

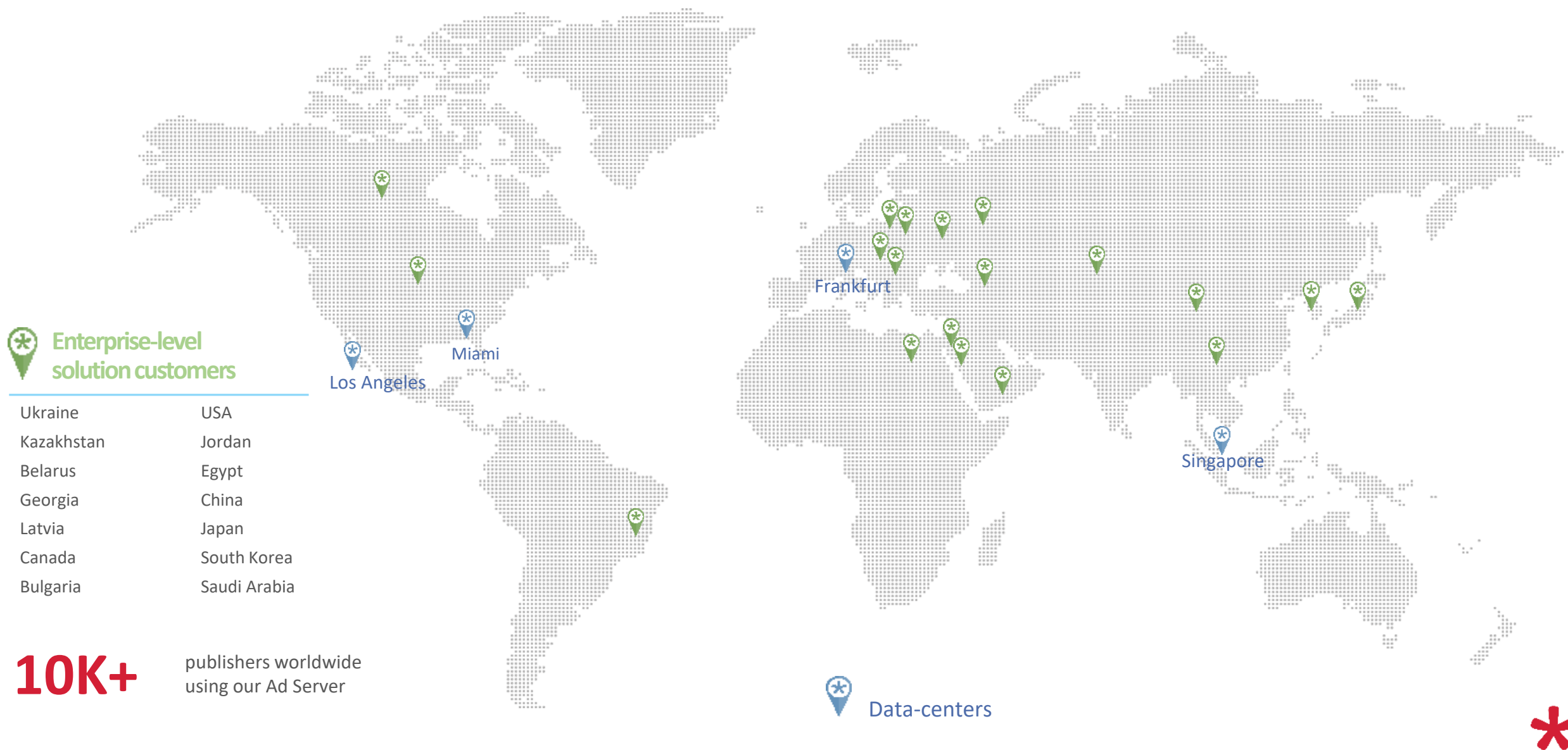


.Network

SaaS solution for advertising networks
creation and management



Admixer Technology – operating globally



Multifunctional market expertise helps us to develop a product line of SaaS solutions for any ad business type

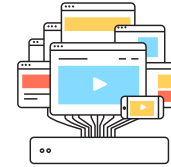
FOR ADVERTISERS

.DSP



FOR AD NETWORKS

.Network



FOR ADVERTISERS

**.Agency Tech Stack
(WL DSP)**

FOR ADVERTISERS

.Creatives



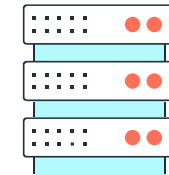
FOR PUBLISHERS

Player.Best



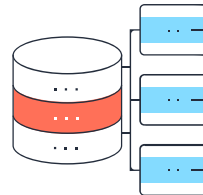
FOR PUBLISHERS

.SSP



FOR ADVERTISERS

.DMP

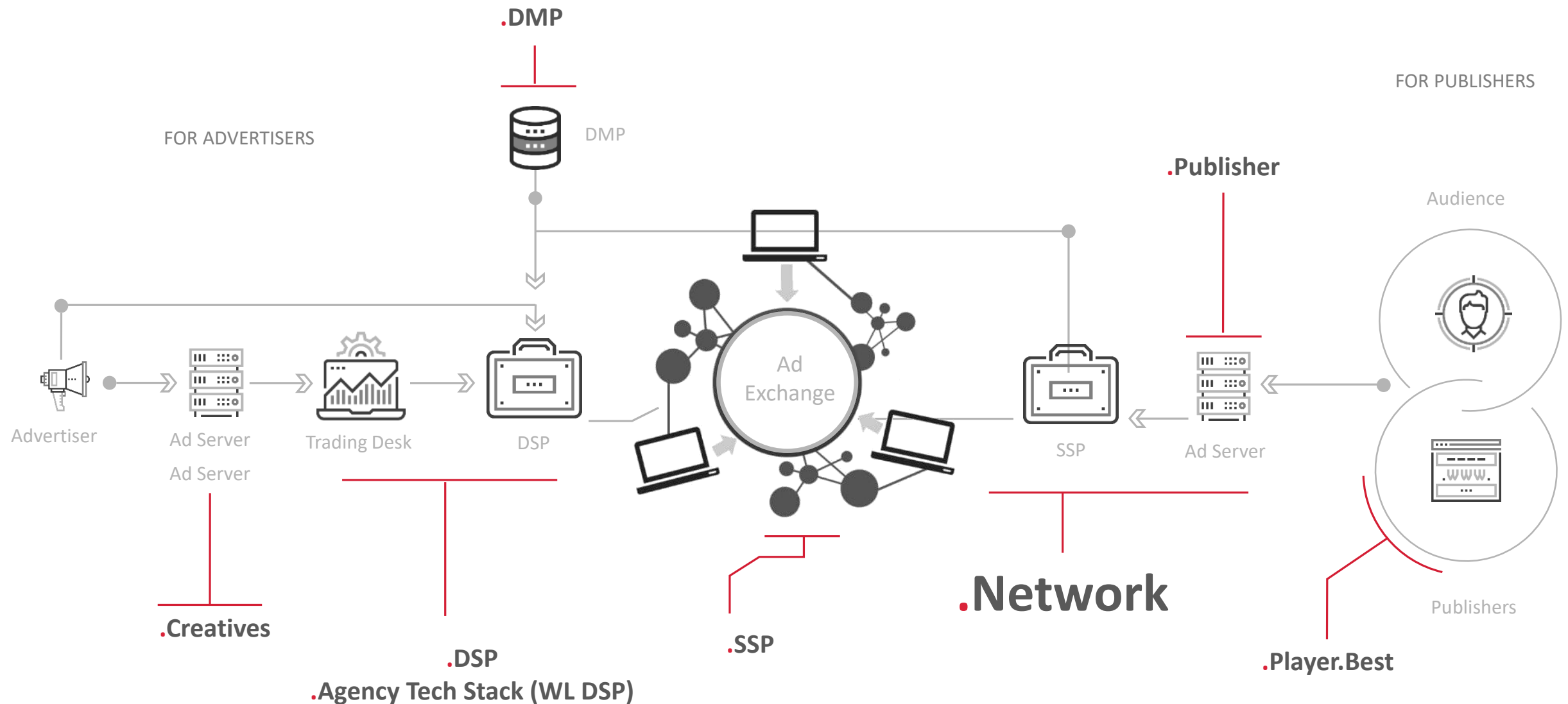


FOR PUBLISHERS

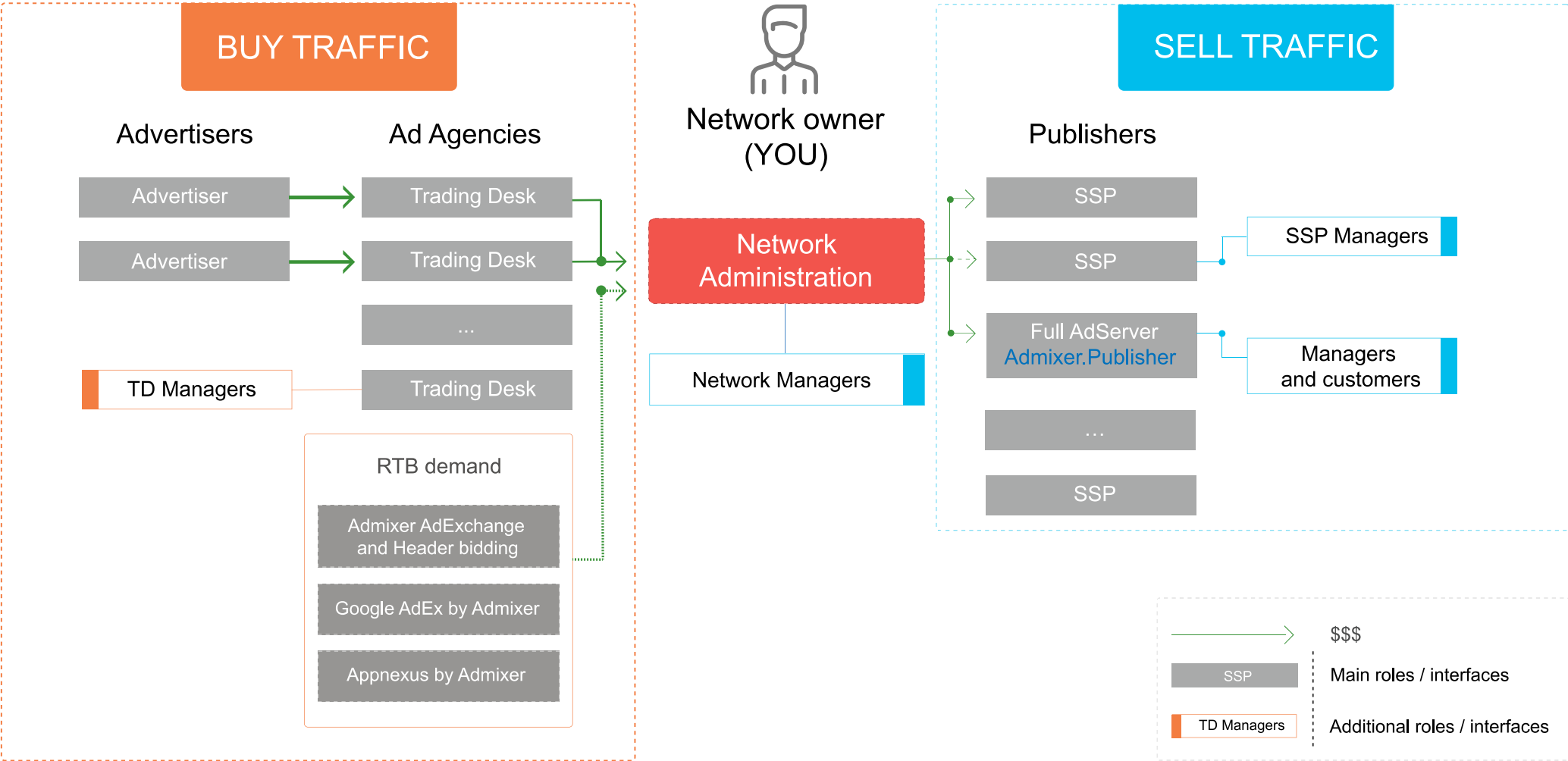
.Publisher



Admixer.Network's place in programmatic chain among Admixer products



Network Administrator creates unlimited amount of accounts for SSPs, Publishers, DSPs, Agencies, their customers, and Network Managers



Modern interface

Detailed help for each possible action

Quickly monitor your revenue

Manage all your publishers and their inventory

Create and sell network inventory products

All your customers and campaigns in one section

Real-time enduring reports

Customize your dashboard

The screenshot displays the Admixer.Networks beta dashboard. On the left is a vertical sidebar with icons for Publishers, Products, Clients, Payments, Reports, Creatives, Games, and a settings gear. The main dashboard area contains several widgets: a 'QUICK ADD' section with Campaign, Creative, and Advertiser buttons; a 'HELP' button; a 'MESSAGES' section with a '999+' badge; an 'ORDERS' section showing 'TODAY' with 2 NEW and 5 WAITING orders; a 'CTR PER WEEK' table; a 'NETWORK'S REVENUE, UAH' section with 'TODAY \$ 131,925.76' and 'YESTERDAY \$ 260,500.58'; a 'RON_IN_VIDEO_AGE' section with 'REACH 255,446' and 'ACT. REVENUE \$ 71,051.33'; a 'CREATIVES' section; a 'PUBLISHERS' section; and a 'PERSONAL SETTINGS' section. At the bottom right is a 'Profile's summary' section with a bar and line chart showing 'VIEWS' and 'REACH' over time from August 4th to 22nd. The chart shows a significant peak in views around August 7th and a steady increase in reach.

	min	max
TODAY, %	8.00	85.71
WEEK, %	8.54	85.71

	TODAY, \$	YESTERDAY, \$
	131,925.76	260,500.58
WEEK AVERAGE, \$	289,951.53	

REACH/UNIQUE USERS	VIEWS/CONF. VIEWS	CLICKS/CTR, %	ACTUAL REVENUE, EX. TAXE...
394,586	1,140,592 / 100%	116,088/10.18	71,050.61



Fits for any ad format certified by IAB



Desktop



Video & Audio



Mobile
(Web и App)



RichMedia Wow

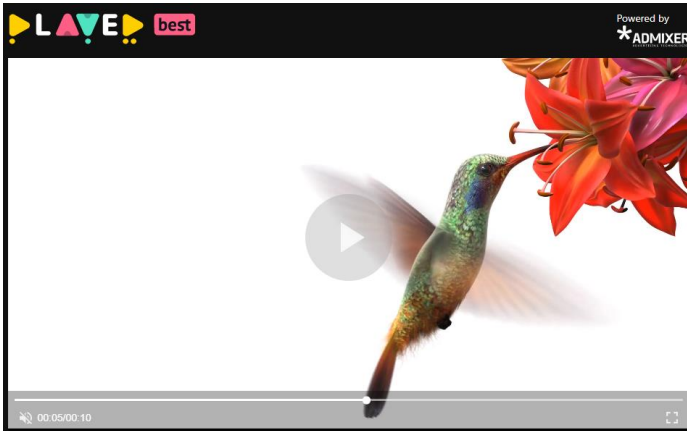


Native



CTV

For video & audio – Player.Best by Admixer



Ultimate HTML5 Video\Audio player with effective monetization

- supports HLS | Mp4 | Webm | Live Streaming | Audio
- is omni-channel
- allows to set up you skins, player buttons and video settings
- offers video hosting
- reveals access to 80+ premium DSPs, Google AdExchange and Appnexus



Network products

Gather inventory with different attributes into **Network Products** with set prices

- direct placement for featured inventory from one publisher
- products for Admixer.AdExchange to grab worldwide demand for remnant traffic
- public and private products

The screenshot displays the Admixer Marketplace interface. On the left is a 'Filter' sidebar with sections for Purchase Type (RON, Package, Priority Deal), Format Type (In-Page, Out of page, Video, Audio, Mobile), Auction Type (First Price, Second Price), and Environment (InApp, Web). The main 'Marketplace' area shows a grid of products. Each product card includes a publisher logo, name, inventory price, requests, and unique users. A 'Show More' link is present below each card. The top right of the marketplace shows the date range (Jul 17, 2019 to Jul 24, 2019) and a 'Download Report' button.

Product	Inventory Price, UAH	Requests	Unique users
OLX Admixer UA "Premium MEGA"	26.00	2.3M	500K
OLX Admixer UA "TOP"	21.00	1.8M	400K
SPORT package Admixer UA "Content"	47.00	4.7M	1.3M
NEWS package Admixer UA "Premium MEGA"	74.00	8.2M	3.3M
Pravda.com.ua Admixer UA "Premium"	38.00	400K	80K
Viber Viber	2.7	4.2M	1.8M

Product includes: • Chosen inventory • Targeting • Price model • Ad formats • Price



Inventory management

Provide Publishers and SSPs with accounts

- to track statistics on requests, page views, impressions, clicks, CTR, revenue, fill rate
- upload ad units' tags
- set bid floors, flat fees
- add any external monetizing source in addition to your Network (if you allow to), adjust different priorities for each source



If required, the Full Ad Serving platform can be created for particular publisher to run direct ad campaigns.
Please find more details about **Admixer.Publisher** solution at admixer.net/publisher



Effective monetization

Divide ad inventory between:

- direct advertisers
- network products
- auction sales through **Admixer.AdExchange** connected to 85+ worldwide trusted DSPs

Connect own partner **RTB and Header Bidding DSPs** directly in several clicks

Reveal premium demand from **Google adX** for direct publishers



AppNexus
A Xandr Company



Google Marketing Platform
Sales Partner

adform

**BID
SWITCH**

RTBHOUSE =

criteo.

theagency

AdRoll

smart+



getintent

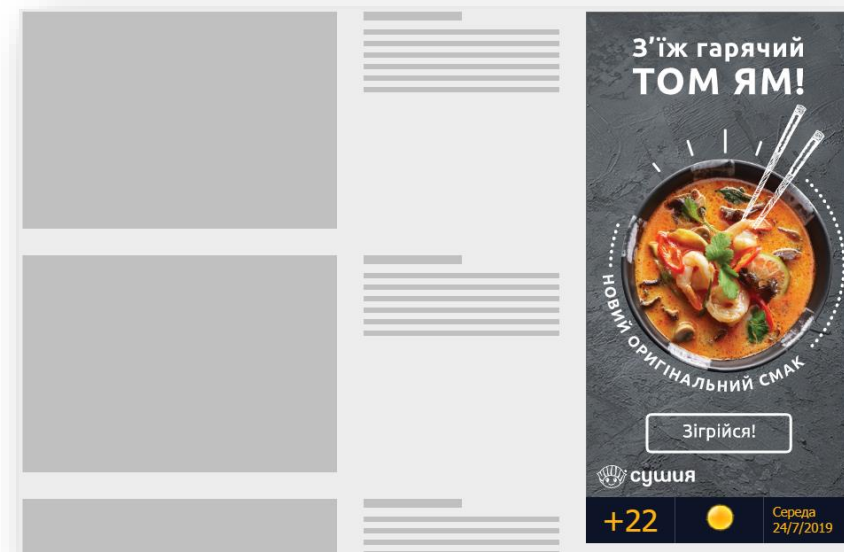
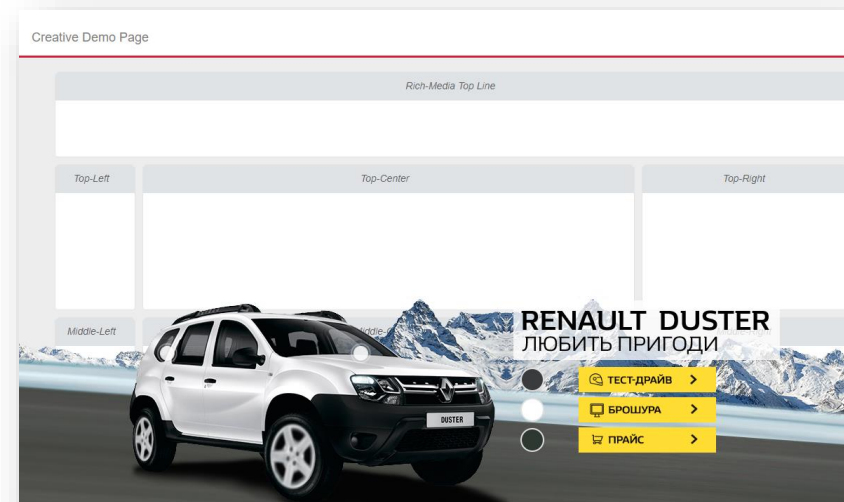
Admixer.Network has been already integrated with AppNexus, AdForm, RhythmOne, SmartAdServer, DistrictM, Criteo, AppnexusVideo, BetweenDigital, RTBHouse. Additionally, [here's](#) the list of Header Bidding partners available for further integration.



Advertisers

Provide Trade Desk accounts for advertisers and agencies in different currencies

- to create ad campaigns using 40+ templates of WOW-formats (examples [here](#))
- to target relevant audience: timeframe, days of week; Platforms, devices, browsers; country, region, city
- to set pricing using built-in calculator for including all the markups and discounts
- build own DMP (or use **Admixer.DMP**) for behavioral targeting, age, gender, interests
- buy additional inventory from Admixer.SSP



Roles and interfaces

Network interfaces:

- SSP and Full Ad Server for Publishers
Supports Administrators and Managers
- Trade Desk for Advertisers and Agencies
Supports Administrators, Managers and Clients

Network Roles:

- **Network Administrator**
Has access to all Network inventory, clients, settings and features. Manages Managers
- **Network Manager**
Has access to allowed inventory, clients, settings and reports.

The screenshot shows a web interface titled "Edit a manager" with a close button (X) in the top right corner. Below the title bar, there is a "CHANGE PASSWORD" link. The main form contains the following sections:

- Role:** A dropdown menu currently showing "ROLE". Below it is a "Write" button.
- Choose Advertisers:** A dropdown menu showing "CHOOSE ADVERTISERS" and a "Clear All" link. Below this are buttons for various advertisers: PepsiCo, Nissan, Nemiroff, Publicis, Dentsu Aegis, Citroen, Nokia, Peugeot, Sony, and Aperol. A "Show More" link is also present.
- Access to new advertisers:** A toggle switch is turned on, with the text "New advertisers are available". Above it is a note: "The user will have access to new advertisers."
- Available Metrics:** A section titled "Available Metrics" with a note: "Select metrics that will be visible to the manager." It contains three columns of checkboxes, all of which are checked:
 - Column 1: Total Media Cost, Inventory Price, Inventory Cost (Net), TradeDesk Fee, DMP Cost (Net), Creative Cost (Net).
 - Column 2: Profit, Inventory Fee, DMP Fee, Creative Fee, Profile Fee, Profile CPM.
 - Column 3: Inventory Cost, DMP Cost, Creative Cost.

At the bottom right of the form are two buttons: "CANCEL" and "SAVE".



Invoicing and billing

Publishers

Auto distribution of ad campaigns profits between your network and network publishers (just set your **% of commission** and share the revenue!)

Receive invoices from publishers inside the interface

Advertisers

Ad campaign budget is calculated basing on number of planned actions and the **price/price model** and includes all needed **commissions, markups** and other add-ones

Real-time network overall profit and profit for each campaign

Generate invoices inside the interface

Bid Details

Select Bid Type

PROFILE CPM

INVENTORY BID

Max Profile CPM, UAH

60.00

Min Profile CPM, UAH

0.00

Max Inventory BID, UAH

47.43

Roll Up ^

Profile Fee

10

Media fee model

%

CPM VALUE

Inventory Fee

5

Media fee model

%

CPM VALUE

DMP Fee

0

Media fee model

%

CPM VALUE

Creative Fee

0

Media fee model

%

CPM VALUE

Inventory BID, CPM

UAH

TradeDesk Fee

+ 10.00 %

0.00 UAH

Inventory Fee

+ 5.00 %

0.00 UAH

Profile CPM

0.00 UAH

Min Profile CPM

0.00 UAH

CLOSE

SAVE



Bonus features

Network options

- Any existing **currency** for Network account
- Different currencies for TradeDesk accounts
- Any **time zone**
- The solution is not bounded to any of datacenters and may be deployed anywhere

Security

- Cloud computing technology
- **99.9%** system uptime

Performance

- dedicated **support**, online onboarding and video lessons
- activity log
- detailed real-time **reports**

White label

Platform can be customized with your own branding – including brand **name, logo, colors, domain name, tags** and **URLs**. Provide publishers with your **own name** and entry for **ads.txt** file!



Contact



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WORK COMFORTABLY.
EARN MORE

