



## Path PrivateExchange

Reach bespoke audience groups programmatically.

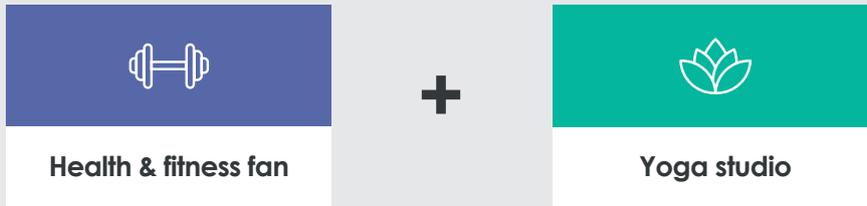
Available across :



## Ways to reach your audiences using Path PrivateExchange

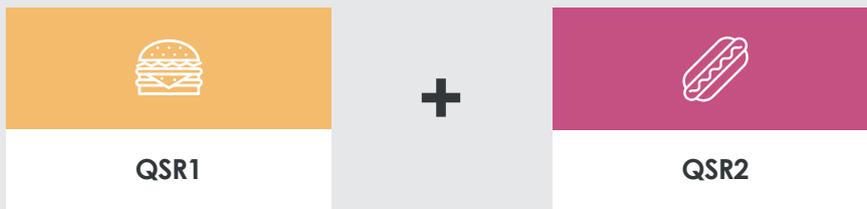
- Customisable Audience groups

Example:



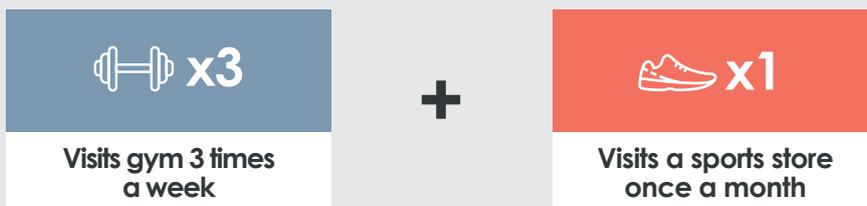
- Focus on your brand or a competitor brand

Example:



- Select behavioural patterns of specific audiences

Example:



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