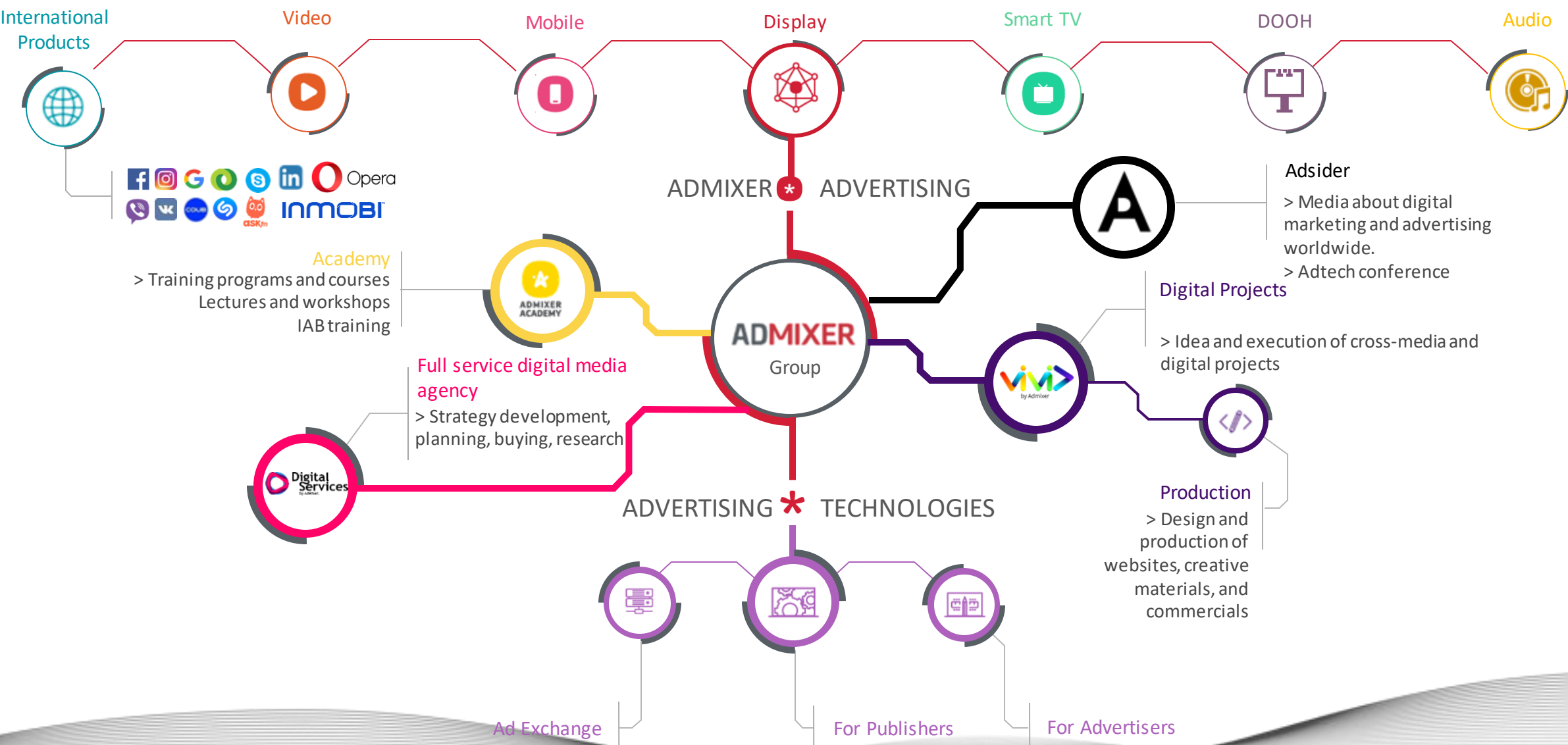




**ADTECH SOLUTIONS TO PERFORM  
EFFECTIVELY IN PROGRAMMATIC**

Since 2008

# Admixer has vast business capabilities in Digital



# About **Admixer**

250+



Employees

3k+



SaaS technology customers in  
40+ countries

100+



World-class supply and demand  
partners

## IN-HOUSE ENGINEERING TEAM

50+ people in product development  
12+ years in adtech

## OPERATING SINCE 2008

Strong market expertise in  
development products for Agencies,  
Publishers and Brands

## PRESENTED GLOBALLY

Offices and Data Centers in  
Europe, Asia, and North America

TRUSTED PARTNER OF INDUSTRY LEADERS



Certified  
Marketing  
Partner

Google

facebook

Instagram

skype

Viber

COUB

@mail.ru  
group

BID  
SWITCH

inMOBI

LinkedIn

Opera

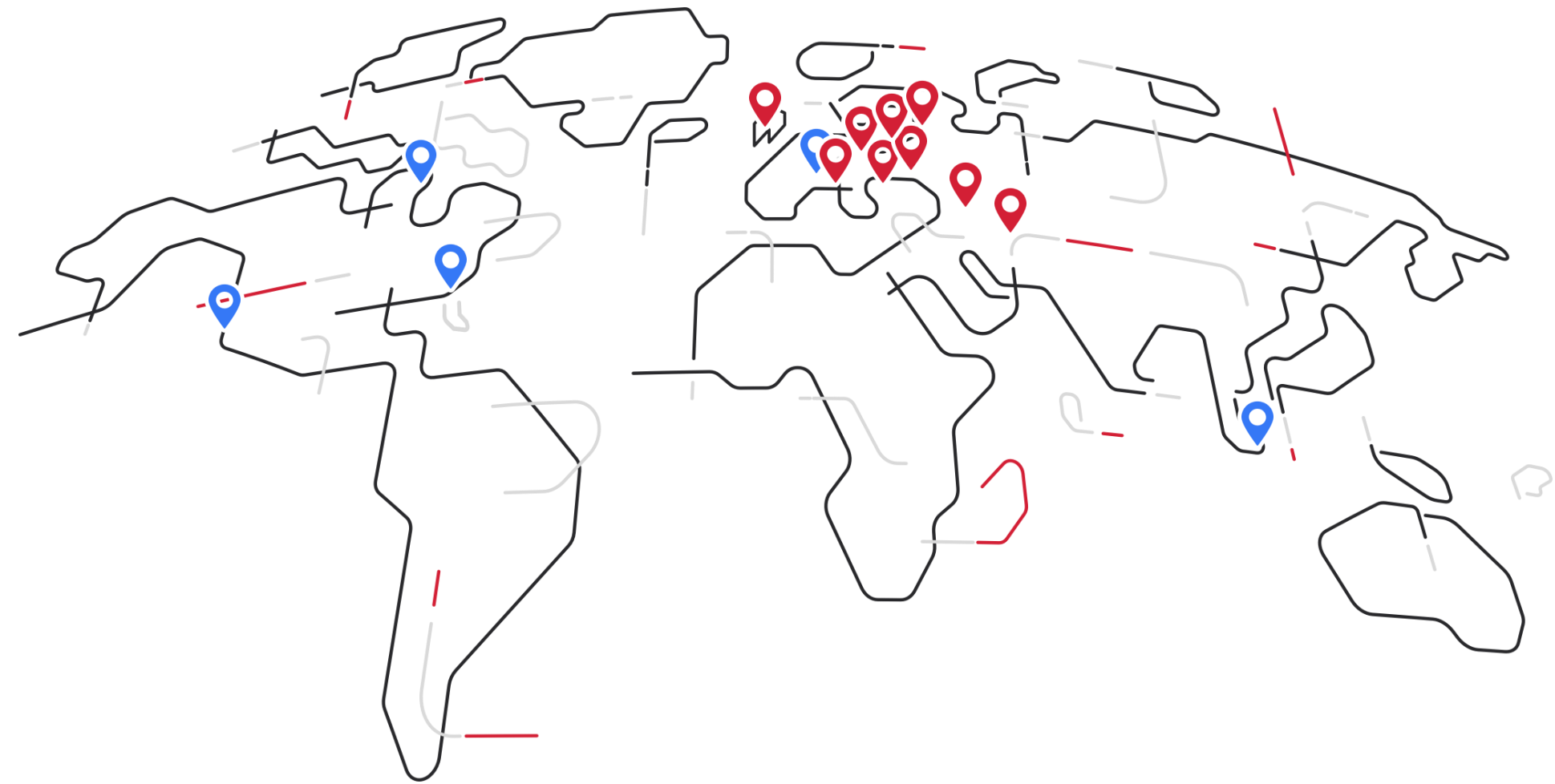
Fyber

KANTAR TNS

iab.  
TECH LAB



# About **Admixer**



 **Offices**

 **Data Centers**

## Europe

 **OFFICES**

Germany, Ukraine, Belarus,  
Georgia, United Kingdom,  
Moldova, Russia, Latvia

 **DATA CENTERS**

Dublin (Ireland),  
Frankfurt (Germany)

## Asia

 **OFFICES**

Kazakhstan

 **DATA CENTER**

Singapore

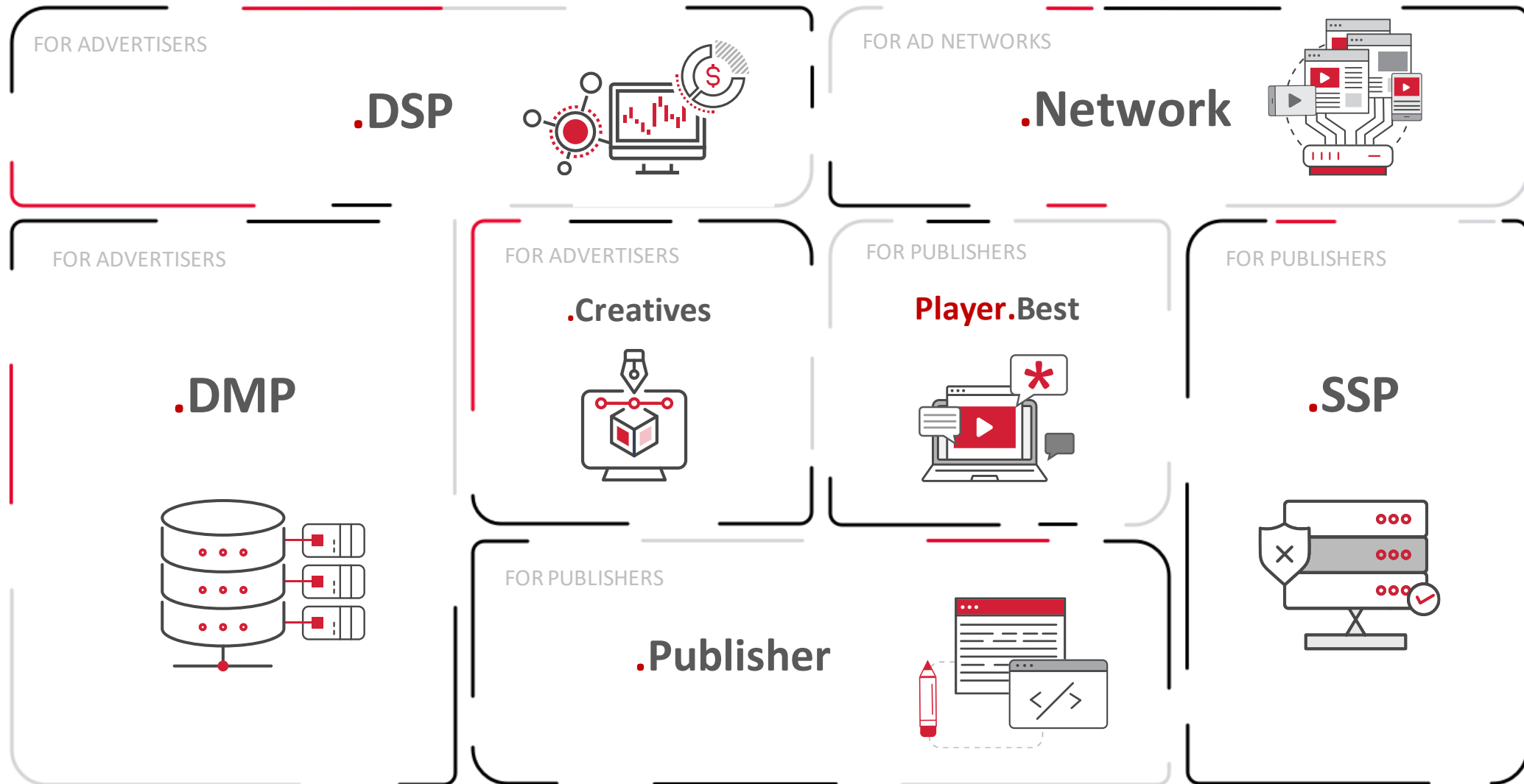
## North America

 **DATA CENTERS**

Miami (US-East), New York, Los  
Angeles (US-West)

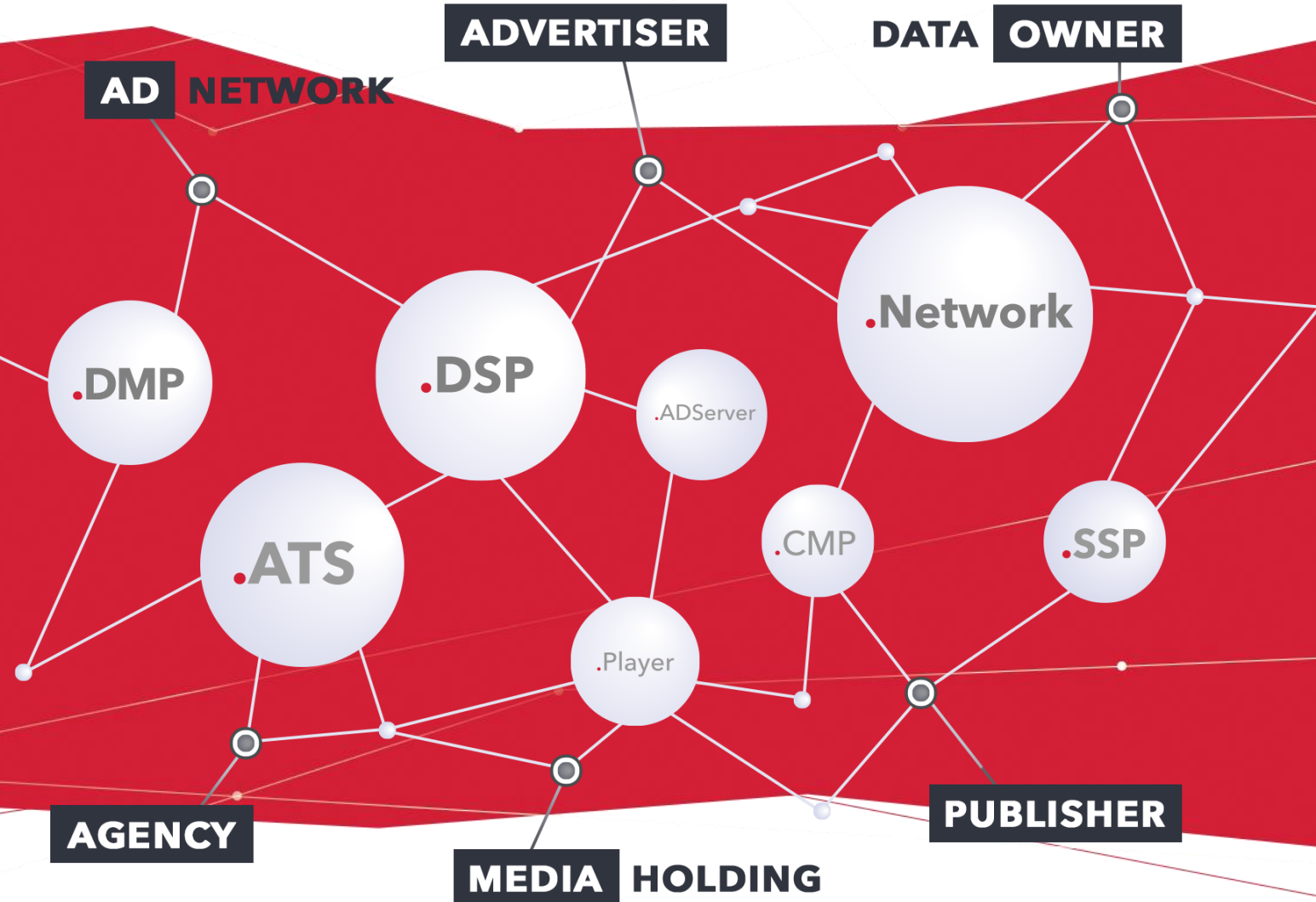


# Admixer Product Line




## ADMIXER ADVERTISING ECOSYSTEM

AGILE ECOSYSTEM OF INTERCONNECTED PRODUCTS THAT CAN BE SHAPED IN DIFFERENT WAYS TO ADDRESS THE NEEDS OF DIFFERENT AD MARKET PLAYERS







“Since 2008, Admixer has been developing in line with the needs of advertising agencies, helping them to solve challenges and meet set objectives”

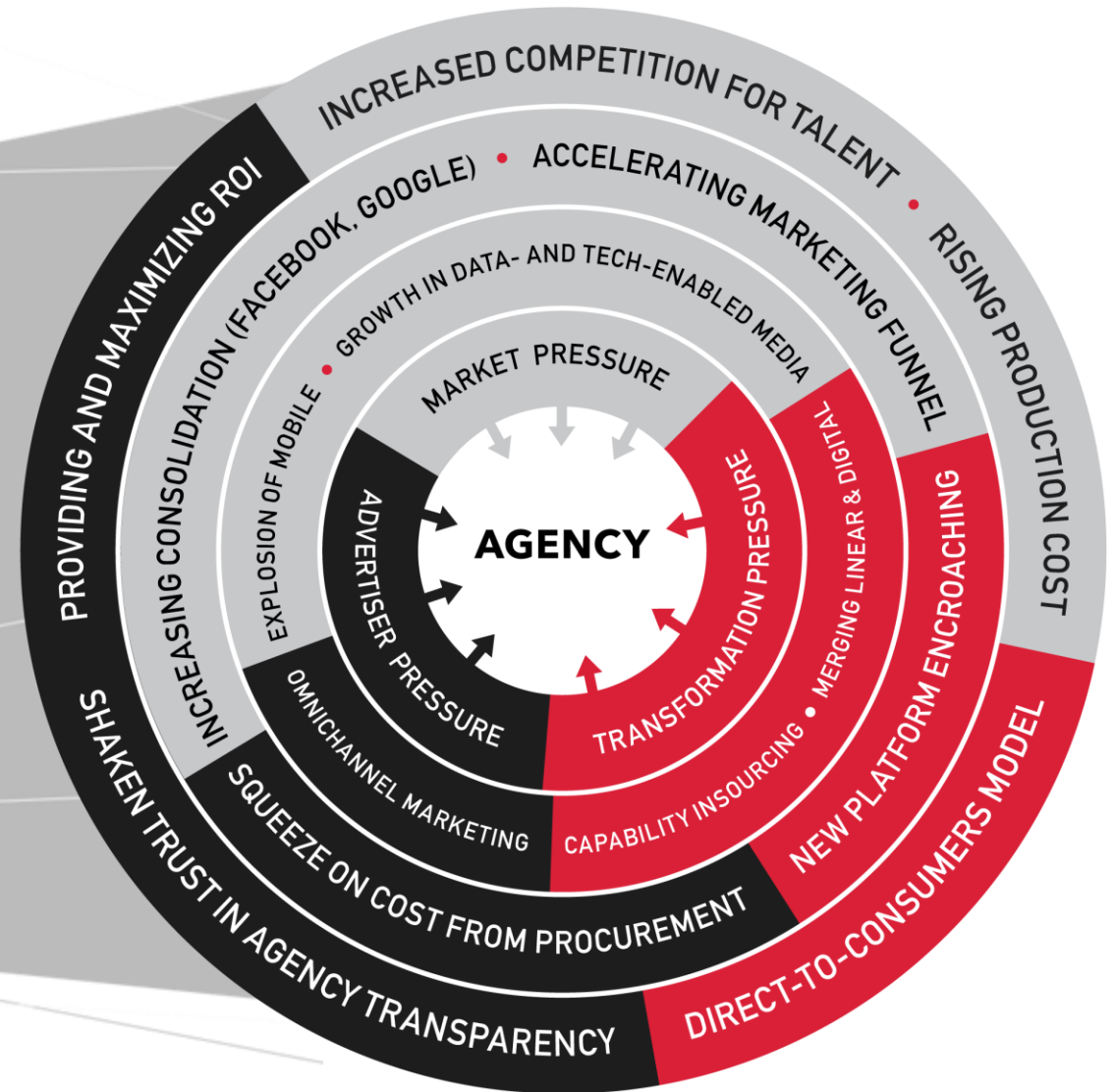
**Aleksandr Breus**  
Co-founder and CEO of Admixer Advertising



# Agencies' biggest challenges and pain points

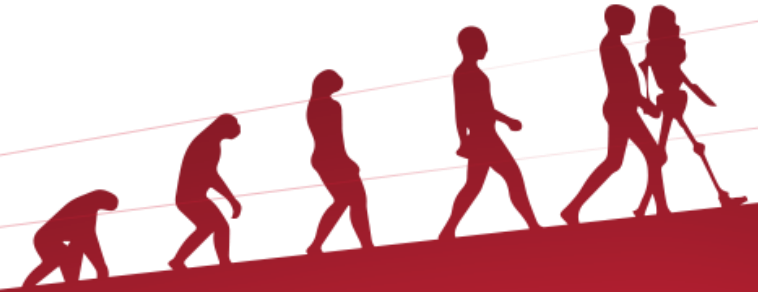
A COMBINATION OF PRESSURES IMPOSED BY THE MARKET STRUCTURE, CHANGING DEMANDS OF ADVERTISERS AND RAPIDLY CHANGING LANDSCAPE IN THE AGE OF TECHNOLOGY IS PLACING

**AGENCIES AT THE CENTER OF  
DISRUPTION**





Adtech plays a critical role in the disruption as the requirements are growing and shifting towards the technology



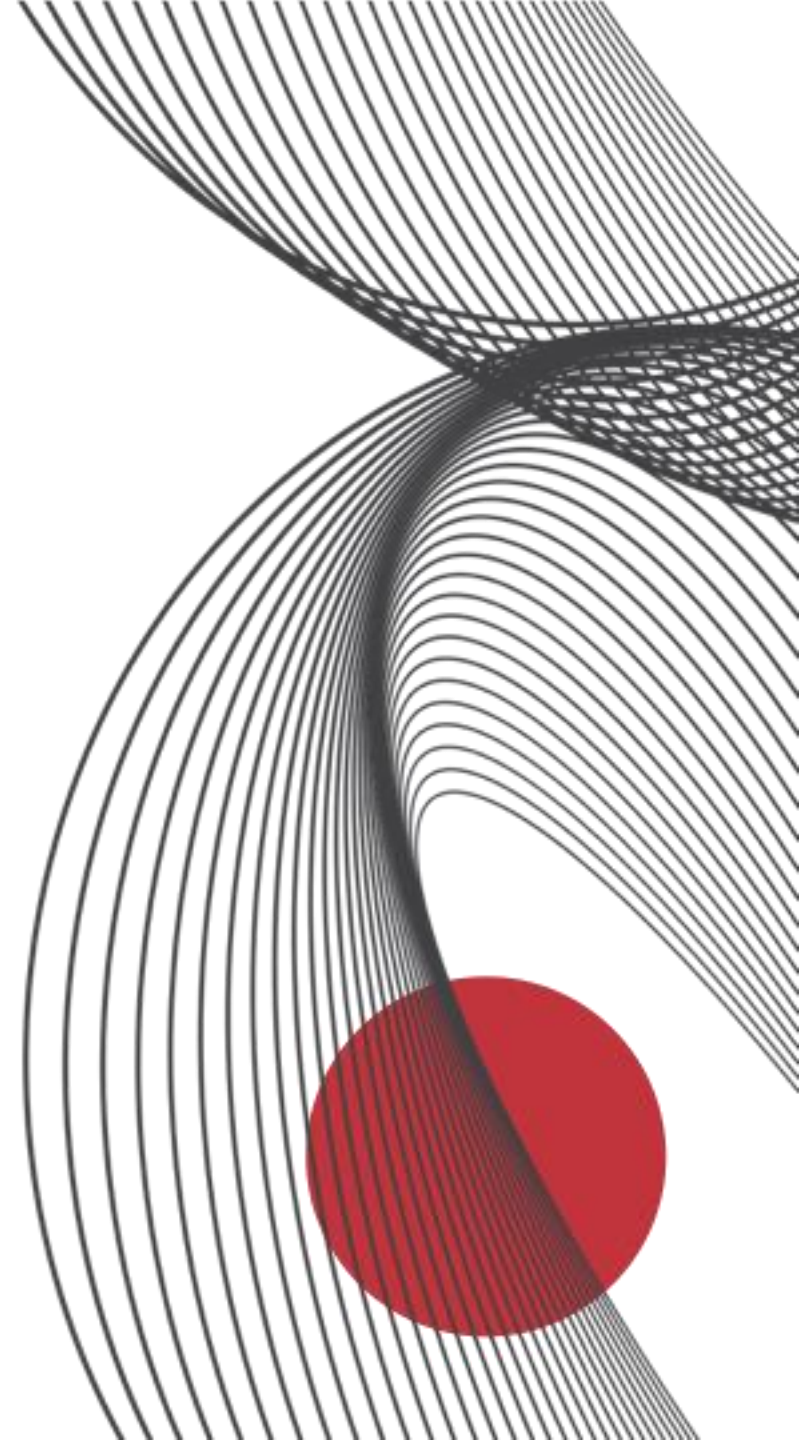
**To meet client expectations, agencies need to:**

- Acquire a range of adtech solutions
- Meld innovative data and technology products with smart creative people and become hybrid businesses where technology and people intertwine
- Create new values for the customers in which they can confidently invest in, knowing that their budget spend will deliver commercial impact

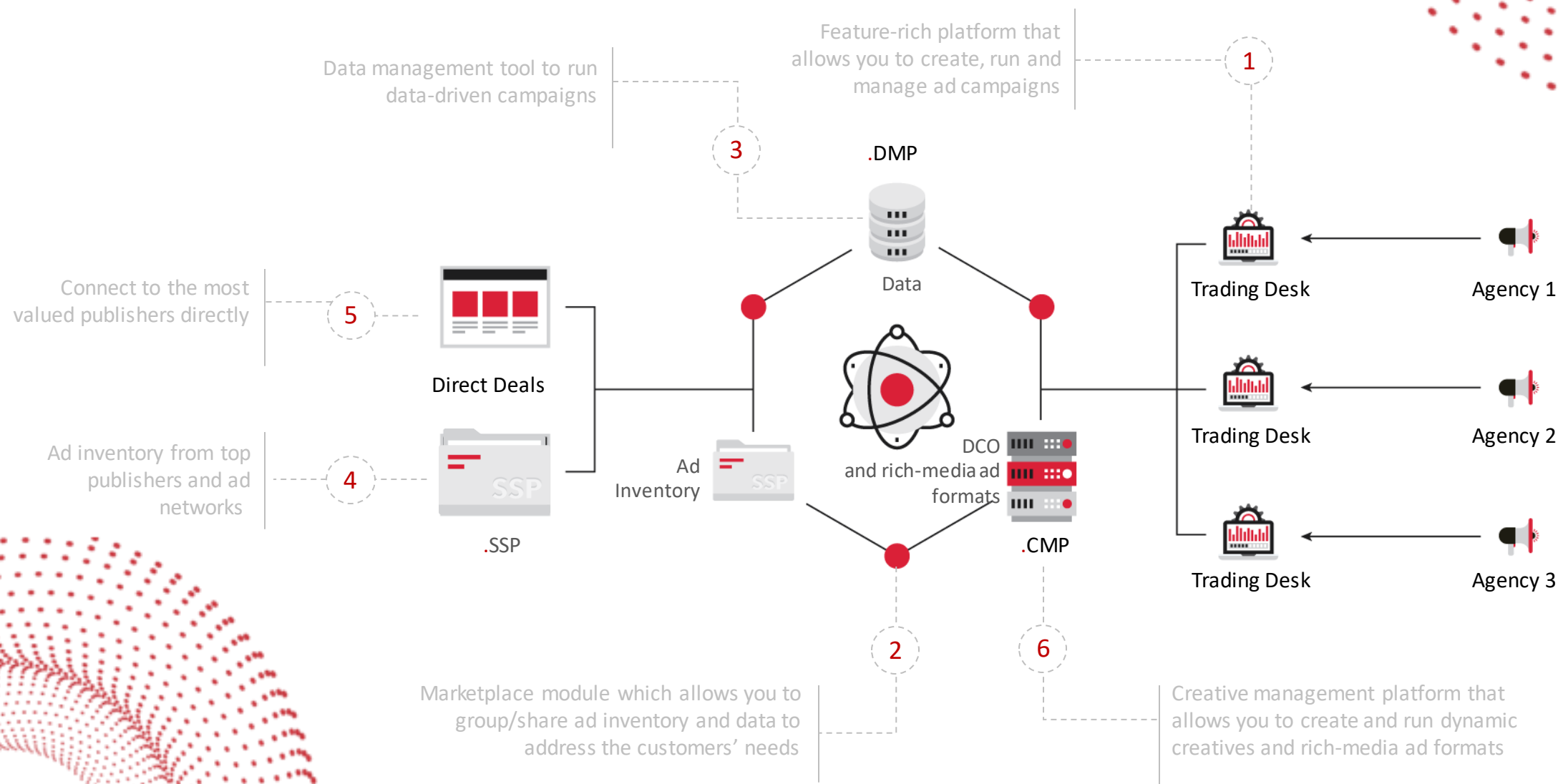


# Agency Tech Stack

Solve agency's biggest challenges and take programmatic buying efficiency to the next level



# Agency Tech Stack Main Modules



# DSP Module

Create, run and manage programmatic campaigns through a feature-rich platform



## Various formats & devices

Run Display, Video, Native, Audio, Rich Media, Mobile, CTV, DOOH campaigns



## Ads.txt support

Work only with authorized web and in-app ad inventory



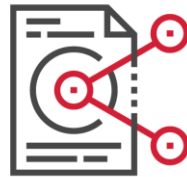
## Brand protection

Prevent bidding on bot traffic, spoofed/laundered domains, fraudulent apps, and other unsafe inventory by using proprietary technology, human monitoring and fraud detection partners



## Precise targeting

Accurately target audiences based on various data points



## Reporting

Access in-dashboard and exportable reporting tools to optimize campaigns in real-time



## IAB Compliance

Be sure that all your campaigns follow IAB recommendations, since Admixer is a member of IAB and IAB Tech Lab



## Verification

Use an integrated Kantar audience measurement tool and connect external verification tags to ensure an effective media strategy



## Dedicated Support

Get ongoing advice and support from our Customer Success professionals



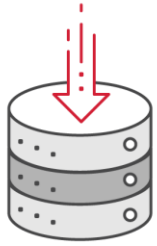
## Easy to get onboard

You don't need any tech skills. Admixer provides simple setup and comprehensive training



# DMP Module

Combine various data sources to get the best outcomes from your advertising activities



## Collect

Collect real-time data from websites, apps, advertising campaigns and build audiences based on user behavior



## Onboard

Connect your own data sources to our DMP, onboard your audience segments and combine them with other sources



## Analyze

Get powerful insights from the audience analytics and choose best-performing segments



## Activate

Make your data available for advertising campaigns across different channels and ad platforms



## Segment

Build custom segments combining different data sources, look-alike tools, and audience enrichment



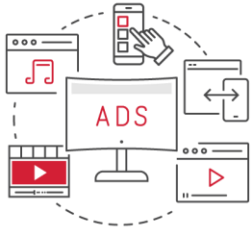
## Optimize

Test various segments, data providers, and optimization tools to identify top performing audience for your goals



# Marketplace Module

Get more clarity and control over the supply chain



## Ad inventory grouping & shaping

- By quality: Premium, High viewability, etc.
- By category/verticals
- By device: Desktop, Mobile, etc.
- By price
- By types of product: public, private, etc.



## Ad inventory/data management

- Auction types (1st or 2nd price)
- Opportunity to set prices and bid floors
- Direct connections with most valued publishers and data providers



## Create new revenue streams

- On ad inventory
- On data
- On creatives
- On technology
- Other opportunities



## Reporting and analytics

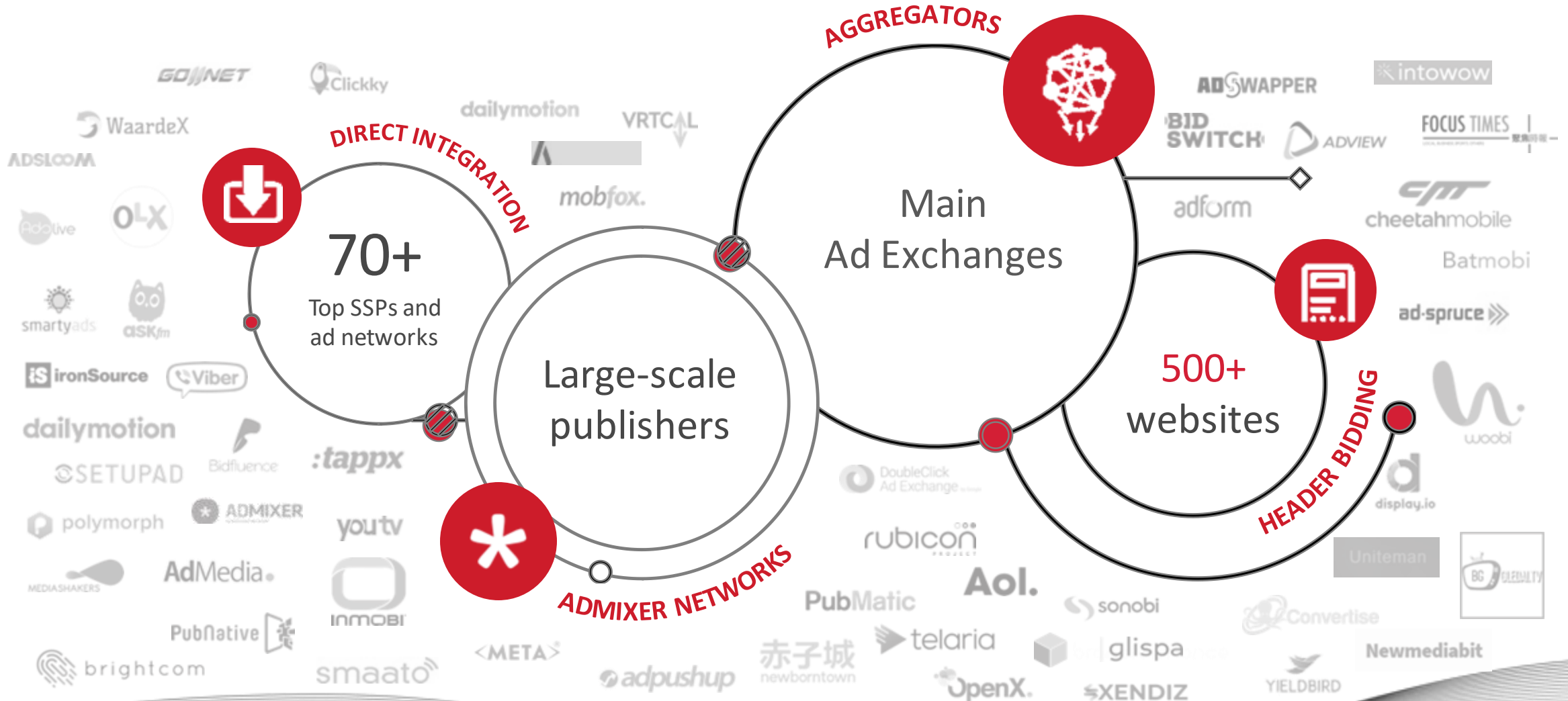
- Real-time reports
- In-dashboard reports with data visualization
- UI access to database with an opportunity to create custom reports





# SSP Module

Get access to all the supply sources available in Admixer.SSP



# CMP Module

Easily create highly engaging ad formats and run dynamic creative optimization through the Creative Management platform



**Gallery**  
100+ templates



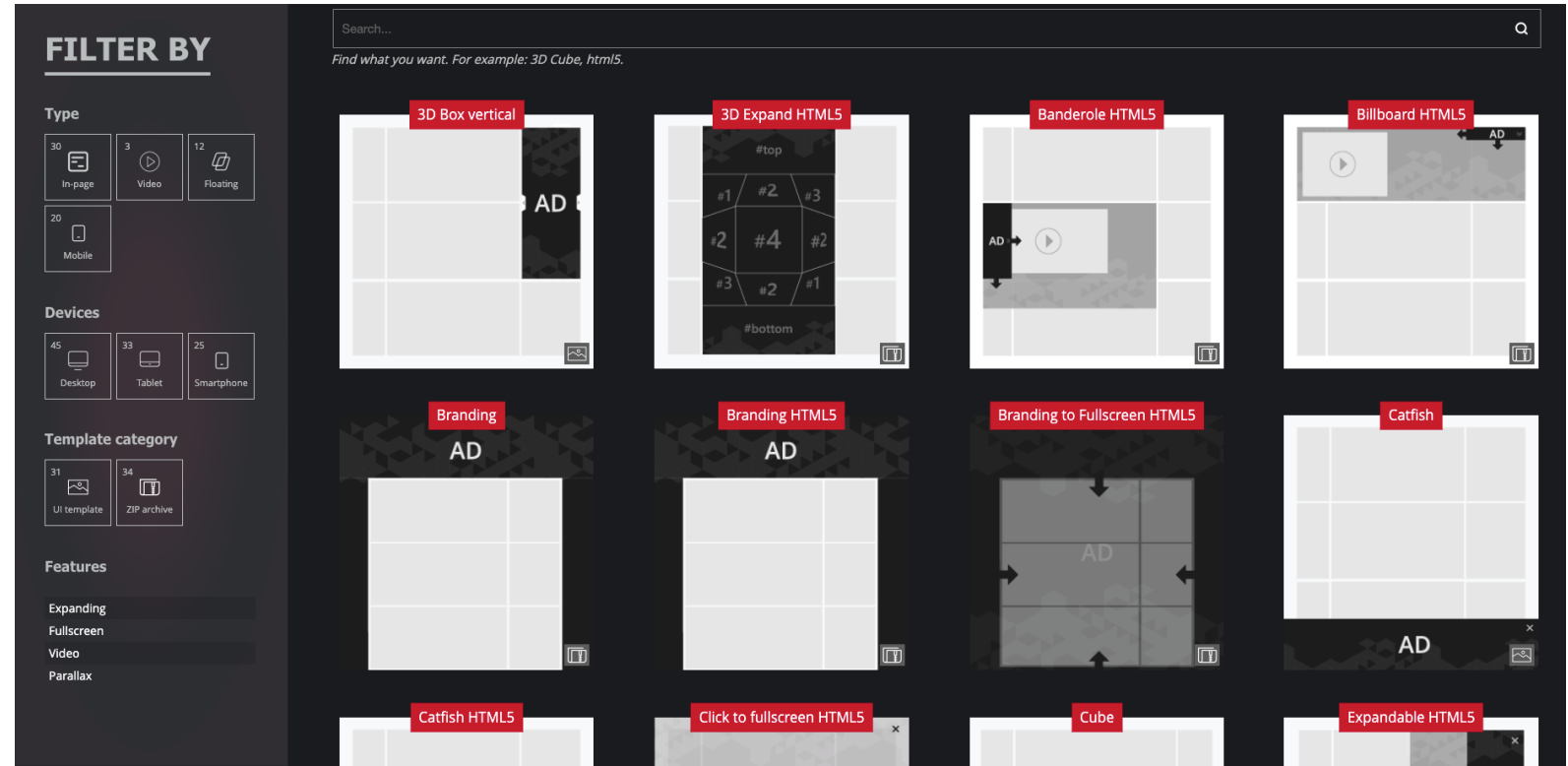
**Customized**  
HTML5 formats



**Compatible with**  
external tracking systems



**Dynamic Creative Optimization**  
tools



# Business Values for Your Agency

## 1. CREATE NEW REVENUE STREAMS

- Create and set own pricing policy on inventory
- Set price on external data and monetize own data segments
- Monetize on log level data
- Technology fee
- Monetize on rich-media creative formats

## 2. CREATE YOUR OWN INVENTORY AND DATA MARKETPLACE

- Group and shape ad inventory in custom packages to address the needs of the brands (viewability, CTR, VTR, etc.)

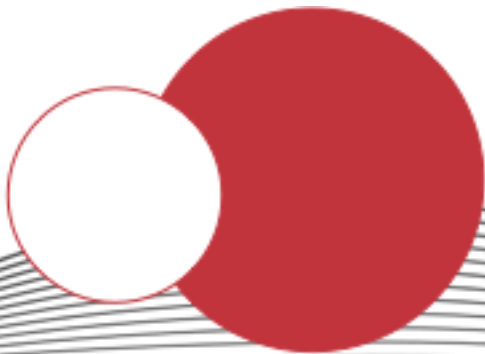
## 3. GET DIRECT AND PRIORITY ACCESS TO TOP PUBLISHERS

- Setup Direct Deals with most valued Publishers
- Apply all existing terms and conditions

## 4. USE A PLUG-AND-PLAY SOLUTION

## 5. INTEGRATE WITH IN-HOUSE TOOLS

## 6. BUILD YOUR OWN IN-HOUSE ADTECH ECOSYSTEM ON A WHITE-LABEL BASIS (Optional)



# Advantages and Opportunities for Your Clients

## DATA

- Collect data from websites, apps, advertising campaigns in real-time and build audiences based on user behavior
- Activate 1st-party data from your clients' CRM
- Make your data available for advertising campaigns across different channels and ad platforms
- Provide data-driven campaigns

## CREATIVES

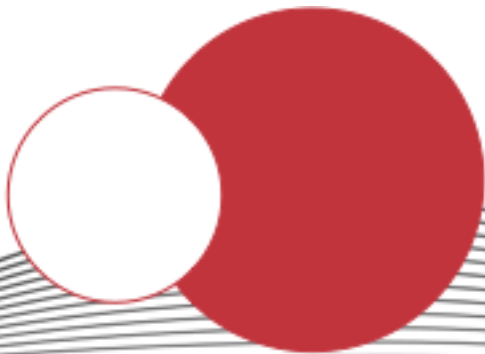
- Increase engagement by using high-impact rich media ad formats
- Dynamic creative optimization

## INVENTORY

- Highly relevant ad inventory that meets certain brand requirements (e.g. cost, viewability, CTR, VTR, etc.)
- Shorten the supply chain
- Direct and priority access to most valued publishers
- Get access to large-scale direct publishers, ad exchanges, SSPs and ad networks across the globe
- Control ad quality. Risk-free supply is scanned by leading ad verification vendors

## TECHNOLOGY

- Flexible technology fees
- Plug-and-play solution



# What technology will meet today's key requirements?

## AGILE

The technology should fit into your current tech stack and an adtech ecosystem should be built around the existing business processes

## CUSTOMIZABLE

Customization will boost programmatic buying efficiency in business verticals where a one-fits-all solution won't be effective enough

## FULL-STACK

To meet today's key requirements, DSP alone isn't enough. It should be supplemented with SSP, DMP, CMP, and optimization engines

## CONNECTABLE

An open ecosystem that can be freely integrated with external services and platforms through API connections

## SCALABLE

The technology should support the current industry standards and work across different locations

## LONG RUN

The technology shouldn't be a one-stop-shop. It should be frequently updated and adjusted



# How Agency Tech Stack meets the requirements?



## AGILE

Admixer technology is built as an agile modular ecosystem with a list of microservices that can be shaped in different ways to address certain needs and fit in the existing stack of martech and adtech components

.....



## CUSTOMIZABLE

We could adapt the technology to:

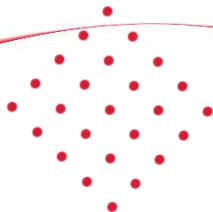
- Create custom ad templates/formats
  - Customize optimization algorithms
  - Customize reporting and metrics
  - Customize marketplace
  - Customize Trading Desk accounts
- .....



## FULL-STACK

ATS provides all the needed services within one ecosystem:

- Full programmatic stack: DSP, DMP, CPM, SSP
  - Data science team
  - Additional services and infrastructure (DMP cluster, Data storage, Integrations)
- .....





# How Agency Tech Stack meets the requirements?



## CONNECTABLE

ATS has a range of API connections:

- Reporting API
- Creative API
- Audience API
- Raw data API
- Established API connections with Google, Facebook, Mail.ru, Trackers and data providers



## SCALABLE

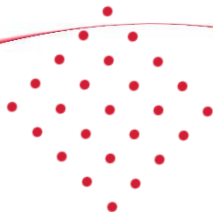
ATS benefits:

- Compliance with market standards
- Data centers in different geo locations
- TCF 2.0 compliance



## LONG RUN

Admixer business model aims to build long-term partnerships and develop products in line with the clients' needs, helping to meet their objectives and address challenges. Our Customer Success Team provides flawless technology integration and ongoing support



# Why Admixer?



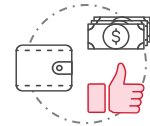
## IN-HOUSE EXPERTISE

11+ years of software development for the ad market  
11+ years in digital media



## FULL STACK & SERVICE

End-to-end partner: technology, production, monetization, API connections



## COMPETITIVE PRICES

Competitive rates for technology and services



## MEETS REQUIREMENTS

The technology is agile, customizable, connectable, scalable and ready for the long run



## ADDITIONAL VALUES

The technology comes with additional values



## TEAM & SUPPORT

Communication and ongoing support in your native language





**Thank You**

