1. **exaudi Custom Taxonomy**
   AI and Machine Learning engines intercept weak signals derived from users’ browsing history. Weak signals identify User’s Real Interests Hub which are not mainstream.

2. **Create your Custom Taxonomy**
   Use the exaudi wizard to bespoke your taxonomy.

3. **Activation of Custom Taxonomy**
   - **A. BRAND'S AD SERVER**
     Deliver dynamic creativities associated to the user.
   - **B. DSP CONNECTION**
     Buy Ad Spaces and deliver messages based on user profile.
   - **C. PUBLISHER'S AD SERVER**
     Deliver CONTEXTUAL messages.