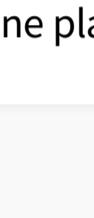


# Learn more about StackAdapt's mission, leadership team, and growth.

Our mission is to empower agencies and brands to orchestrate high-impact campaigns across programmatic advertising and marketing channels with the world's most performance-driven, intelligent, and automated marketing platform.



## About Us

StackAdapt is the leading technology company that empowers marketers to reach, engage, and convert audiences with precision.

## AI-First from Day 1

Since the beginning, StackAdapt has had AI and machine learning at its core, and continues to push their boundaries to drive innovation.

## Engineered In-House

Built from the ground up—we're the first programmatic advertising platform to unify owned and paid media within a single interface.

## Powered by Data

The StackAdapt Data Hub enables users to upload and segment 1st-party data, orchestrate customer journeys, and measure performance across media and messaging—all in one place.

## Activated Everywhere

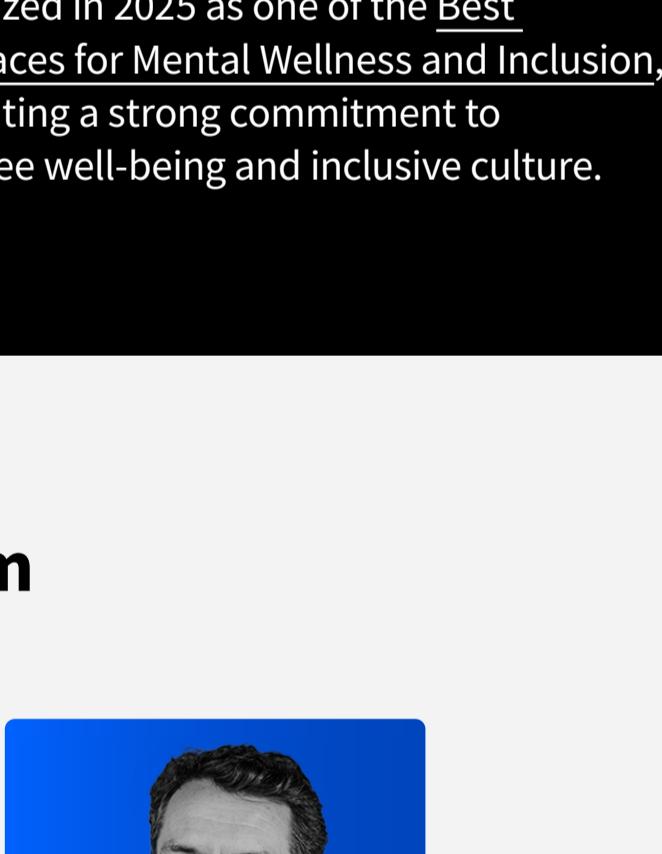
Plan, execute, measure, and optimize campaigns on every major digital advertising channel, including native, display, video, connected TV, audio, in-game, and digital out-of-home.

## Designed to Engage

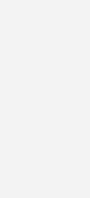
With native email marketing capabilities, marketers can deliver consistent messaging, deepen customer engagement, and drive impact from impression to inbox.

## What We Do

Successful advertising and marketing campaigns all come down to one thing: conversions. Whether your goal is to boost brand awareness, increase traffic, engage customers, grow sales, or all of the above, StackAdapt helps agencies and brands achieve measurable results at every stage of the funnel.



## Key Facts & Milestones



### 2014

Year StackAdapt was founded



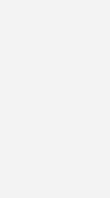
### 1,400+

Employees (as of May 2025)



### 4,000+

Clients (supporting more than 20,000 brands globally)



### 465 billion+

Automated platform optimizations per second

- 1 Named “Overall Data Technology Solution of the Year” in the 6th annual Data Breakthrough Awards, highlighting top companies driving innovation in data.

- 2 Consistently rated the #1 demand-side platform (DSP), according to G2, year after year for ease-of-use, performance, and customer satisfaction.

- 3 Named one of Ad Age’s Best Places to Work in 2022, 2023, and 2024 for exceptional company culture, benefits, and workplace excellence.

- 4 Recognized as one of the fastest-growing technology companies in North America and named an Enterprise—Industry Leaders award winner by the Technology Fast 50™ program.

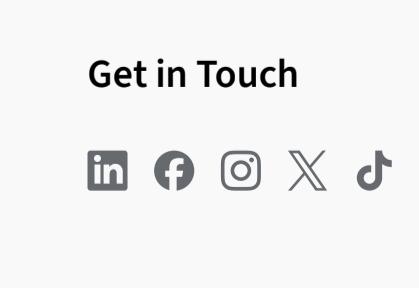
- 5 In 2020, StackAdapt was a team of 187 focused on the North American market. Today, StackAdapt has more than 1,400 employees worldwide and operates in 15+ countries.

- 6 Recognized in 2025 as one of the Best Workplaces for Mental Wellness and Inclusion, highlighting a strong commitment to employee well-being and inclusive culture.

## Our Executive Team



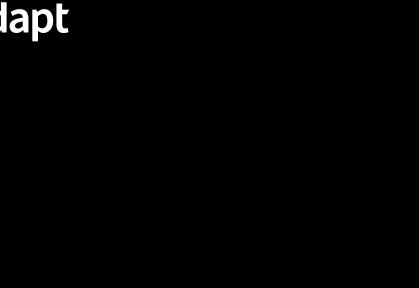
Vitaly Pecherskiy  
Co-founder and CEO



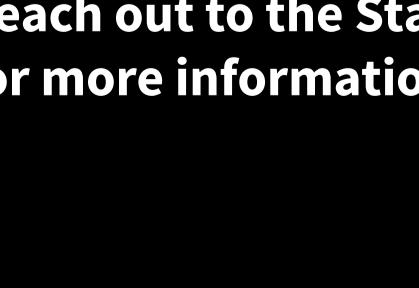
Yang Han  
Co-founder and CTO



Christian Gerron  
CRO



Ryan Nelsen  
CMO



Pinar Ozyetis  
General Counsel