



## THE KEY TO COOKIELESS ADVERTISING

Direct mail marketing + omnichannel digital ads.  
Leverage neuroscience-driven brand study for effective offline and online marketing.

## THE SUPERNOVA DSP ADVANTAGE

An omnichannel DSP with a neuroscience-driven brand study.

**ONLINE**  
Marketing

**BOTH**

**OFFLINE**  
Marketing

- 1** Liberates advertisers from reliance on cookie-based advertising by combining neuroscience-driven brand study and omnichannel media buying.
- 2** Neuroscience-driven brand study is highly relevant for offline and online marketing, B2B and B2C, and English and non-English markets.
- 3** Apply the brand study result, and deliver tailored direct mail advertising to relevant residential addresses.

### ABOUT SUPERNOVA DSP

We are a team of ad-tech veterans with a shared vision to develop a sophisticated digital advertising platform that combines the scientific discipline of neuroscience and omnichannel programmatic advertising.

Experience Supernova DSP Today.  
**Request a Demo ►**

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