



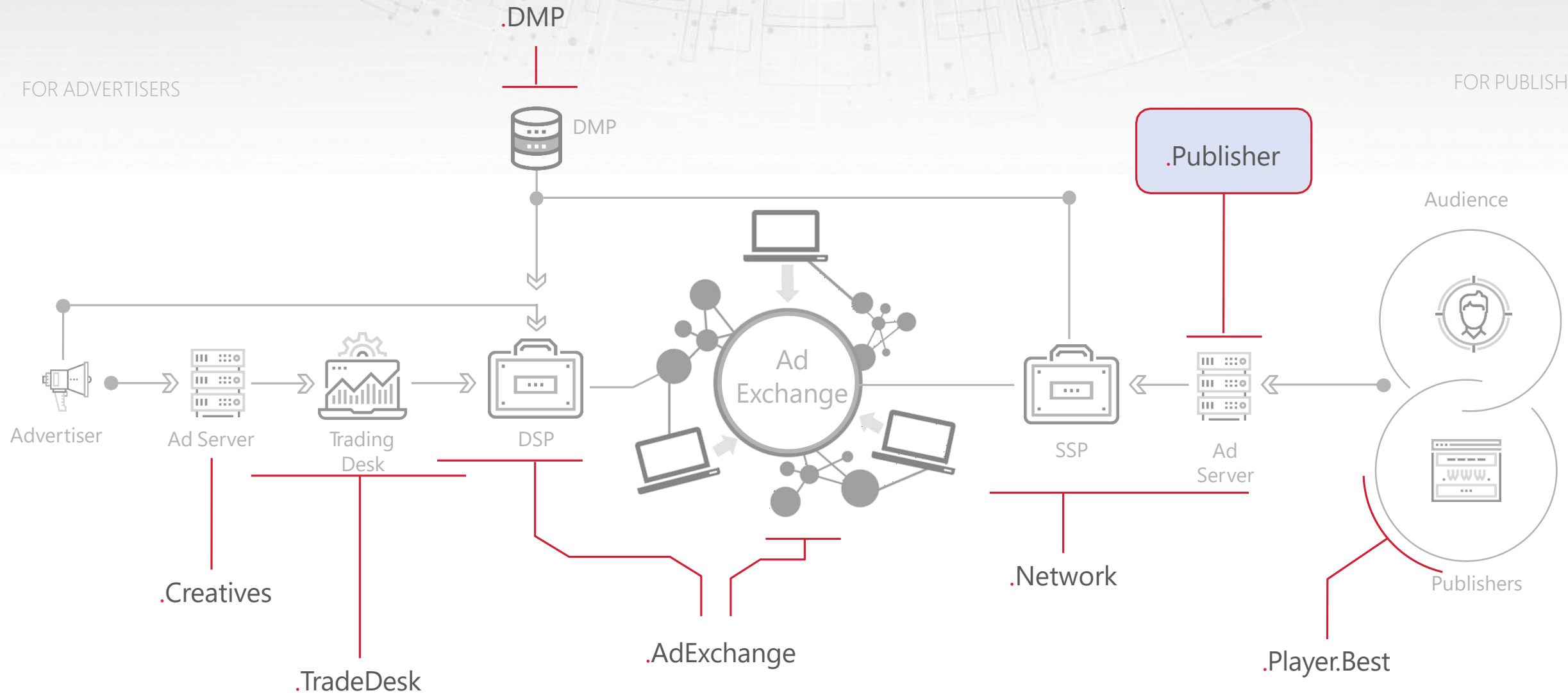
.Publisher

CAPABLE ADSERVER FOR INVENTORY MANAGEMENT
AND CAMPAIGNS SERVING

PRODUCTS AT ADMIXER PROGRAMMATIC ECOSYSTEM

FOR ADVERTISERS

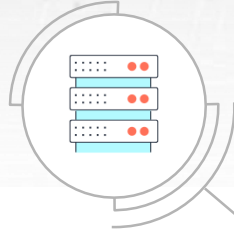
FOR PUBLISHERS



HOW PUBLISHER BENEFITS FROM ADMIXER ECOSYSTEM

.AdExchange

- Demand from top worldwide DSPs
- Netting of monetized impressions



.TradeDesk

- Inventory transfer for the purchase in TradeDesk
- Adding to the TOP Packages at Marketplace
- Direct deals



.Creatives

- Fast WOW formats creation
- 50+NON-standard templates
- Built-in billing for clients



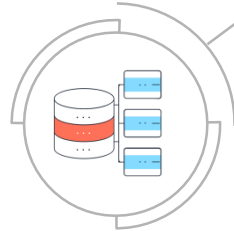
.Network

- Advanced platform for publishers with multiple sites and advertisers



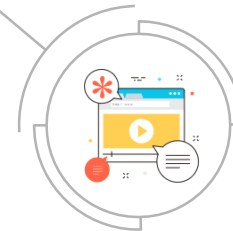
.DMP

- Access to Admixer.DMP segments
- Own data onboarding
- Data collection and management



.Player.best

- Universal player for publishers with hosting
- Direct built-in monetization of video inventory with an interface for reporting and managing video advertising
- Header Bidding demand



.Publisher

WHAT IS ADMIXER.PUBLISHER?

ONE SOLUTION TO FIT ALL PUBLISHER NEEDS



INVENTORY MANAGEMENT

Unlimited number of inventory types and ad units.
Supports sites and mobile apps



AD CAMPAIGNS

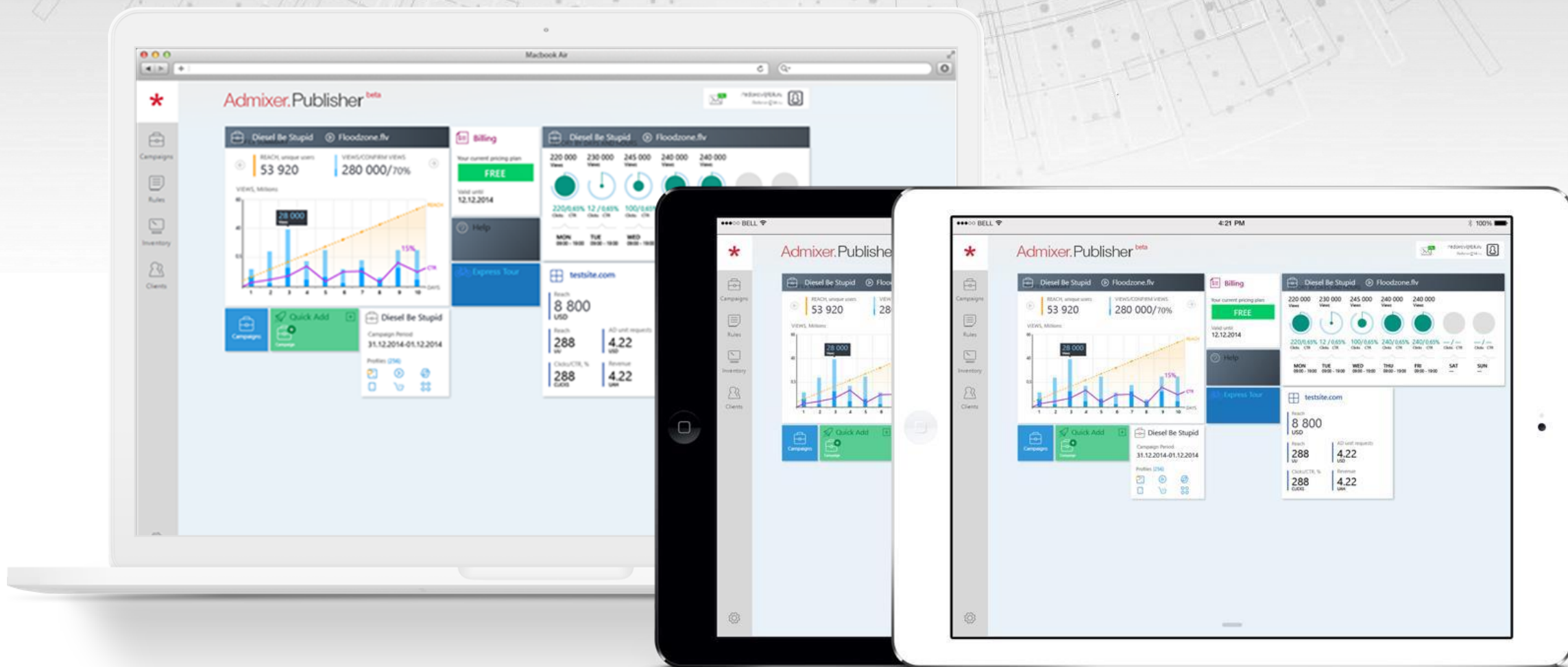
Run and monitor ad campaigns
efficiency with library of different ad
formats and yield reports



SELLING RULES

Possibility to connect external
demand sources through
Admixer.AdExchange or add your
own

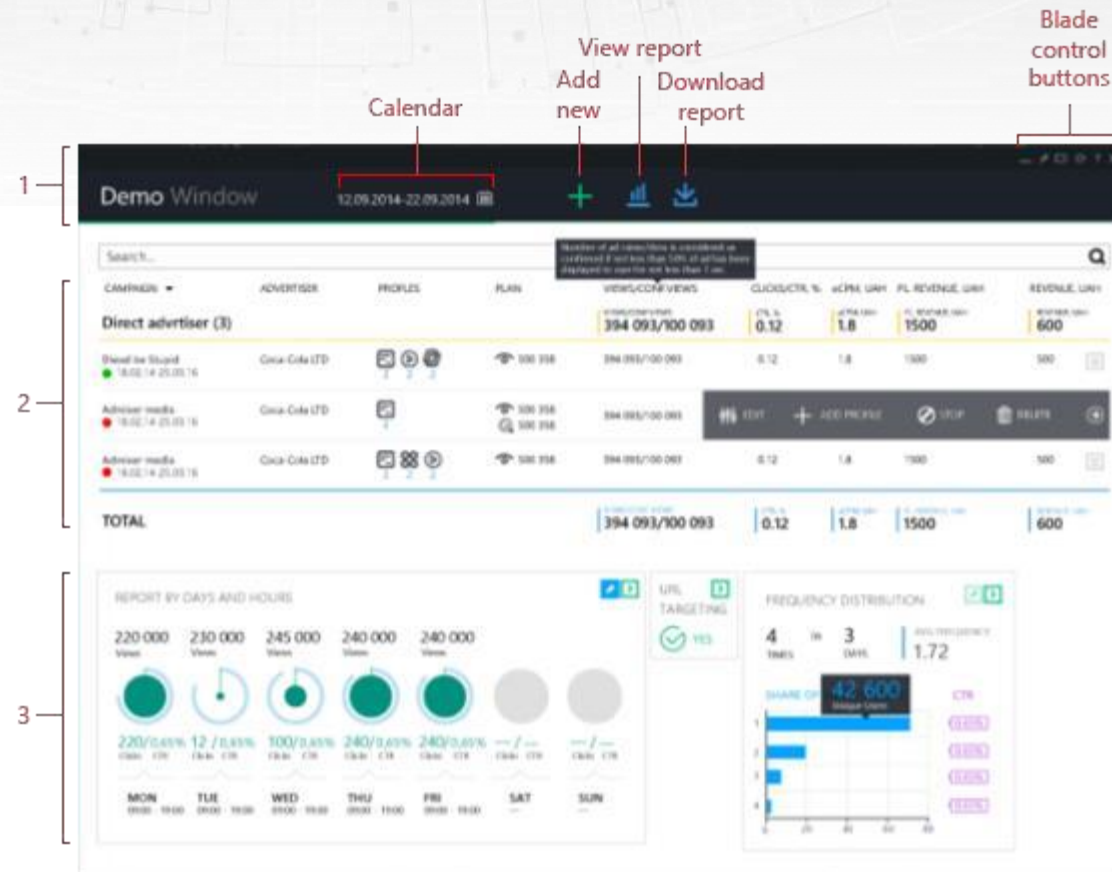




DESKTOP, TABLETS, TOUCH SCREEN

INTERFACE - MODERN AND USER-FRIENDLY

- Horizontal navigation
- No pop-ups
- Context-sensitive help
- Notifications system
- Report data visualization



INTERFACE: DESKTOP

Customizable desktop with widgets for quick launch and key processes monitoring.



ONE-CLICKHELP

Have troubles?
- Just click on HELP
button, to go to detailed
guide.

Need technical
requirements for
creatives? Open our
manual on formats!

The screenshot displays the ONE-CLICKHELP interface, which is divided into two main panels: 'Help Contents' and 'Help Manage profile'.

Help Contents Panel:

- ACCOUNT**
 - SITES
 - Add site
 - Manage site
 - Sections
 - Add section
 - Manage section
 - Ad units
 - Add ad unit
 - Ad unit code
- AUDIENCES**
 - Add audience
- REMARKETING**
 - Add remarketing group
- CLIENTS**
 - Add client
- NETWORKS AND EXCHANGES**
 - Add network
- CAMPAIGNS**
 - Add campaign
 - Manage campaign
- Profiles**
 - Add profile
 - Manage profile
- Creatives**
- RULES**
 - Add rule
- SETTINGS**
 - Billing
 - Payouts
 - Managers
- REPORTS**
- GLOSSARY**

Help Manage profile Panel:

To manage necessary profile next to *manage campaign* blade choose profile from the list.

Statistical information on main parameters will be available or unavailable due to the status of profile. If profile was inactive, then there will be no statistics on the main parameters.

Each profile can contain several creatives. Get to list with all creatives from *manage profile* blade - **View all creatives**. Click the creative name gets you to *edit creative* blade

Use **toolbar** to manage profile. You can set time period for displaying statistical information, download statistics over predefined period of time in one of available formats and add new creative.

TOOLBAR CONSISTS OF SUCH ELEMENTS:

Profile *Test Profile ... 22/12/2014 - 10/05/2015

General info

Period of profile: 22.12.2014 - 10.05.2015 | Profile status: **ACTIVE** | Frequency capping: 5000 in 1 DAYS | Delivery distribution: AFAP FOR PROFILE | AFAP FOR DAY

Inventory and Price

Type: **Banner** | INVENTORY FORECAST FOR THE SELECTED PERIOD (22.12.2014 - 10.05.2015) | Views: **16** | Unique users: **180/182**

Selected Inventory

SITE	SECTION	AD UNIT	SIZE
testsite.com	Main	728x90	960x140

Priority	Quantity	Total View Limits	CPM
Static	80,000	100%	2.00
	Of items	Of views	UAH

CATEGORY	CALCULATION	COST, UAH
Basic Price	(80,000 × 2.00)/1000	160.00
Total price		160.00
(incl. incl. taxes)		
TOTAL PRICE	160.00	0.00
(incl. taxes)		UAH

Profile summary

REACH, UNIQUE USERS	VIEW/CONV. VIEWS	CLOS/CTR, %	ACT. REVENUE, UAH
16	180/182	18/10.00	0.36

ADVERTISING INVENTORY

- Support all the existing ad formats: banners, rich-media, video, native and mobile ads
- Top-down structure of sites and ad units
- Flexible limitations on ad delivery
- Audience segmentation
- Estimation and forecasting of used inventory

The screenshot displays the Advertising Inventory management interface, divided into three main panels:

- Sections Panel (Left):** A table listing various advertising zones. The table has columns for ZONES, REACH, ZONE REQUEST, BANNER VIEWS/ZONE VIEWS, and FILL. It shows multiple entries for 'Meta.ua/finances (3)' with associated reach and request values.
- Add section Panel (Middle):** A form for creating a new section. It includes fields for 'Section name' (filled with 'meta.ua'), 'Description' (containing text about a program), and 'Topic' (with a search bar and a list of topics like 'Торговля', 'Авто', 'Видео', etc.).
- meta.ua/finance Panel (Right):** A summary view for the selected section. It shows 'Section Summary' with metrics like Reach (1 800 000), Zone Request (1 800 000), Banner Views (60 000/45 000), Fill Rate (75%), and Revenue (18 000 USD). Below this, 'Ad Units' are listed, including 'Rich-Media/Mobile' and 'Video'. A grid shows the placement of ad units across different screen positions (Top-left, Top-center, Top-right, Mid-left, Mid-center, Mid-right, Bottom-left, Bottom-center, Bottom-right).

A red arrow points from the 'FILL RATE BY COMMERCIAL IMPRESSIONS FOR EVERY AD UNIT' text box to the 'FILL' column in the 'Sections' table and the 'Fill Rate' metric in the 'Section Summary'.

FILL RATE BY COMMERCIAL IMPRESSIONS FOR EVERY AD UNIT

SELLING RULES

- Easy plug in external demand sources
- Manual and automated rules for ad delivery with the max benefit
- Bid floors for every monetization source
- Seamless integration to Admixer.AdExchange via RTB and Header Bidding

MONETIZE RESIDUAL INVENTORY

Rules 28/02/2015 – 03/03/2015 +									
TYPE	INVENTORY FOR THE PERIOD (28.02.2015 - 03.03.2015)	VIEWS	UNIQUE USERS	PRIORITY	REVENUE	ECPM	MIN CPM	REVENUE	ECPM
Video				Static	0.00 UAH	- UAH			
SELECTED INVENTORY SITE	SECTION	AD UNIT		% Impressions					
visitcypus.com.ua	All pages	Оснoвнoе		100					
GEO TARGETING	SCHEDULE	PLATFORM TARGETING	URL TARGETING	RETARGETING GROUPS	BLACKLIST				
NOT SELECTED	NOT SELECTED	NOT SELECTED	NOT SELECTED	NOT SELECTED	NOT SELECTED				
● Video Preroll Source Admixer UA Video									
TYPE	INVENTORY FOR THE PERIOD (28.02.2015 - 03.03.2015)	VIEWS	UNIQUE USERS	PRIORITY	REVENUE	ECPM	MIN CPM	REVENUE	ECPM
Video				Static	0.00 UAH	- UAH			
SELECTED INVENTORY SITE	SECTION	AD UNIT		% Impressions					
VisitGreece.com.ua	Other pages	Оснoвнoе		100					
GEO TARGETING	SCHEDULE	PLATFORM TARGETING	URL TARGETING	RETARGETING GROUPS	BLACKLIST				
NOT SELECTED	NOT SELECTED	NOT SELECTED	NOT SELECTED	NOT SELECTED	NOT SELECTED				
● Test Rule Source Generic partner									
TYPE	INVENTORY FOR THE PERIOD (28.02.2015 - 03.03.2015)	VIEWS	UNIQUE USERS	PRIORITY	REVENUE	ECPM	MIN CPM	REVENUE	ECPM
Banner				Standard	0.00 UAH	- UAH			
SELECTED INVENTORY SITE	SECTION	AD UNIT	SIZE	Priority value					
testsite.com	Main	Main Rich		High					
GEO TARGETING	SCHEDULE	PLATFORM TARGETING	URL TARGETING	RETARGETING GROUPS	BLACKLIST				
NOT SELECTED	NOT SELECTED	NOT SELECTED	NOT SELECTED	NOT SELECTED	NOT SELECTED				

CHOOSE MONETIZATION SOURCE FROM THE LIST OR ADD YOURS

REVENUE AND ECPM FOR BETTER SOURCE CHOICE

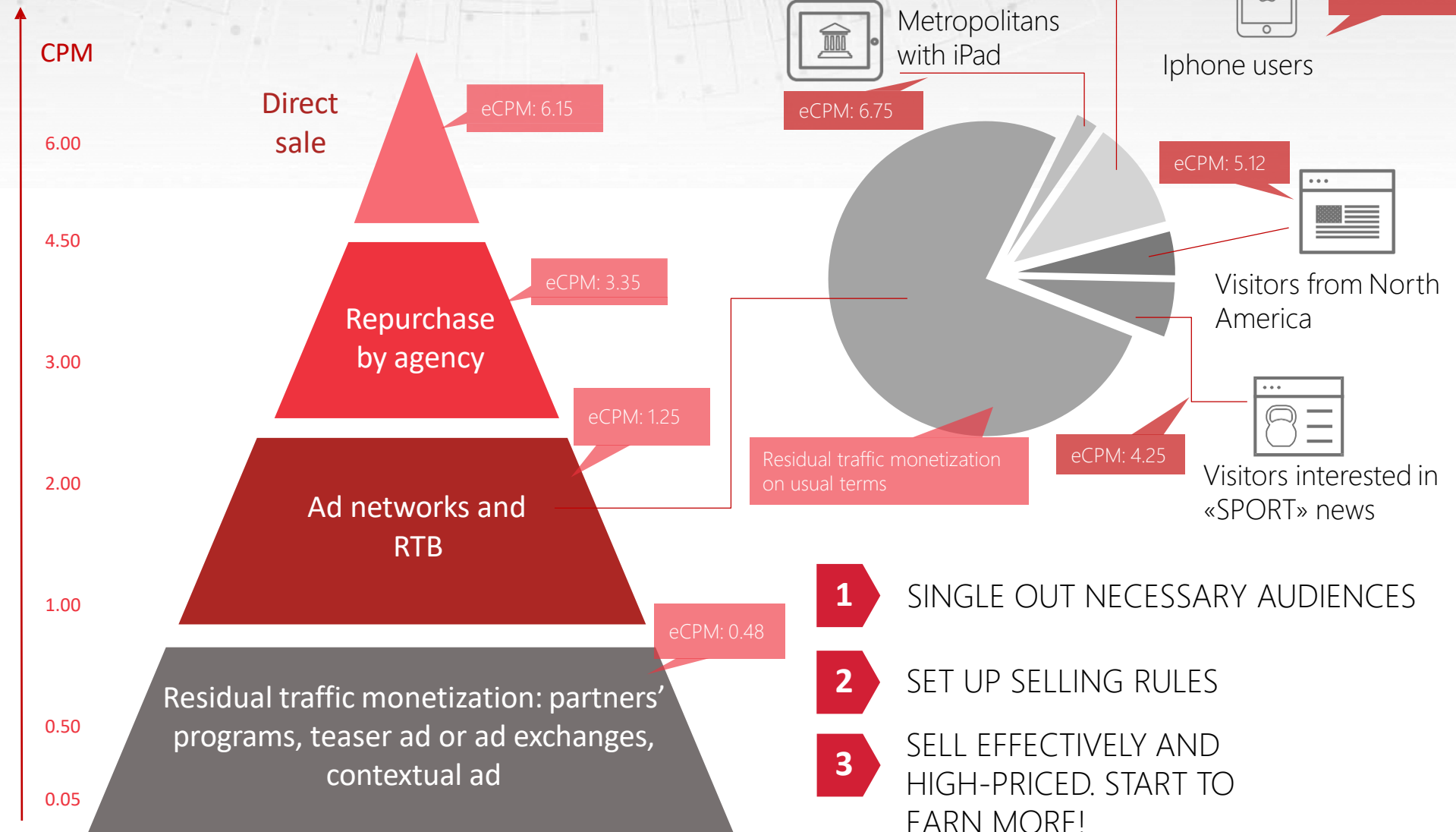
ADJUST TARGETING TO MONETIZE SPECIFIC AUDIENCE

SELLING RULES

HOW TO SINGLE OUT AUDIENCE AND TARGET SELLING RULE ON IT

You can group unique users from all sites within one account in Audience by such parameters:

- Ad units and ad formats
- Geographic attributes
- Platforms
- Devices
- etc.

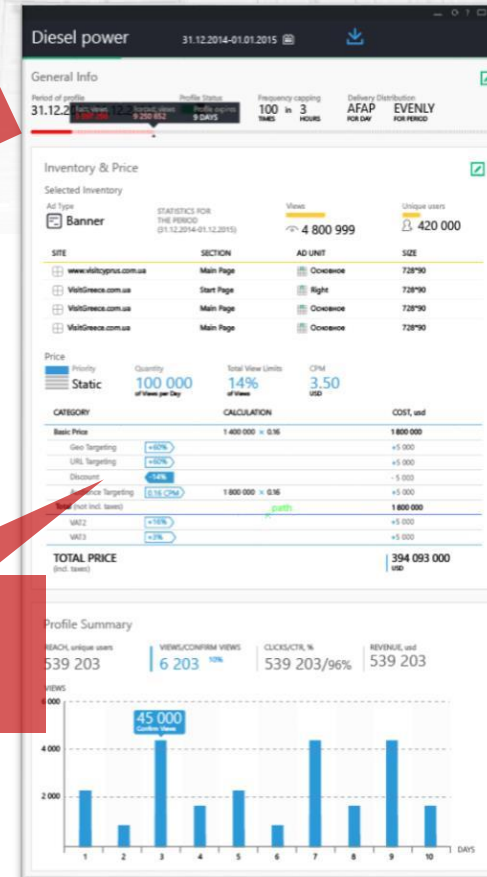


ADVERTISING CAMPAIGNS

- Support all existing ad formats: banners, rich-media, video, native and mobile ads
- Various pricing models (CPM, CPC, Flat Fee)
- Built-in Admixer.DMP
- Admixer.Creatives templates library for easy creation of WOW RichMedia banners

STATUS SHOWS PROFILE FULFILMENT BY DAYS. SO WE CAN FORECAST AND SEND A NOTICE ABOUT PROFILE UNDERDELIVERY

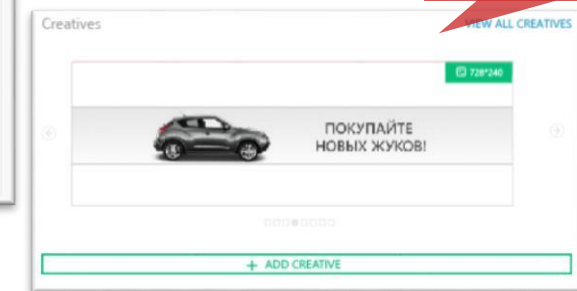
CAMPAIGN PRICE CALCULATOR



The screenshot shows the 'Добавить профиль' (Add Profile) form. It includes fields for Name, Period, and various targeting options. A large number '3' is overlaid on the form.

PRIORITIES OF AD DELIVERY

QUICK ACCESS TO CREATIVES



TARGETING SETTINGS

Estimation, forecasting and analysis of campaign performance according to defined targeting options and ad delivery



GEO TARGETING

Include and Exclude cities, regions, countries.



URL-TARGETING

Deliver ad on pages meeting URL rules.



SET TIME

Set limits on frequency capping and delivery distribution of the profile.



PLATFORMS AND DEVICES

Targeting on defined operational systems and devices.



AUDIENCE TARGETING

Deliver and using DMP (data about visitors and their devices).

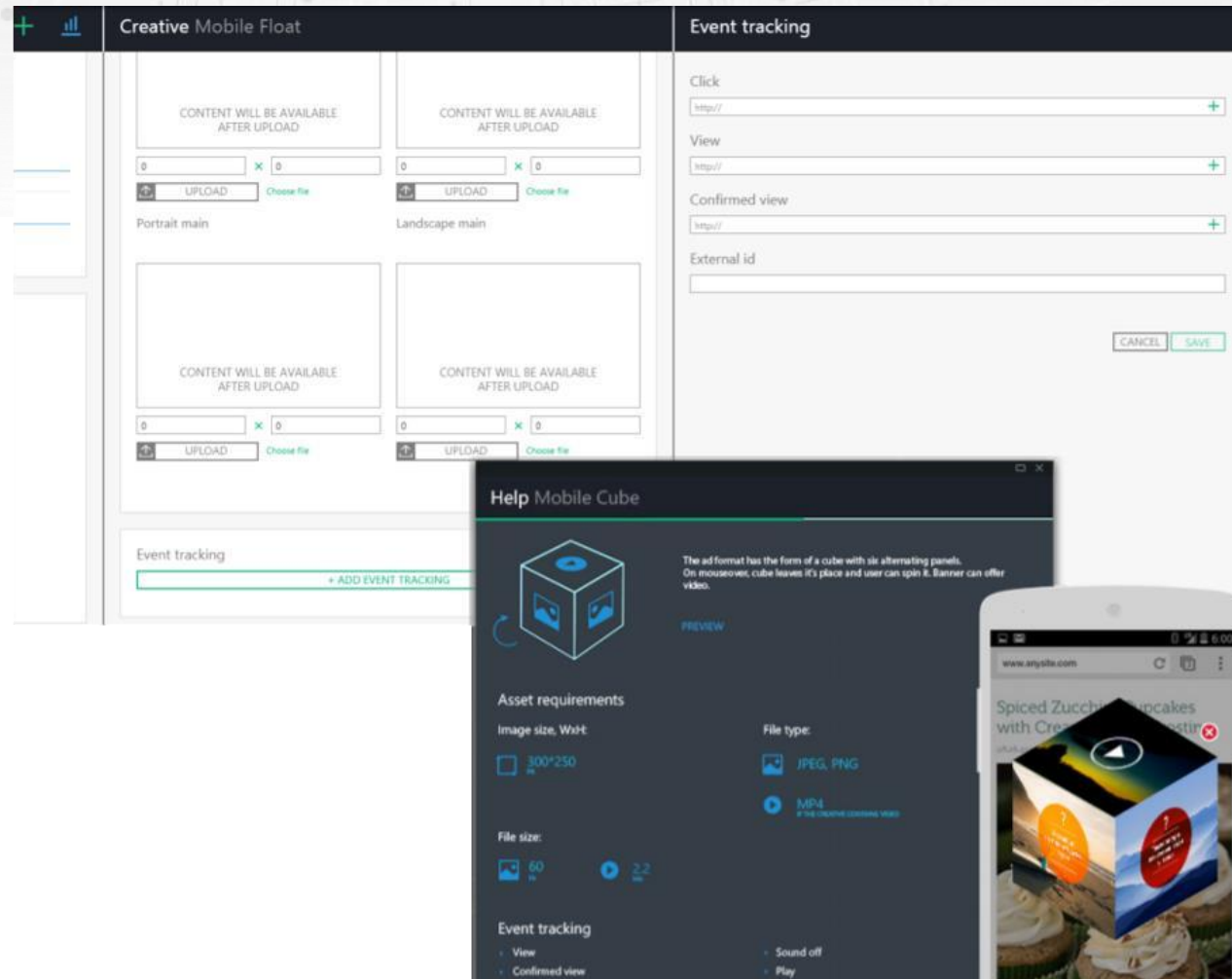


BLACK LIST

Block undesirable advertisers or creatives.

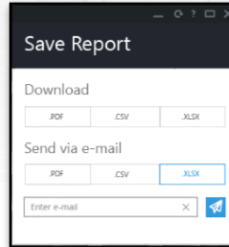
EVEN THE MOST DIFFICULT CREATIVES EASY TO SET UP

- Library with UI-templates
- Customizable HTML5 creatives with detailed Specs
- Upload creatives in one click
- Event tracking



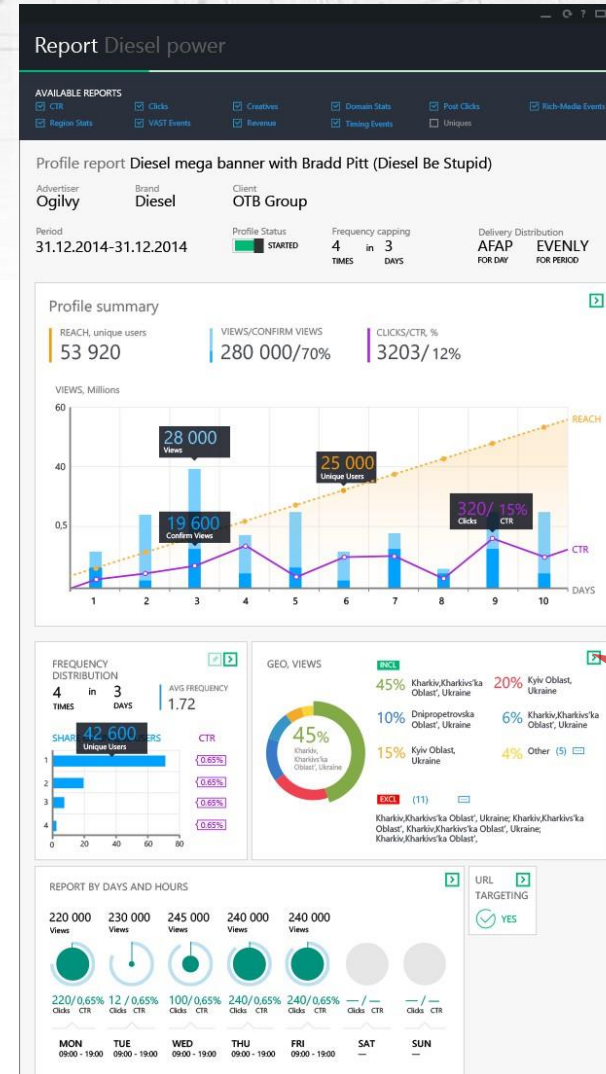
REAL-TIME REPORTS

- More than hundred of different metrics and data slices
- Frequency distribution analysis of ad delivery
- Confirmed views
- Event tracking for each creative
- Event tracking for each creative



Any report can be saved in one of such formats PDF, CSV or XLSX

UNLIMITED PERIOD OF DATA STORAGE



CHOOSE REPORT TO DISPLAY

VISUAL DATA PRESENTATION

Choose reports to provide advertiser with access to them

USERS AND CLIENTS



FLEXIBLE ACCOUNT ADMINISTRATION

- Built-in user roles: administrator, manager and client
- Unlimited number of account users
- Customizable user roles for each site



TRANSPARENT PARTNERSHIP

- CRM for publishers: clients and advertisers contact details
- Customizable access rights for agencies and direct clients
- Yield reports on ad campaigns

WE WILL HELP WITH MIGRATION AND ADAPTATION TO THE SYSTEM!



- «Quick start» and context-sensitive help
- Reliable customers support team directly available at business hours
- Dedicated account manager for enterprise level clients
- Educating video lessons
- Interfaces available at 7 languages



- Convenient payment methods



- Globally available, fault tolerance and reliability (99,97% uptime).
- Accordance to IAB Standards



WORK COMFORTABLY. **EARN MORE**

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