising technologies, overseeing more than $5 billion in mergers, acquisitions, and public offerings, including the $720 million sale of Mediaocean to Vista Equity Partners in August 2015. Prior to Mediaocean, Bill served as an executive at Yahoo, overseeing global advertising platforms—a role he achieved after serving as president of Right Media, which he helped guide to an $850 million acquisition by Yahoo acquisition in 2007. His other executive leadership positions have driven success at companies, including DoubleClick which is now part of Google. Bill is on the board of directors of the Ad Council and the Centre for Social Innovation. Business Insider ranked him as a top digital professional four times, he was named 100 Most Intriguing Entrepreneurs by Goldman Sachs, and was named Ernst & Young Entrepreneur of the Year in technology.

Tom Griffiths
Co-Founder of Yobi Labs

Tom Griffiths is the Henry R. Luce Professor of Information Technology, Consciousness and Culture in the Departments of Psychology and Computer Science at Princeton University. His research explores connections between human and machine learning, using ideas from statistics and artificial intelligence to understand how people solve the challenging computational problems they encounter in everyday life. He has received awards for his research from organizations ranging from the American Psychological Association to the National Academy of Sciences, and is co-author of the bestselling book Algorithms to Live By.

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Our Commitment to Humanity & Ethics

Yobi

When scientists work with behavioral data, they need to show that the benefits of their work will exceed any risks to the people who provided the data. The same ethical considerations are rarely applied in the commercial use of behavioral data. Yobi aims to put these principles at the forefront of its business model: maximizing benefits while minimizing risks. As a steward for behavioral datasets from multiple industries, Yobi uses machine learning technologies to build tools that allow clients to understand the behavior of their customers without violating their privacy. Rather than sharing raw behavioral data, Yobi creates representations of customers that are optimized to be informative but privacy-preserving. This approach gives smaller companies access to the same insight into their customers that big technology companies enjoy, democratizing the marketplace, and will provide non-profit and scientific partners new tools for doing good. Yobi uses only opt-in datasets, subjects data partners, clients, and projects to ethical review, and was created in part to support the scientific use of behavioral data for understanding how human minds and societies work.