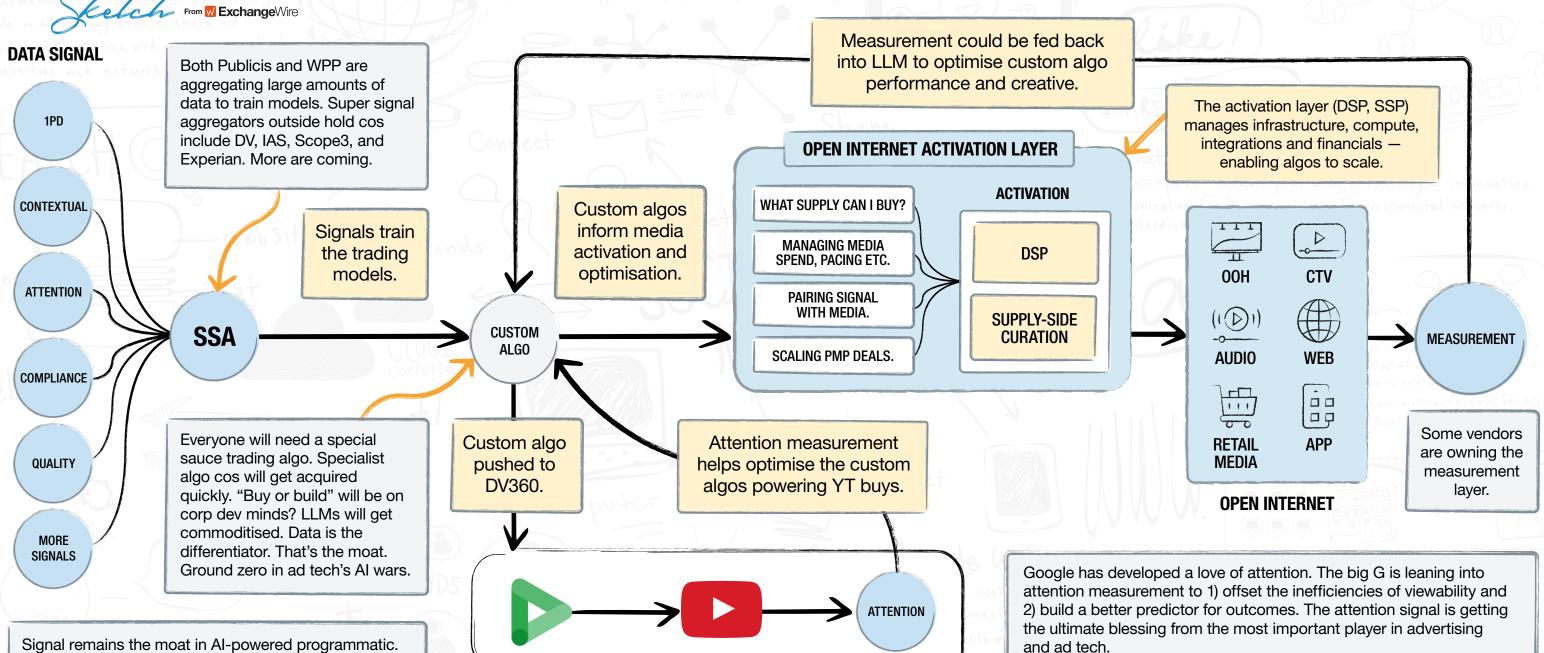
The MadTech From M Exchange Wire

They power LLMs and trading models. Proprietary signals are the "rare earth metals" of ad tech.

How Data, AI & Custom Algos Are Redefining Programmatic Media Buying



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