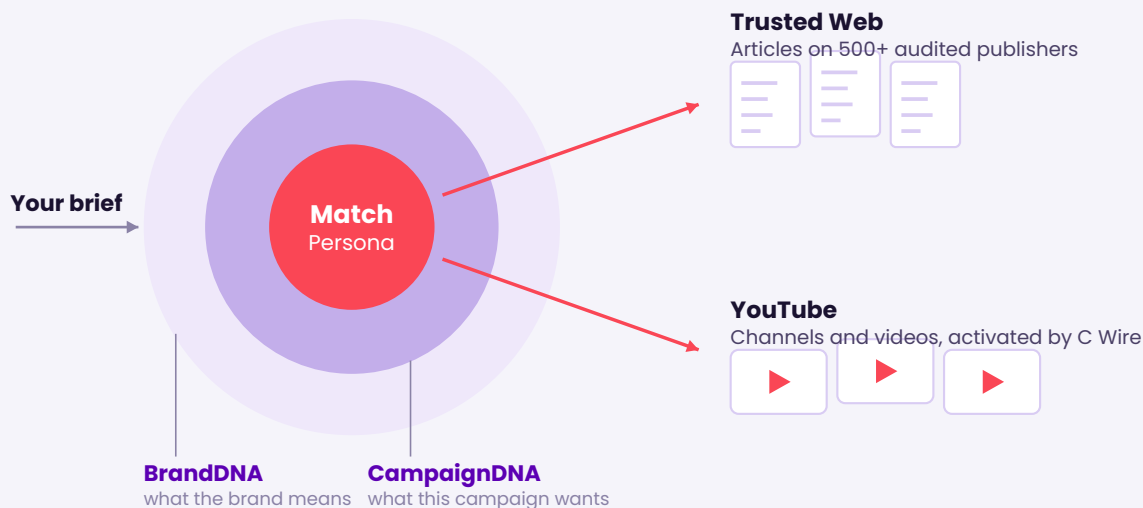


Agentic personas, activated contextually. Now on YouTube.

The personas you run with C Wire on the Trusted Web, activated on YouTube. Same personas, same strategy, one more screen. No cookies, no IDs.

HOW IT WORKS

BrandDNA and CampaignDNA are the context. MatchPersona is the decision.



WHAT A PERSONA LOOKS LIKE

Commuting Young Professionals

lifestage persona

Illustrative, for a quick-service restaurant brand. Working in the city, living outside it, shaped by the commute and the calendar.

TOPICS WHERE THIS PERSONA SPENDS ATTENTION

- Commuter routines
- Career growth
- Urban living
- Express workouts
- Time management
- Weekend day trips
- Home office setup
- City cycling
- Podcast habits
- First apartment

Your product category is excluded on purpose. The persona is met across its day, in content your competitors are not bidding on.



ON YOUTUBE, MATCHPERSONA RETURNS

- ▶ Morning routine in 15 minutes
- ▶ Cycling to work, one year in
- ▶ Setting up a small home office
- ▶ Day trips by train

WHERE THE MARKET STANDS

YouTube tools describe inventory. MatchPersona describes who your brand needs.

INVENTORY-FIRST

BRAND-FIRST

Suitability floors

what to avoid

IAB category lists

what a video is about

In-video detection

what is in the frame

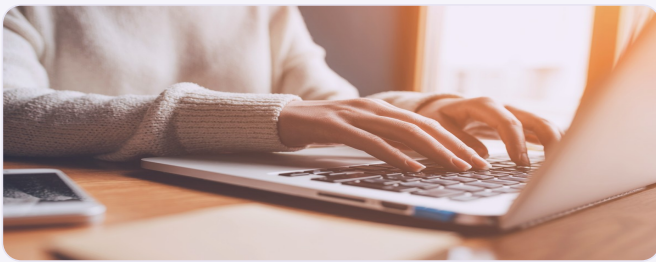
Audience data

what people did before

MatchPersona

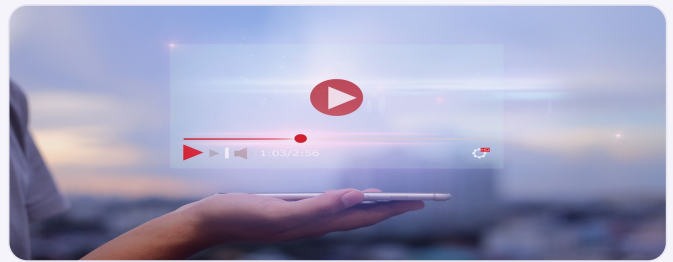
who to reach, and where they watch

The established YouTube vendors lead with suitability and performance: keep the brand away from the wrong videos, then optimise what is left. That is table stakes, and it stays with your verification vendor. Deciding who your brand needs to reach, on every screen, is the strategy question MatchPersona answers.



Morning. An article on the Trusted Web.

Same person, same persona, same campaign.



Evening. A video on YouTube.

WHY MATCHPERSONA



Strategy before inventory

Personas from your brand and your brief, independent of the product.



One strategy, every screen

The same personas on 500+ publishers and on YouTube, reported by persona.



Beyond your category

Meet the same people across their day, where competitors are absent.



Personas without identity

Content, never people. Mobile, desktop, connected TV alike.



Agentic from brief to activation

Personas built and kept current by MatchPersona. You review, C Wire activates.

HOW WE RUN IT ON YOUTUBE



Brief

Brand URL, campaign, markets, creative.



Personas

MatchPersona proposes, you review. Every channel and video comes with its reason.



Activation

C Wire activates the personas on YouTube and runs the flight.



Reporting

Delivery by persona, next to your Trusted Web campaigns.

In-stream video across desktop, mobile and connected TV. · Switzerland, Germany, Austria and France first. · Launching Q4 2026. Bookings

Bring us a live brief.

A brand, an objective, a market. MatchPersona builds the personas and shows you where they watch on YouTube. You keep the personas either way.