



# Admixer.DSP

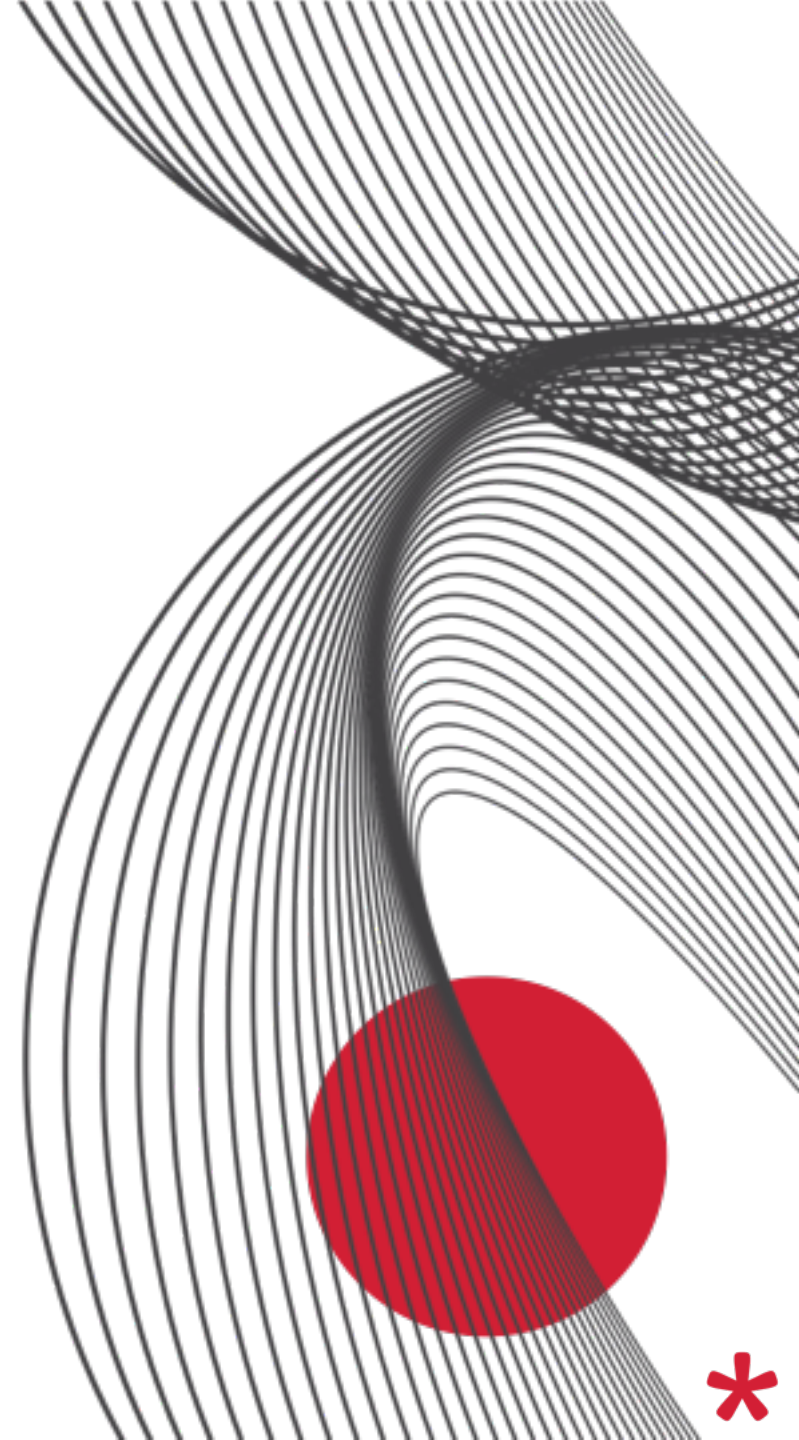
Uses data and technology to help **advertisers** effectively **purchase audiences at scale** across all digital media

Since 2008



# Agenda

- 01 About Admixer.DSP
- 02 Admixer.DSP Ecosystem
- 03 Tech Stack & Integrations
- 04 Inventory Sources
- 05 Data Management
- 06 Creative Formats
- 07 Targeting Options
- 08 Campaign Management & Optimization
- 09 Why Admixer.DSP



# About **Admixer.DSP**



Employees



SaaS Technology Customers  
in 40+ Countries



Top Global  
Supply Partners

## IN-HOUSE ENGINEERING TEAM

50+ people in product  
development  
10+ years in adtech

## OPERATING SINCE 2008

Strong market expertise in  
developing products for brands  
and agencies

## PRESENTED GLOBALLY

Offices and data centers in  
Europe, Asia and North  
America

TRUSTED PARTNER OF INDUSTRY LEADERS



DoubleClick  
Certified  
Marketing  
Partner

Google

skype

LinkedIn

Fyber

'BID  
SWITCH'



INMOBI

Opera

Viber

KANTAR

@mail.ru  
group

iab.  
TECH LAB



# About **Admixer.DSP**

## **Data**

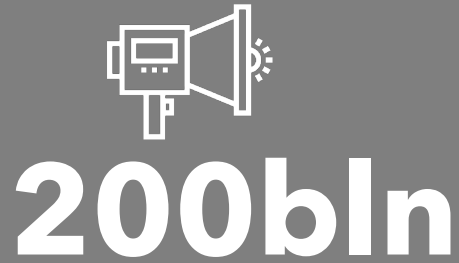
## **Volume**

## **Performance**

## **Targeting**



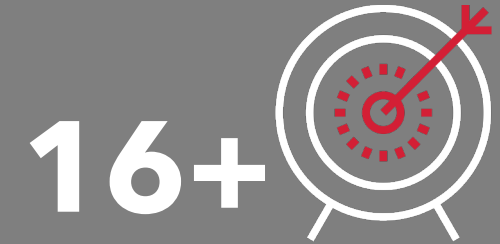
Audience Segments



impressions



KPI Metrics

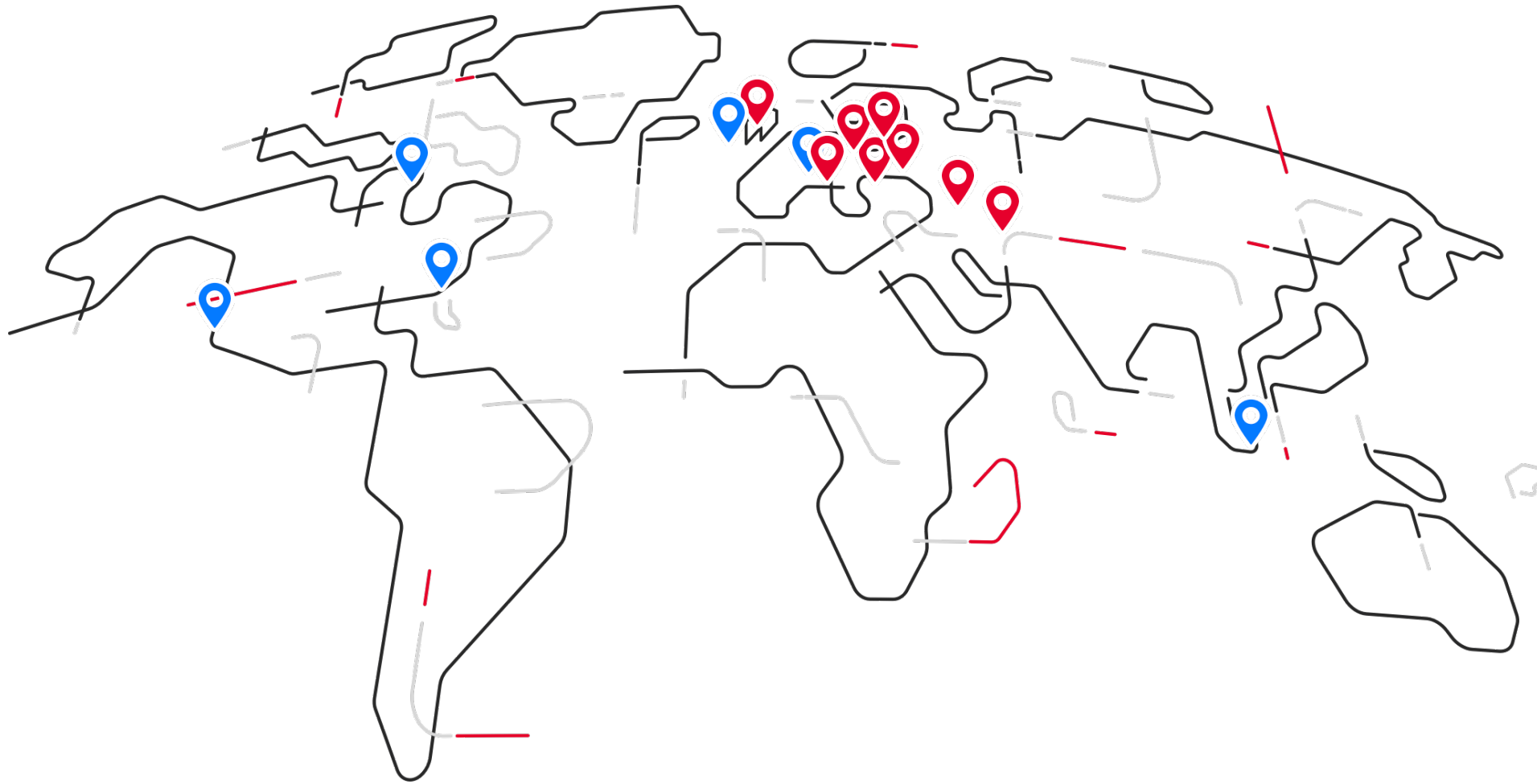


Targeting Options












# Admixer.DSP Offices & Data Centers



 Offices

 Data Centers

## Europe Offices

-  Germany
-  Ukraine  Belarus  Georgia
-  United Kingdom  Moldova
-  Latvia

## Data Centers

-  Dublin  
Ireland
-  Frankfurt  
Germany

## Asia

### Offices




-  Kazakhstan

### Data Center

-  Singapore

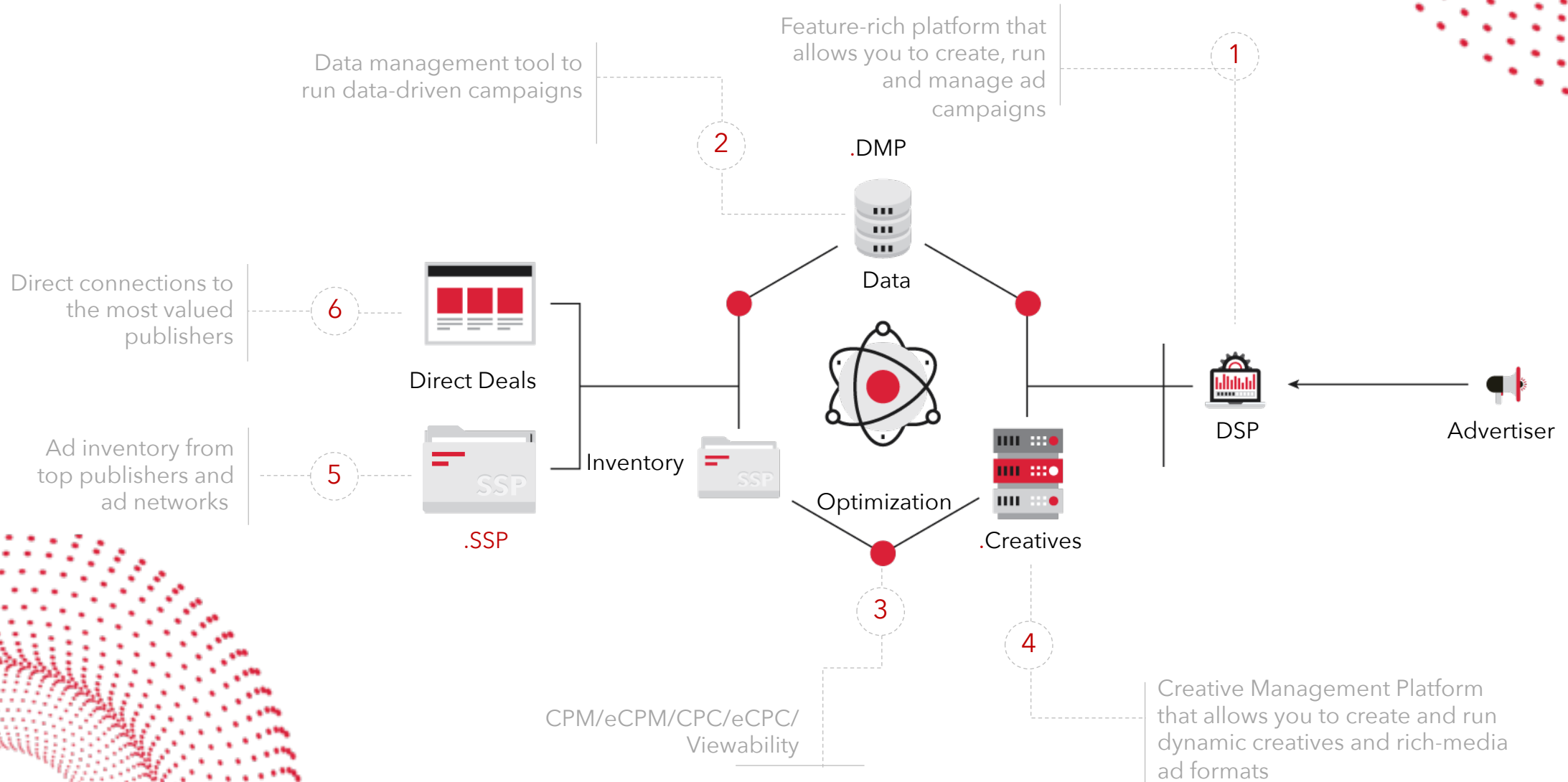
## North America

### Data Centers

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



# Admixer.DSP Ecosystem



# Admixer.DSP Tech Stack

## AGILE

- Modular ecosystem:
- Classic Trading Desk
- Agency Tech Stack



## CUSTOMIZABLE

- Marketplace
- Audience Builder
- Creative templates/formats
- Targeting
- Optimization
- Reporting
- Billing

## FULL-STACK

- Programmatic stack: DSP, DMP, CMP, SSP



## CONNECTABLE

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

## SCALABLE

- Data Centers in North America, Europe and Asia
- GDPR/CCPA/TCF 2.0 compliant
- Optimization Models (CPM, CPC)

## LONG RUN

- 24/7 Customer Support
- Custom DMP
- Automated Notifications
- Friendly UI/UX



# API & Integrations

## 1. Admixer.DSP APIs

- Reporting API (all metrics from advertising campaigns)
- Raw Data API (granular data about user activities)
- Audience API (create & upload audiences)
- Creative API (ad creatives validation)

## 2. Existing integrations:

- Platforms: DV360, Facebook, MyTarget
- Trackers: AppsFlyer, MyTracker, Kochava
- Verifiers: Kantar, MOAT, DV
- Data Providers: onAudience, Aidata
- External services: SalesForce, Liveramp





# Admixer.DSP Inventory Sources

Top-performing supply partners worldwide



## Direct publishers



## Top SSPs and Ad Networks



## Main Ad Exchanges



# Admixer.DSP Data Management

## Admixer. DMP

The Audience Builder to manage custom user segments, based on 3 sources:



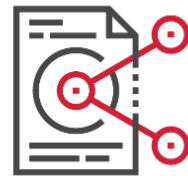
### Local Data Providers

Mobile operators, financial service providers, marketplaces



### Global Data Exchanges

International platforms accumulating 3rd-party audiences from various suppliers



### Own Data Storage

Your own data (1st-party) and uploaded data segments collected in other advertising platforms (custom segments)



# Admixer.DSP Creative Management Platform

Easily create highly engaging ads and run DCO campaigns



**Gallery**  
50+ templates



**Customized**  
HTML5 formats



**Compatible with**  
external tracking systems



**Dynamic Creative**  
Optimization tools



**Real-time Analytics**  
ad unit level

The screenshot displays the Admixer.DSP Creative Management Platform interface. On the left, there is a 'FILTER BY' sidebar with the following sections:

- Type:** In-page (30), Video (3), Floating (12), Mobile (20)
- Devices:** Desktop (45), Tablet (33), Smartphone (25)
- Template category:** UI template (31), ZIP archive (34)
- Features:** Expanding, Fullscreen, Video, Parallax

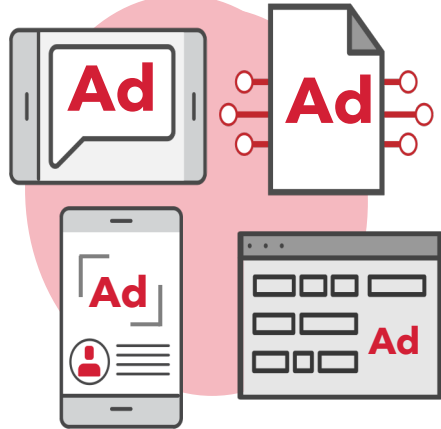
The main area shows a grid of ad templates with the following labels:

- 3D Box vertical
- 3D Expand HTML5
- Banderole HTML5
- Billboard HTML5
- Branding
- Branding HTML5
- Branding to Fullscreen HTML5
- Catfish
- Catfish HTML5
- Click to fullscreen HTML5
- Cube
- Expandable HTML5

At the top of the main area, there is a search bar with the text 'Search...' and a search icon. Below the search bar, it says 'Find what you want. For example: 3D Cube, html5.'



# Creative Formats



## 1. Create highly engaging ad formats (50+ templates):

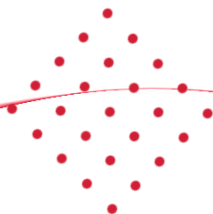
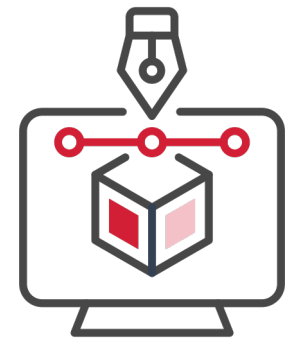
- Web
- In-App
- Native
- Rich-Media

see examples of ads in our ad gallery  
<https://creatives.admixer.com/adformats>

## 2. Dynamic creatives:

- dynamically create the right message at the right time
- automatically generate and manage large libraries of creatives
- combine creatives and Data to tell a powerful story to each customer
- optimize to get the highest performing creatives

## 3. Create custom ad formats and templates





# All Necessary Ad Campaign Targeting Criteria

Accurately reach your TA any time anywhere

- Geo
- IP
- Demographics
- Behavior (Events)
- Site (domain) / In-App (bundle)
- Look-alike segment
- OS / OS version
- Browser
- Device / Device Model
- Screen size
- Frequency capping
- Day & Time
- Retargeting
- 3rd-party data
- CRM Data
- 100+ pre-built audience segments (interest-based)



# Campaign Management & Optimization

## Optimize campaigns by:

- Publisher (SSP/Publisher\_ID (Name))
- Audience (Segment / LAM/ UID List / Action, etc.)
- Placement (Environment / Device etc)
- Creative (Format / Type / Ad Item)
- Cost (eCPM, eCPC)
- Performance (CTR, Viewability)

## Dashboards and exportable reporting tools to optimize campaigns in real time:

- Campaign Performance Report
- Post-Click Report
- Post-View Report
- Dynamic Creatives Report
- Inventory Report
- Rich Media Report
- Billing Report
- Custom Reports

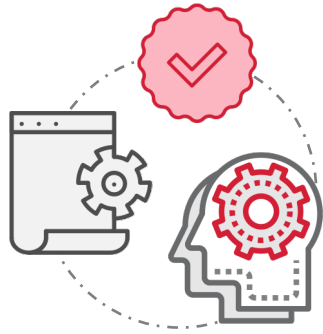
The screenshot shows a 'PROFILE REPORT Fullscreen' interface. At the top right, there are controls for a calendar (May 25, 2020 to May 31, 2020), a 'Download Report' button, and a 'Help' button. The main content area is divided into sections: 'Advertiser', 'Campaign', and 'Profile' (Fullscreen); 'Auction's type' (1st Price), 'Profile Bid' (65.00 UAH), and 'Price Model' (CPM). Below this is a 'Basic KPI's' table with five columns: Planned budget, Planned Impressions, Impressions, Clicks, and Unique users. A second row of metrics includes Revenue, Profile Bid, eCPM, eCPC, and eCPU.

Advertiser	Campaign	Profile		
		<b>Fullscreen</b>		
Auction's type	Profile Bid	Price Model		
<b>1st Price</b>	<b>65.00 UAH</b>	<b>CPM</b>		
Basic KPI's				
Planned budget	Planned Impressions	Impressions	Clicks	Unique users
<b>Unlim</b>	<b>Unlim</b>	<b>55,427</b>	<b>4,469</b>	<b>37,018</b>
Revenue	Profile Bid	eCPM	eCPC	eCPU
<b>3,781.25</b>	<b>65.00</b>	<b>68.22</b>	<b>0.85</b>	<b>116.17</b>
UAH	UAH	UAH	UAH	UAH



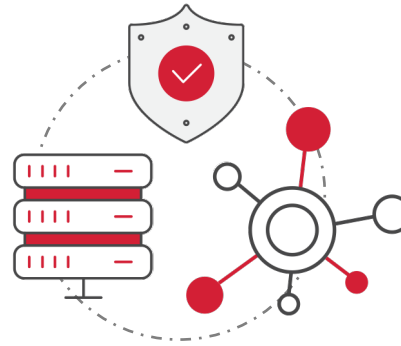
# Why Admixer.DSP?

1



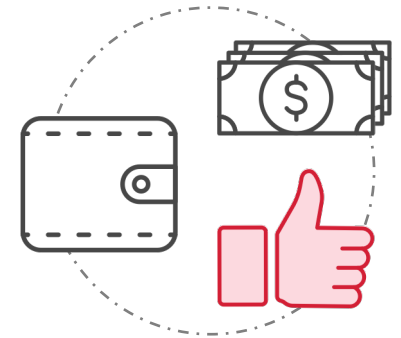
IN-HOUSE EXPERTISE

2



FULL STACK & SERVICE

3



COMPETITIVE PRICES

4



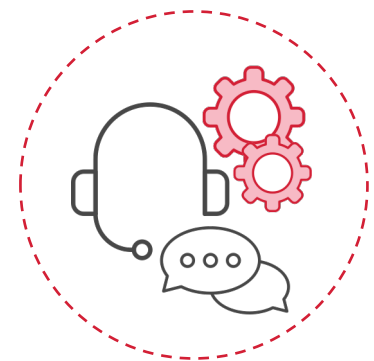
MEETS REQUIREMENTS

5



ADDITIONAL VALUES

6



TEAM & SUPPORT



# Our Clients





# What Clients Say About Us

”

“The DMP and Marketplace modules are great tools for ad campaign management and audience planning. They allow us to make inventory purchasing decisions based on data rather than on intuition or previous experience. In addition, thanks to the extensive template library, the CMP module greatly speeds up preparation of ad creatives.”

**group***m*

**Grigoriy Shpak,**  
*Head of PPC at GroupM*



# Thank you!



**Feel free to contact:**

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Kyiv - 2020

