

# 12 days of data trends

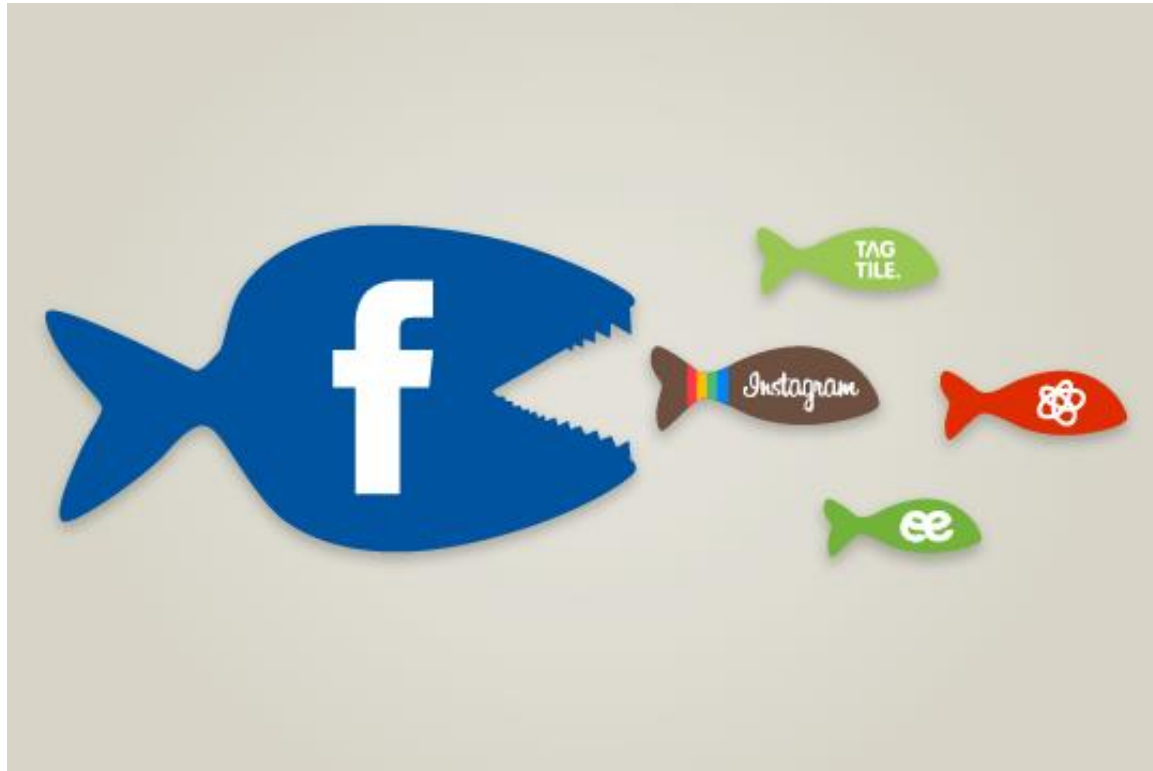
*Carolyn Bollaci*



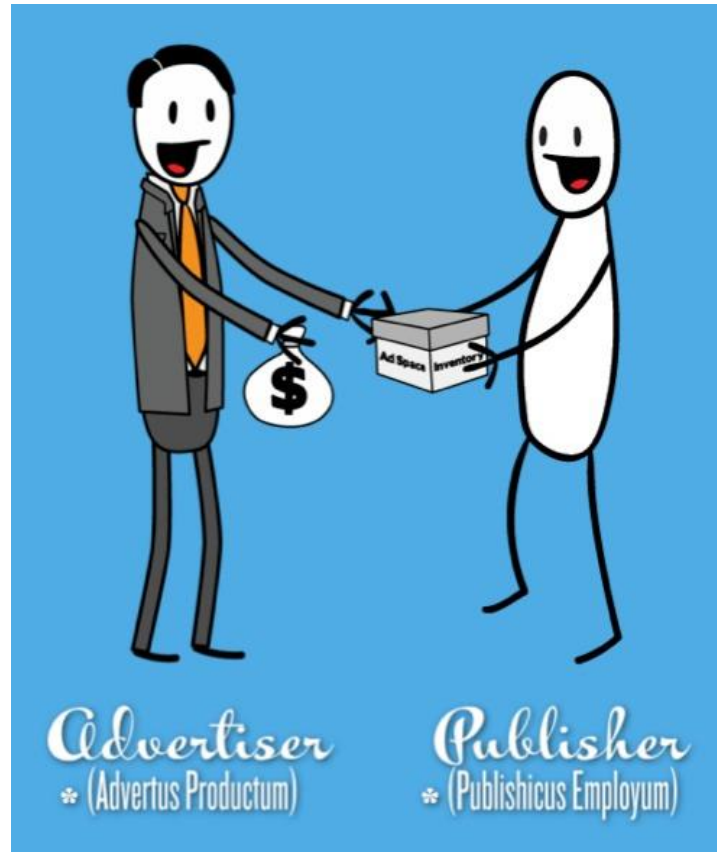
**Sizmek**<sup>™</sup>

See and be seen







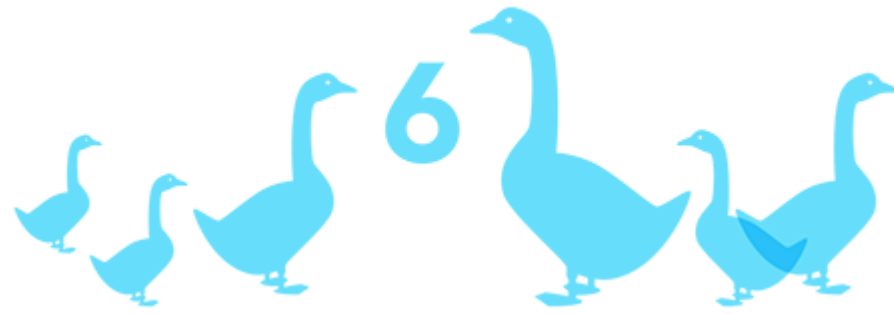


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“First-Party Data Party”

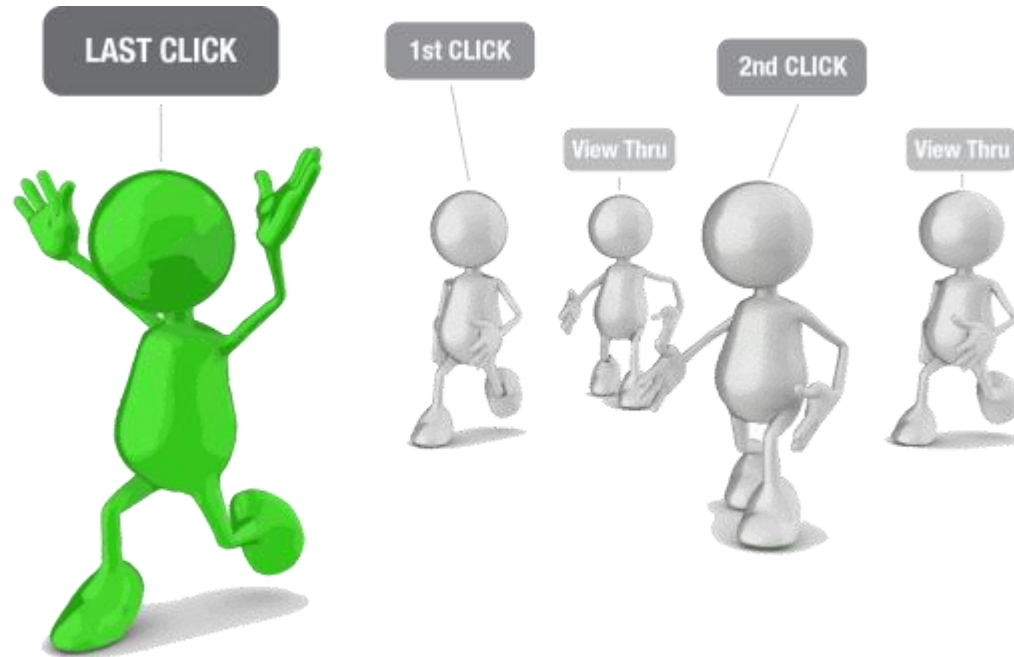


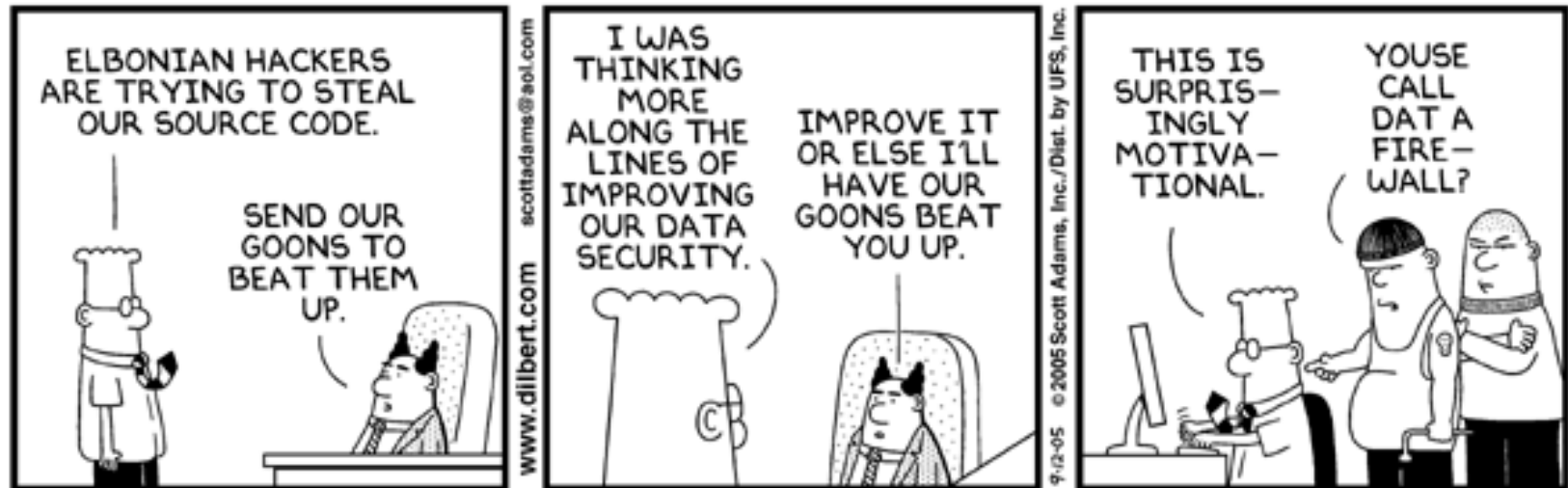




The screenshot displays a mobile application interface. At the top left is a green speech bubble icon containing a black house silhouette, with the text "#Homesafely" and a small "tbc" logo below it. In the top right corner, there are social media share icons for Facebook, Twitter, and Email, followed by a green box containing the number "17,106" and the text "#Homesafely messages displayed" with a "See more" link. The main content is a map of a city area, with a large black speech bubble overlaid in the center. The speech bubble contains the text: "Ashy, please don't text & drive. You're too precious to lose" followed by the name "Wendy" and the text "COMING UP NEXT" in pink. An orange callout box on the right side of the map says "Scroll down to create your radio or billboard message". At the bottom of the map, a pink circular icon is shown with a small inset image of a billboard, and the text "NEPEAN HIGHWAY" is visible below it.

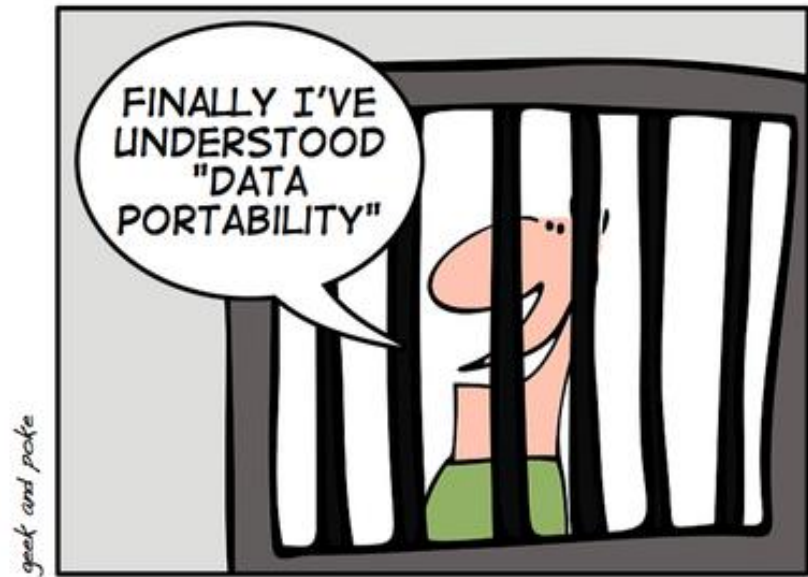






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SOMEWHERE IN AN INDIAN JAIL





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A nighttime aerial view of a city with numerous illuminated buildings and streets, creating a vibrant blue and white light pattern against the dark sky.

**Sizmek**<sup>TM</sup>

**Thank you**