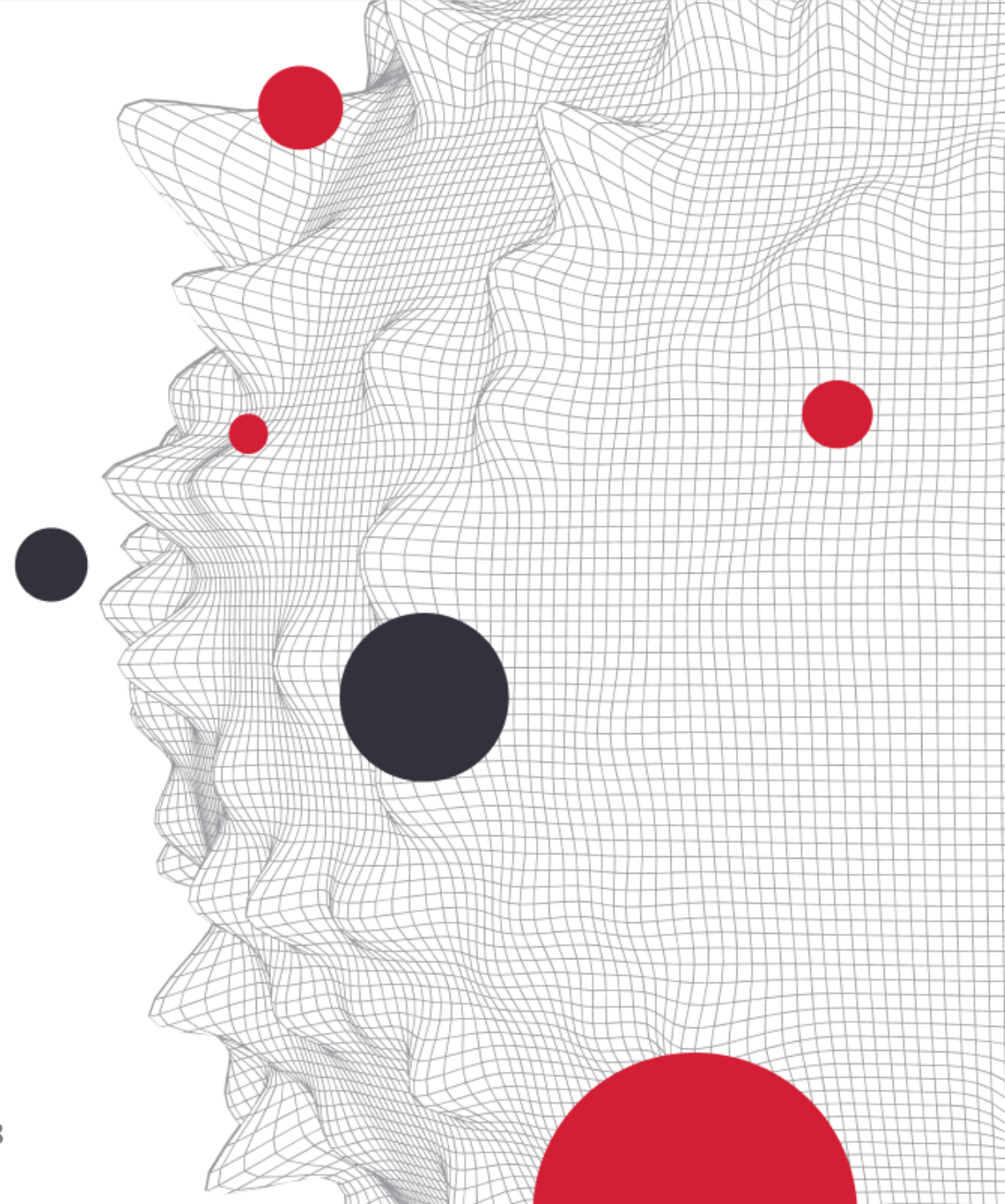




Admixer.DSP

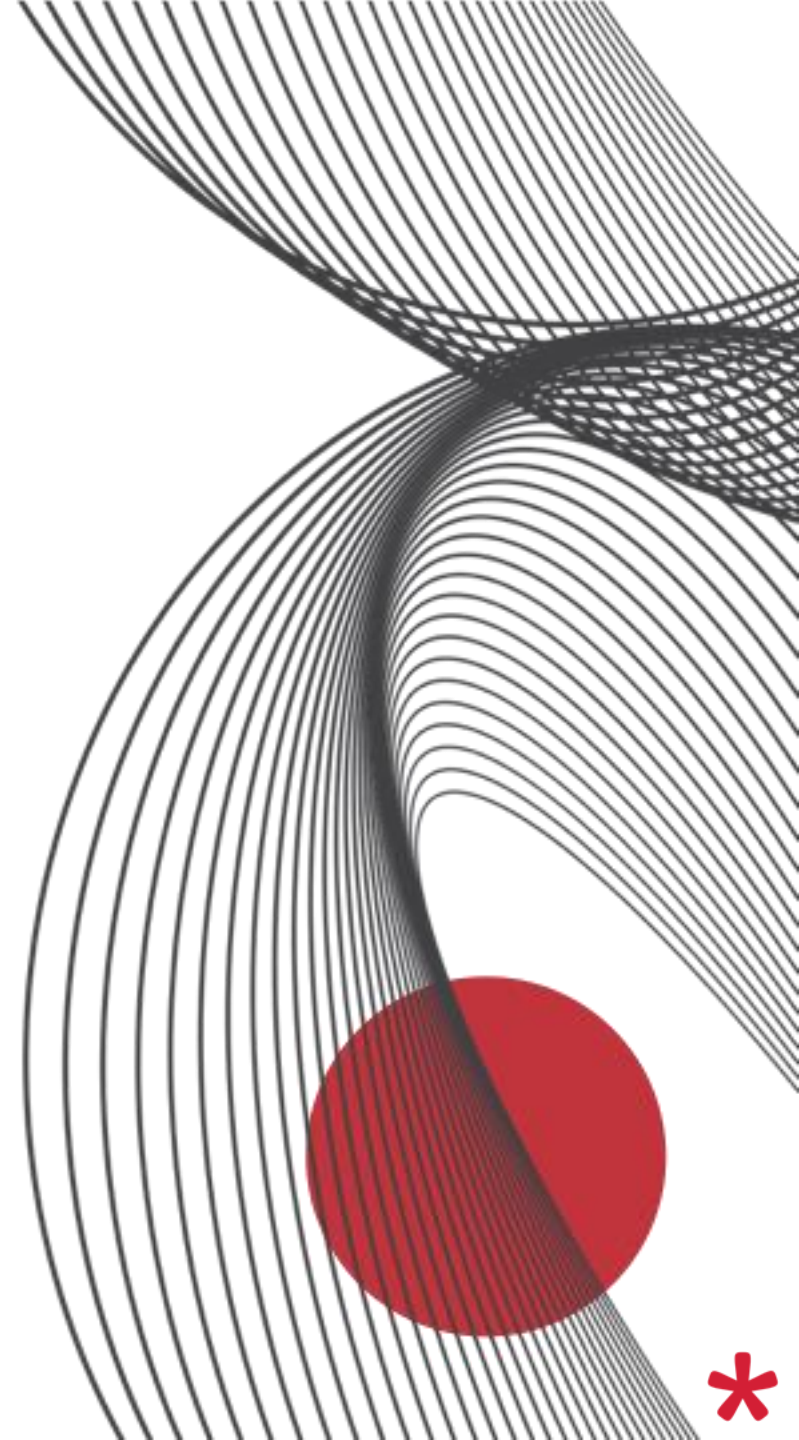
Use data and technology to effectively
purchase audiences at scale across all
digital media

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**

250+



Employees

1k+



SaaS technology customers in
40+ countries

30+



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
inMOBI

skype

Opera

LinkedIn

Fyber

Viber

KANTAR

BID
SWITCH

@mail.ru
group

COUB

iab.
TECH LAB



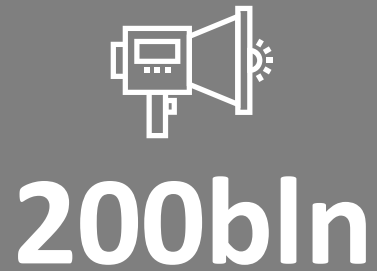
About **Admixer.DSP**

Data



Audience Segments

Volume



Impressions

Performance



KPI Metrics

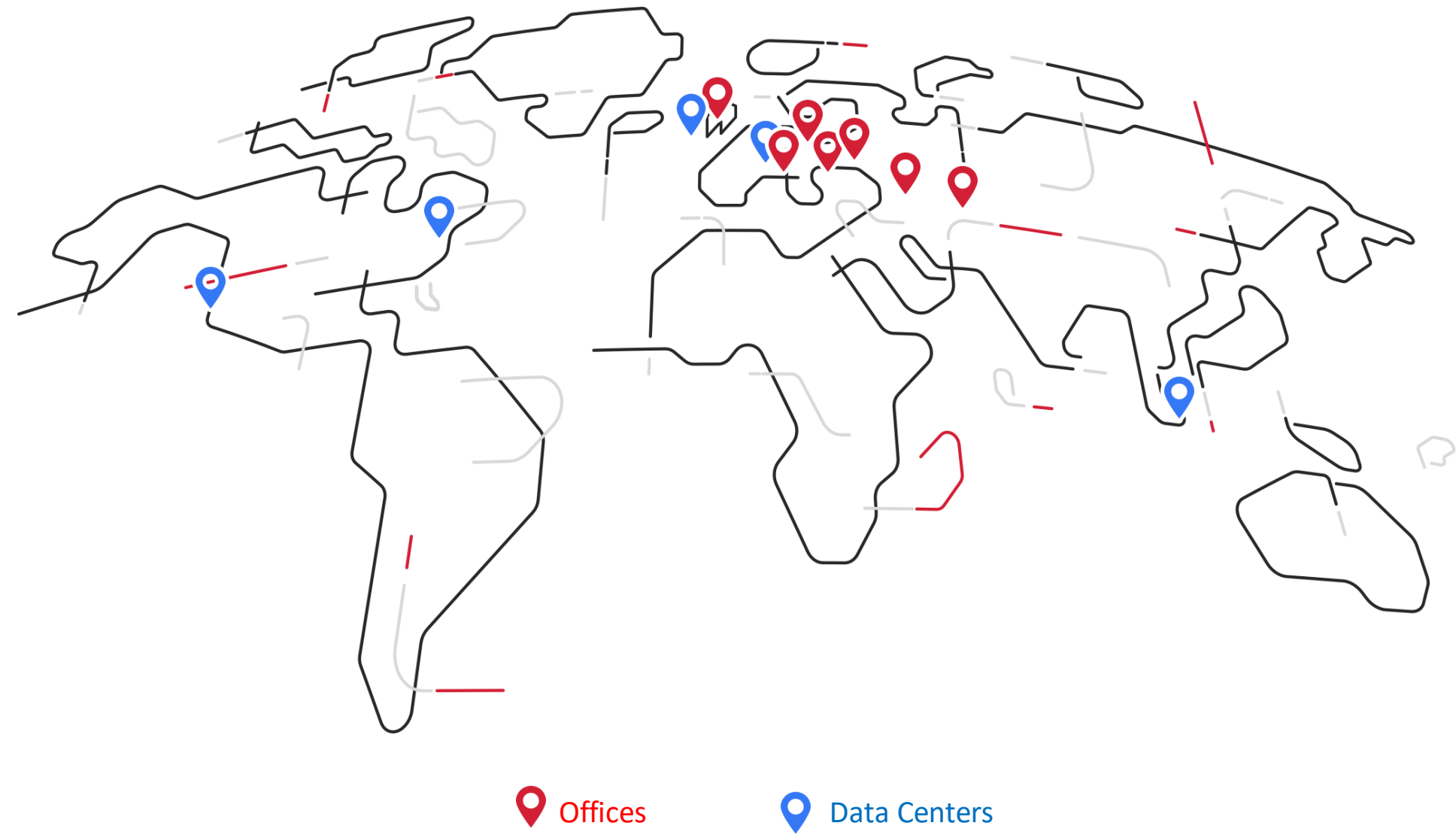
Targeting



Targeting Criteria



Admixer.DSP Offices & Data Centers



Europe

Offices

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

Data Centers

- Dublin
Ireland
- Frankfurt
Germany

Asia

Offices

- Kazakhstan

Data Center

- Singapore

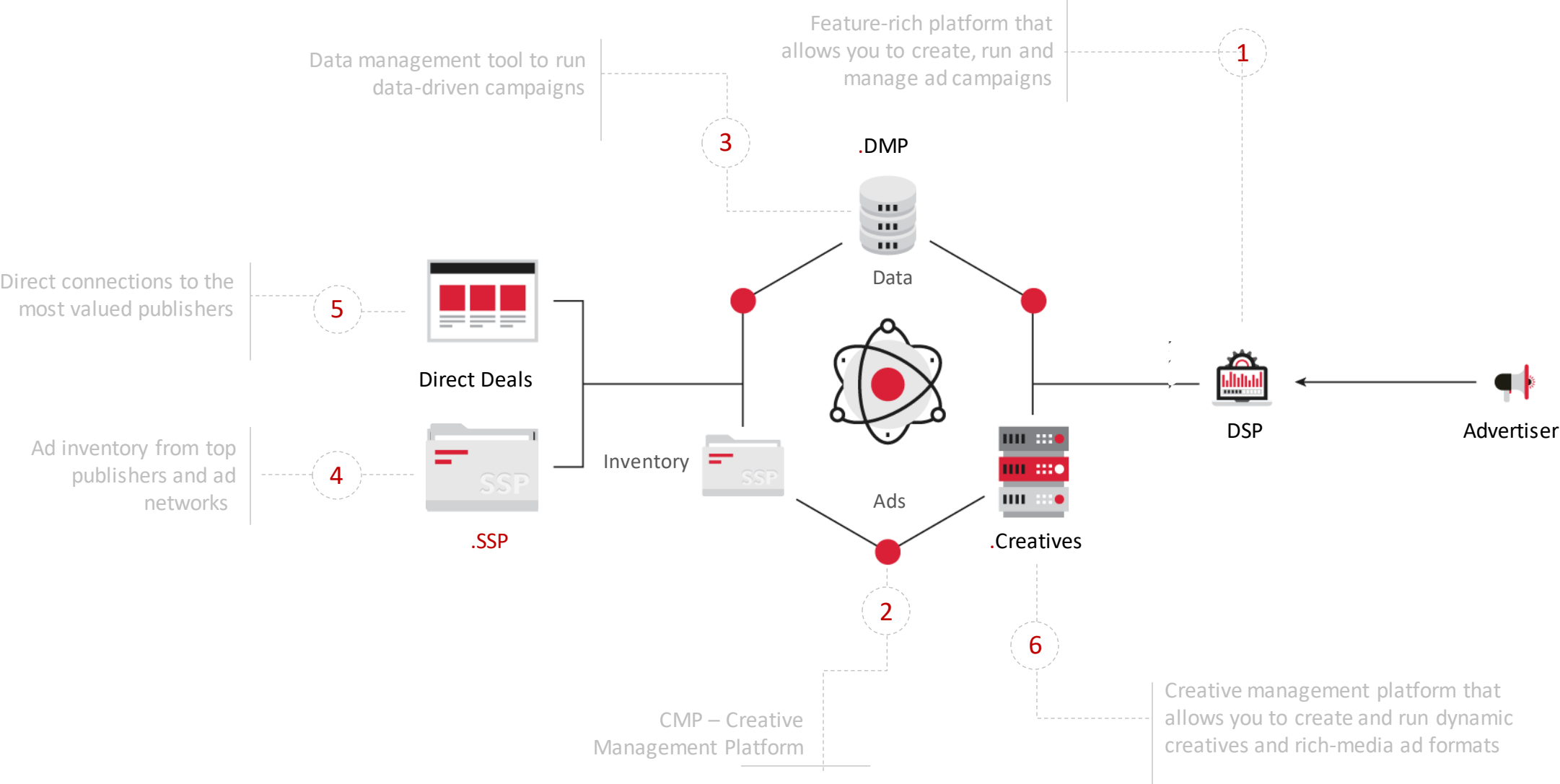
North America

Data Centers

- US-East
- US-West



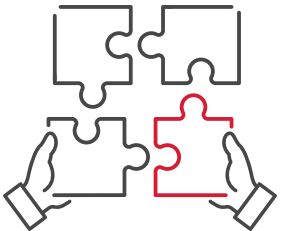
Admixer.DSP Ecosystem



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/TC F 2.0 compliant
- Optimization Models (CPM, CPC)

LONG RUN

- Ongoing customer support
- Custom DMP
- Automated Notifications
- Friendly UI/UX



API & Integrations

1. Admixer 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)



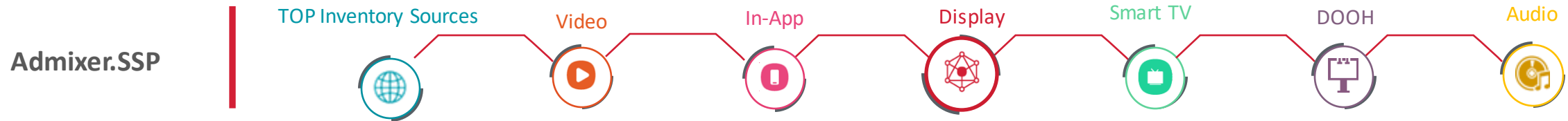
2. Existing integrations:

- 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 initial data for audience builder as well as custom segments are based on three sources:



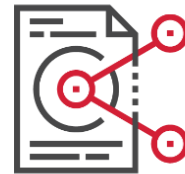
Local Data Providers

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
100+ templates



Customized
HTML5 formats



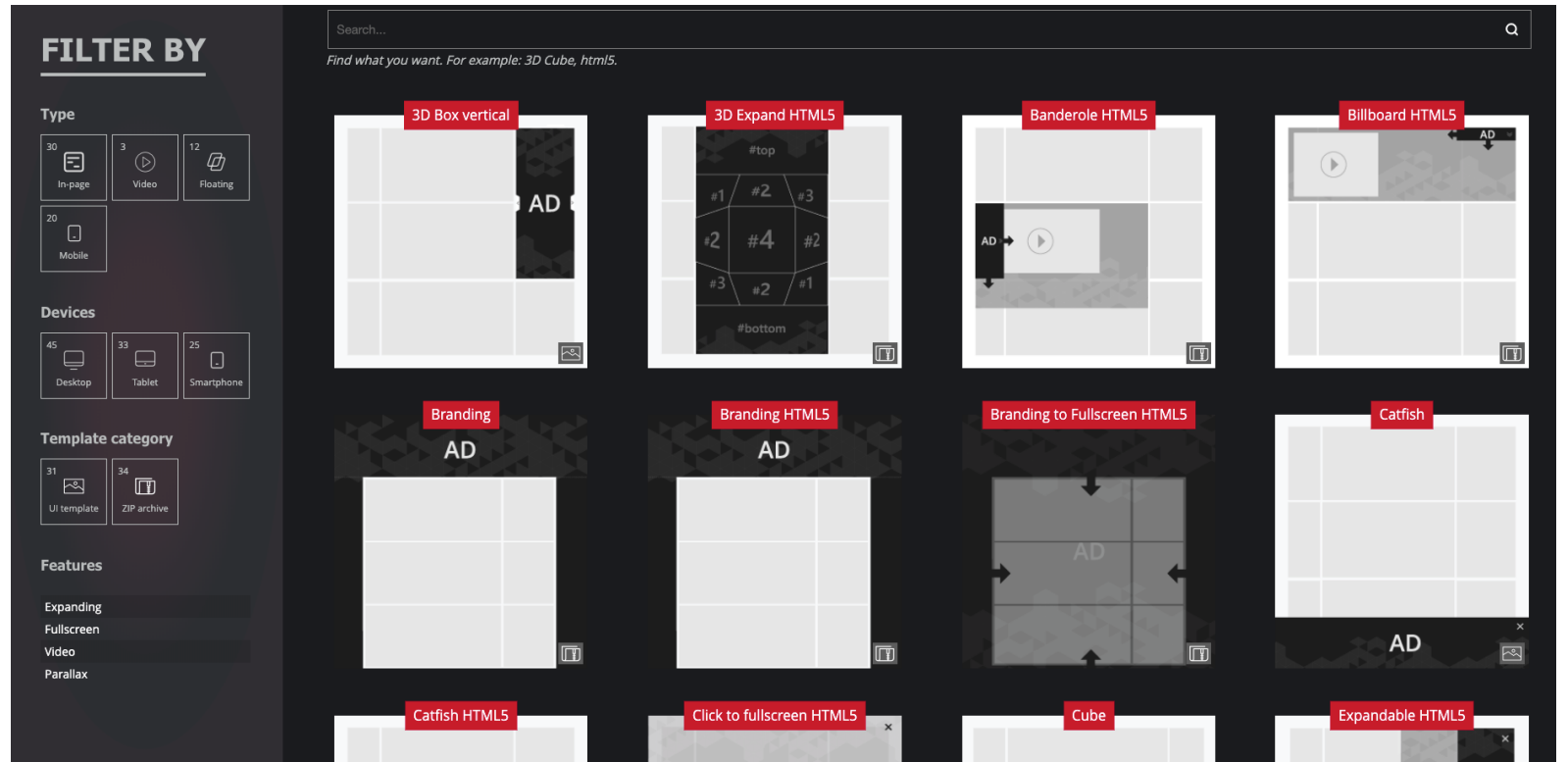
Compatible with
external tracking systems



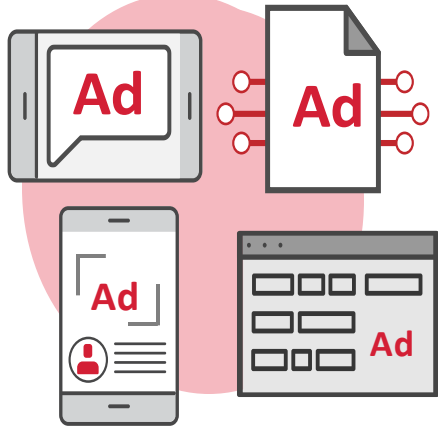
Dynamic Creative Optimization
tools



Real-time Analytics
(ad unit level)



Creative Formats



1. Create highly engaging ad formats (100+ templates):

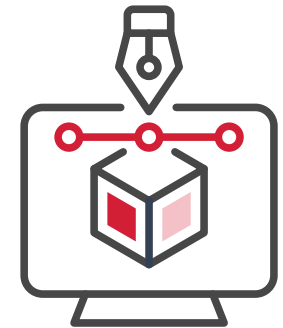
- Web
- In-App
- Native
- Rich-Media

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

2. Make 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 target audience in any place, at any time

- Geo
- IP
- Demographics
- Behaviour (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

PROFILE REPORT

Fullscreen

May 25, 2020
May 31, 2020

Download
Report

Help

Advertiser

Campaign

Profile

Fullscreen

Auction's type

Profile Bid

Price Model

1st Price

65.00 UAH

CPM

Basic KPI's

Planned budget

Unlim

Planned Impressions

Unlim

Impressions

55,427

Clicks

4,469

Unique users

37,018

Revenue

3,781.25

UAH

Profile Bid

65.00

UAH

eCPM

68.22

UAH

eCPC

0.85

UAH

eCPU

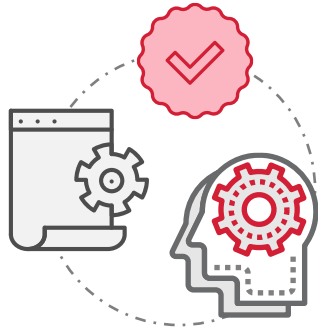
116.17

UAH



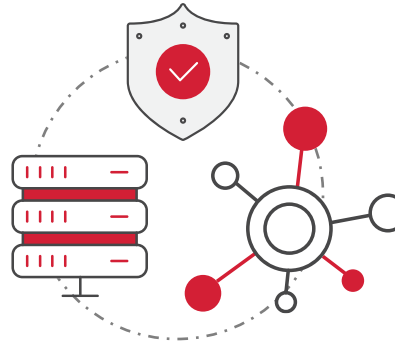
Why Admixer.DSP?

1



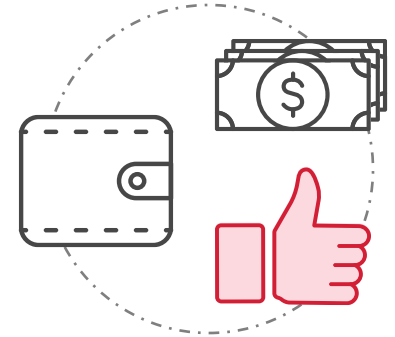
IN-HOUSE EXPERTISE

2



FULL STACK & SERVICE

3



COMPETITIVE PRICES

4



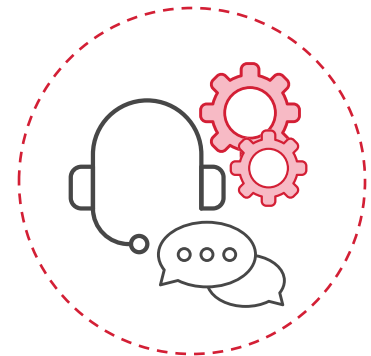
MEETS REQUIREMENTS

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!



For more information, contact:

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Business Development Manager at Admixer

akosianenko@admixer.com