

District M launches the First Real-Time Log-Level Data Service: Transparent Event Logs (TEL)

MONTREAL, September 1st 2020 / - District M announced the launch of the company's Transparent Event Logs (TEL), a log-level data sharing service that offers granularity and visibility into the adtech supply chain in real-time.

Log-level data provides brands, marketers and publishers with the granularity needed to power real-time optimizations; to analyze and iterate their buying and selling strategies; and unlock machine learning opportunities. TEL provides a log for bid stream events including requests, responses and impressions streamed into a client's Amazon S3 bucket for easy and secure data manipulation and portability.

Unlike traditional log-level data programs that offer hourly or daily batched data, TEL streams data from the dmX exchange, as the events occur. For marketers who have ambitious optimization goals, instantaneous feedback is crucial to effective improvements and can open new opportunities for their machine learning systems.

"While the infrastructure and ongoing technical challenge of streaming data are considerable, we realized for our own machine learning goals, we needed data processed and usable in real-time. It was obvious that we should pass on these benefits to our partners" said Jérémie Potte, DMX Software Engineer.

"Our ability to curate and stream in real-time empowers media teams to achieve more accurate frequency capping, implement more timely bid price adjustments or to preserve workflows and metrics that are at-risk post-cookie. The demand for this type of service has been growing over the last few years and we're excited to be bringing this to market in a time when spend efficiency and innovative machine learning models are proving to be vital components of the best performing campaigns", said Sean Sutcliffe, SVP Business

Development & Partnerships. With post-cookie innovations and broad efficiency gains in mind, District M is offering the TEL service at no charge.

To request log-level data from District M or for more information on TEL, contact: Sean Sutcliffe, SVP Business Development & Partnerships, sean@districtm.net

About District M

District M has created, here in Canada, a transparent and flexible programmatic ecosystem for advertisers and publishers. The company's exchange, dmX, has risen to the top 10 ad exchanges in the world. Since its inception in Montreal in 2013, District M has grown exponentially, evident in the growth of its revenues, its workforce, as well as its expansion in opening offices in Toronto and New York. Since 2016, after two rounds of funding, District M has raised \$20 million from two major investors - the Fonds de solidarité (FSTQ) and Investissement Quebec (IQ). In addition to its many investments to grow the company, District M has accumulated various prizes and recognitions and ranks favorably in prestigious awards such as the *EY Entrepreneur of the Year Award*, *Technology Fast 50 Canada* and *Fast 500 North America* from Deloitte, the *Top 500 Growing Companies of the Globe and Mail*, and *Canada's Top 100 Employers of MediaCorp Canada*.

To learn more about District M visit <https://www.districtm.net/>.

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