*ADMIXER

ADMIXER.NETWORK

THE ULTIMATE AD SERVING PLATFORM
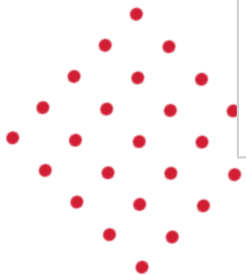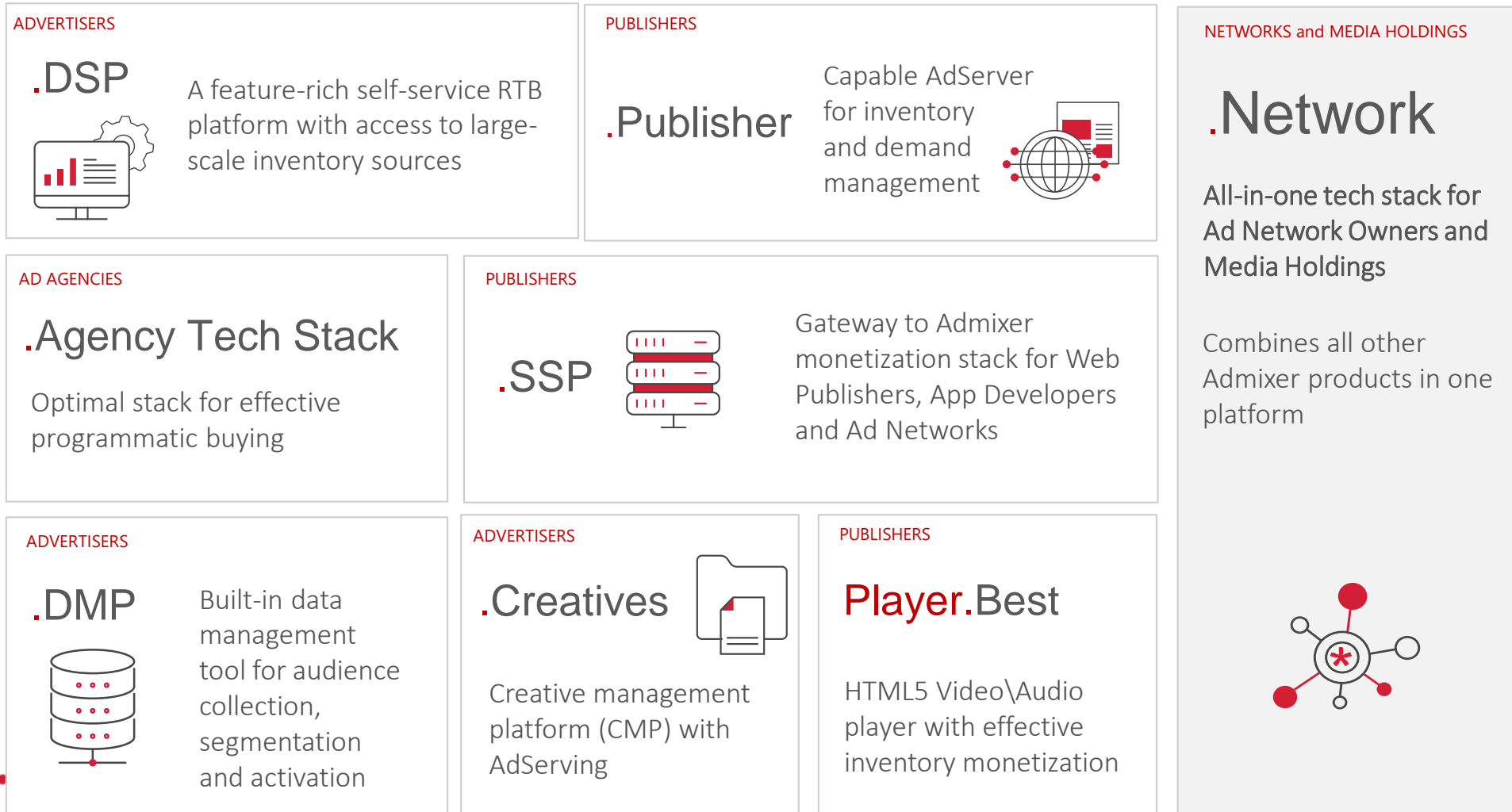## FOR MEDIA OWNERS AND AD NETWORKS
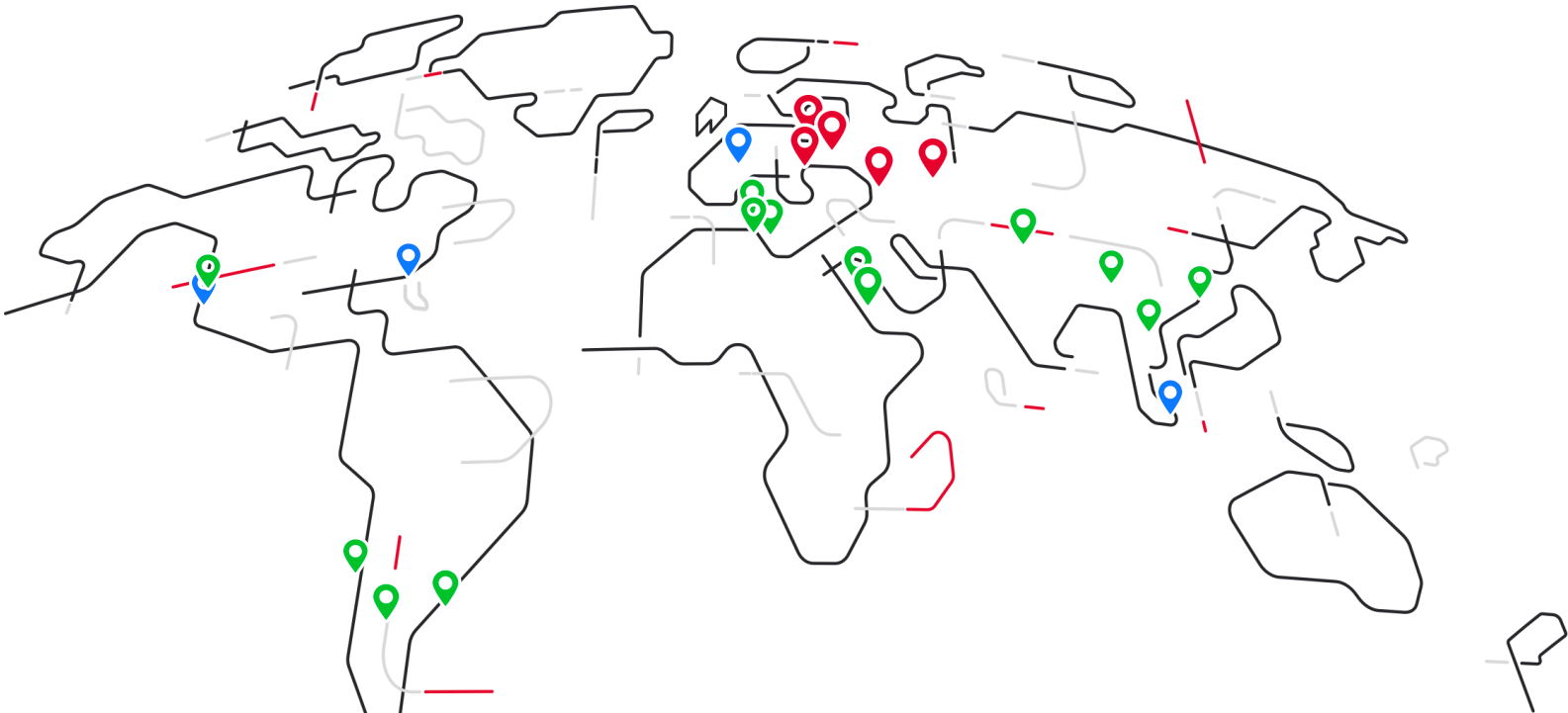
I. ADMIXER OVERVIEW

1. Admixer Adtech Ecosystem

2. Global Coverage

3. Admixer.Network Customers

1. Admixer ecosystem of complimentary SaaS solutions

ADVERTISERS

.DSP

A feature-rich self-service RTB platform with access to large-scale inventory sources

PUBLISHERS

.Publisher

Capable AdServer for inventory and demand management

AD AGENCIES

.Agency Tech Stack

Optimal stack for effective programmatic buying

PUBLISHERS

.SSP

Gateway to Admixer monetization stack for Web Publishers, App Developers and Ad Networks

ADVERTISERS

.DMP

Built-in data management tool for audience collection, segmentation and activation

ADVERTISERS

.Creatives

Creative management platform (CMP) with AdServing

PUBLISHERS

Player.Best

HTML5 Video\Audio player with effective inventory monetization

NETWORKS and MEDIA HOLDINGS

.Network

All-in-one tech stack for Ad Network Owners and Media Holdings

Combines all other Admixer products in one platform

2. Global coverage for Admixer.Network

Admixer.Network solution customers

- USA
- Asia
- Europe
- MENA
- LATAM

Own networks based on the solution

- Georgia
- Kazakhstan
- Moldova
- Belarus
- Ukraine

Data centers

- US – West Coast, East Coast
- Europe
- Singapore

3. Admixer.Network is best for:

Media owners: Media Houses & large digital Publishers

Increase revenue with up-to-date inventory & data management tools

Ad networks

Boost your business with an all-in-one solution for supply & demand management. Get full financial control

Display | Mobile | Video | Native | DOOH

App developers

Manage in-app supply and all types of demand connected through a single interface via Admixer SDK
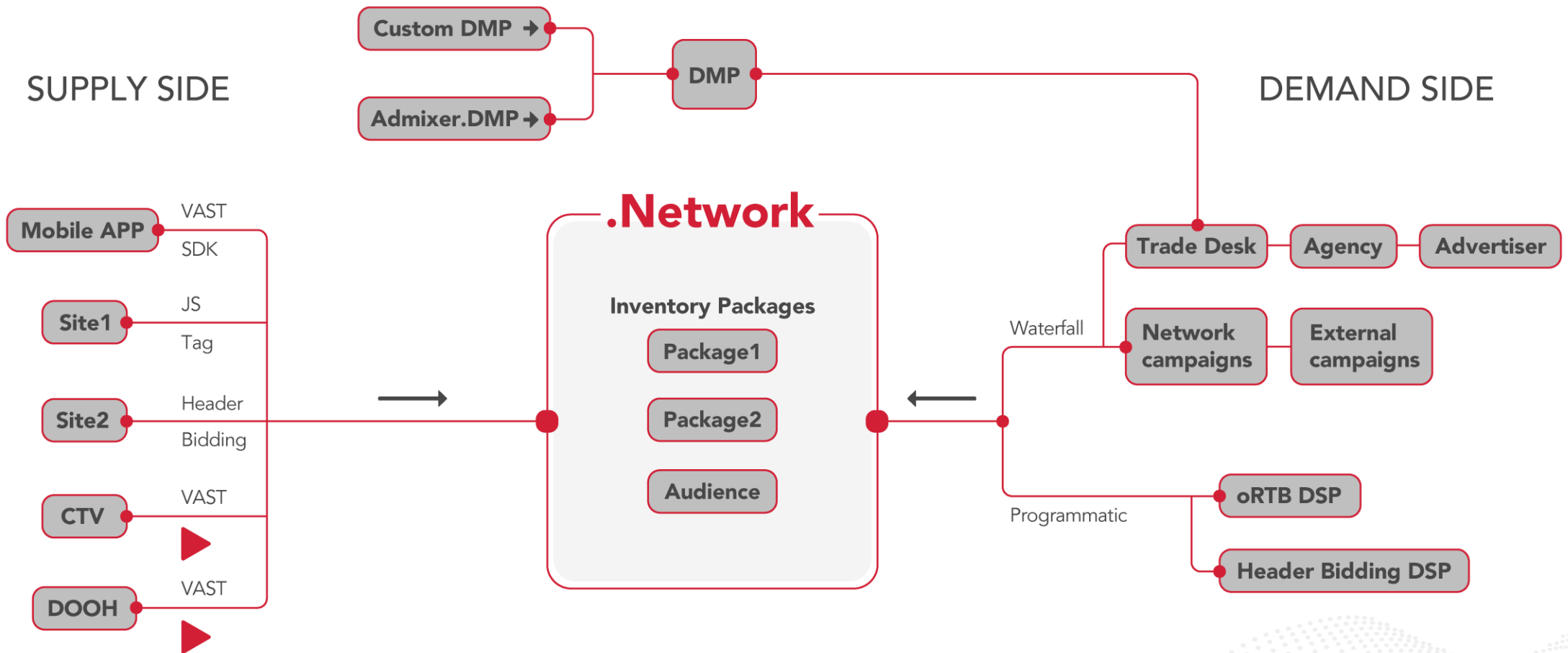
Harmonize digital assets and increase your profit!
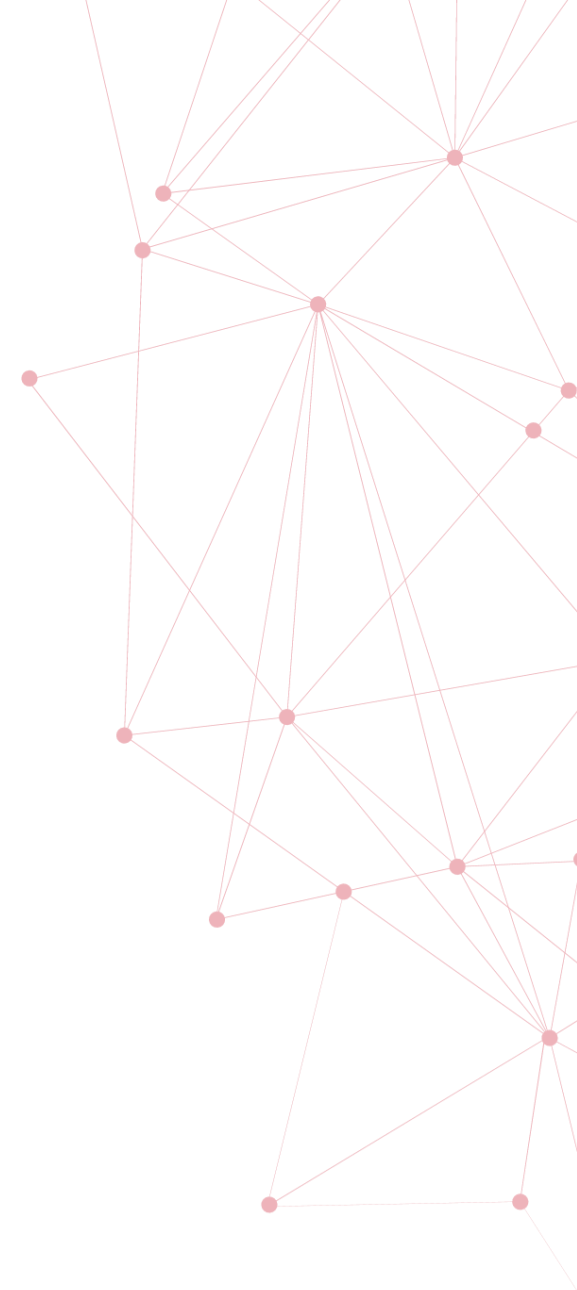
II. HOW ADMIXER.NETWORK WORKS

1. Supply and Demand sources

SUPPLY SIDE

DEMAND SIDE

Custom DMP

Admixer.DMP

DMP

Mobile APP — VAST, SDK

Site1 — JS, Tag

Site2 — Header Bidding

CTV — VAST

DOOH — VAST

.Network

Inventory Packages

Package1

Package2

Audience

Trade Desk — Agency — Advertiser

Waterfall

Network campaigns — External campaigns

Programmatic

oRTB DSP

Header Bidding DSP

▶ Video|Audio player (Admixer or other)

2. Increase variety of demand sources with Admixer Demand

SUPPLY SIDE

DEMAND SIDE

Custom DMP →

Admixer.DMP →

DMP

.Network

Inventory Packages

Package1

Package2

Audience

Mobile APP

VAST

SDK

Site1

JS

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Admixer.SSP

Admixer.DSP
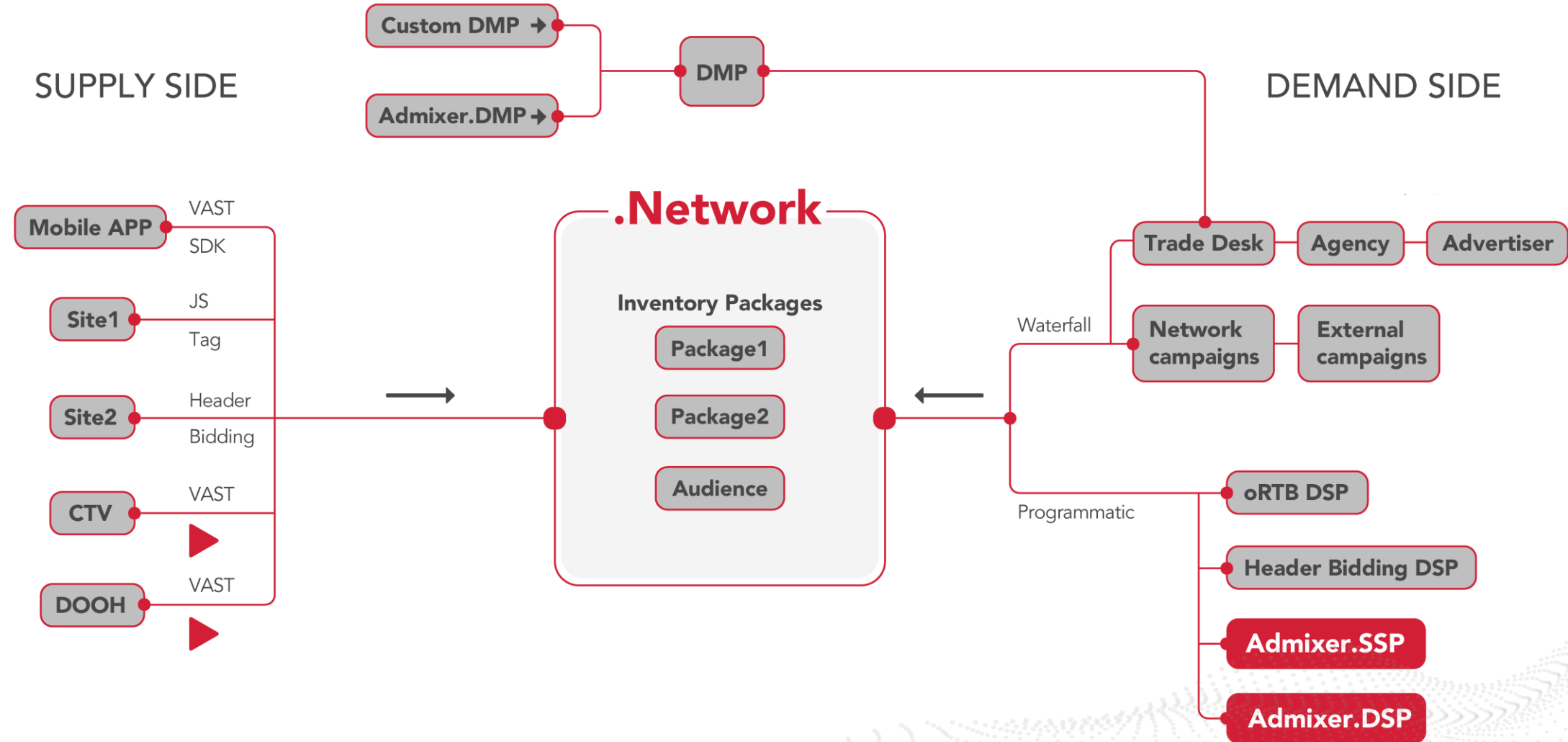
▶ Video|Audio player (Admixer or other)

3. Broaden inventory offering with Admixer.SSP Supply

SUPPLY SIDE

DEMAND SIDE

Custom DMP →

Admixer.DMP →

DMP

.Network

Inventory Packages

Package1

Package2

Audience

Mobile APP — VAST

SDK

Site1 — JS

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DOOH — VAST

Admixer.SSP

▶ Video|Audio player (Admixer or other)

Trade Desk — Agency — Advertiser

Waterfall — Network campaigns — External campaigns

Programmatic — oRTB DSP

Header Bidding DSP

Admixer.SSP

Admixer.DSP

4. Connection types

Direct creatives upload

JS/VAST tags

oRTB

HB

Demand Partners

Your Network

JS/VAST tags

HB

SDK

Supply Partners

5. Formats, Auction Types & Price Models

Video & Audio

CTV

Desktop
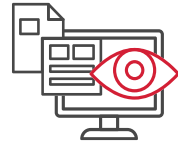
Rich Media & WOW

Mobile
(Web & App)

DOOH

Native

Auction types

- 1st price auction
- 2nd price auction

Price models

- CPM
- CPC
- CPCV (Cost per completed view)
- vCPM (Viewable cost per mille)

III. SUPPLY MANAGEMENT

1. Products – structure & use

2. Interfaces for supply side

3. Solution for Mobile Apps

4. Supply from Admixer.SSP

Supply management

Regardless of your inventory type – O&O or 3rd party – Admixer.Network platform allows you to manage it effectively, creating a clear structure for maximum monetization.
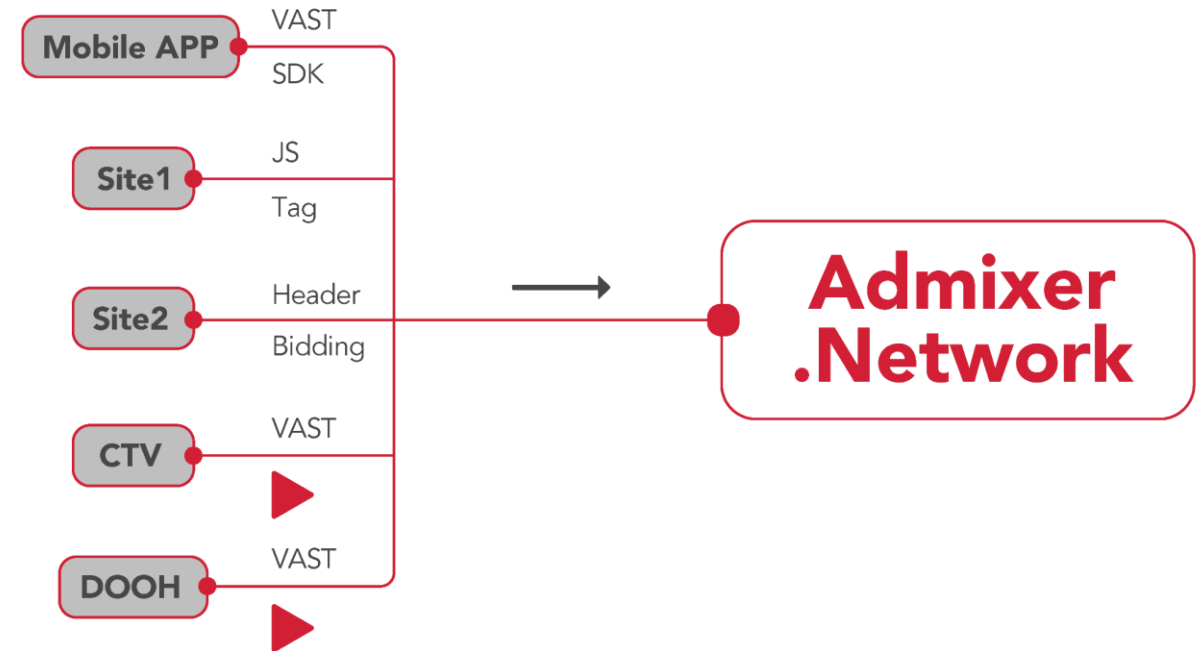
1. Products. Structure & Use

Segment inventory with different attributes and set the price to achieve maximum flexibility and yield. Group Products on thematic (e.g., "News, "Sport"), price ("Premium"), geo, ad format, etc.
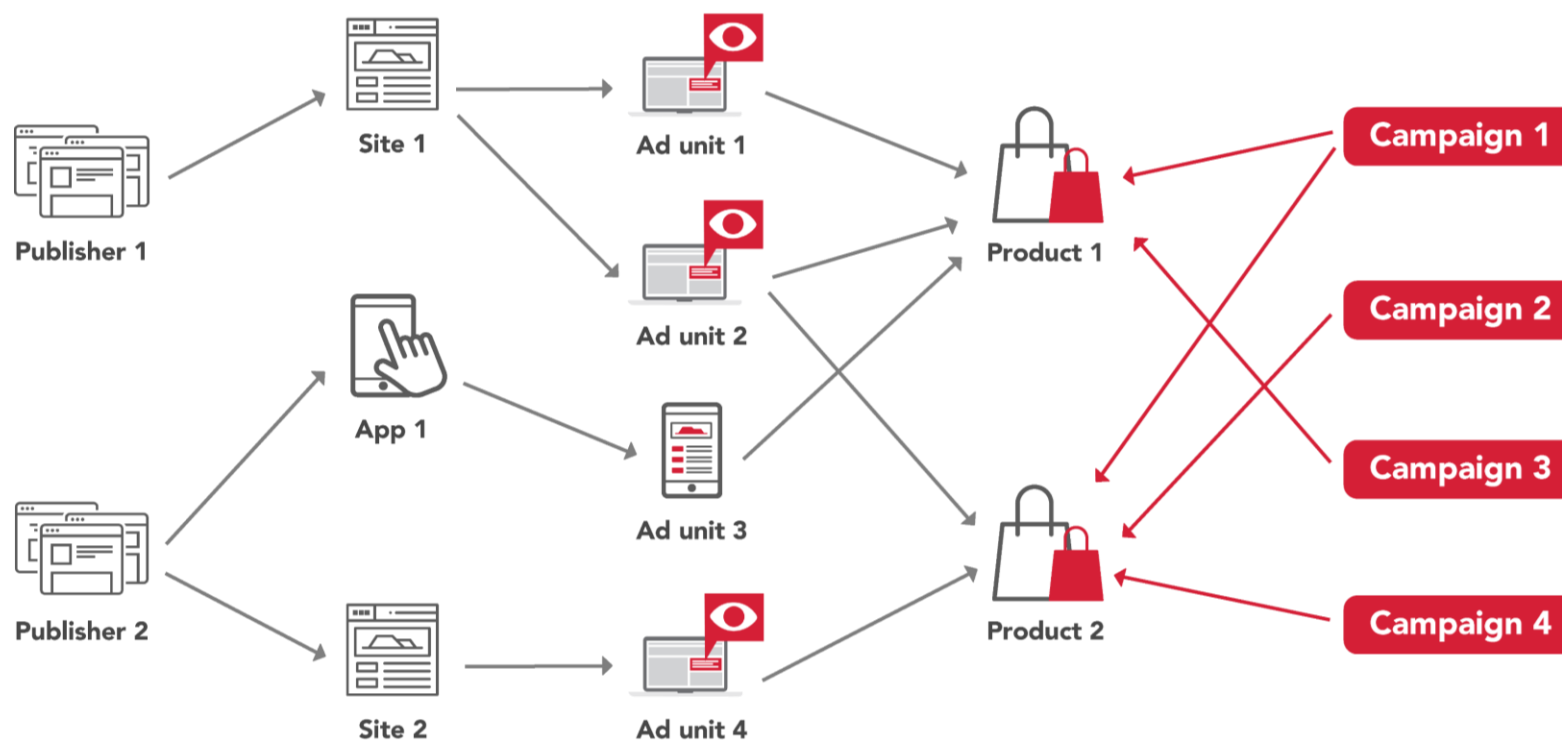
Why do you need Products?

- To offer relevant inventory to targeted audience

- To sell premium supply at a higher price

- To create direct placement for featured inventory from one publisher

- To pass parts of the inventory for monetization to Admixer.SSP and grab worldwide demand

- To divide public and private products

How advertisers see Network Products in their UI
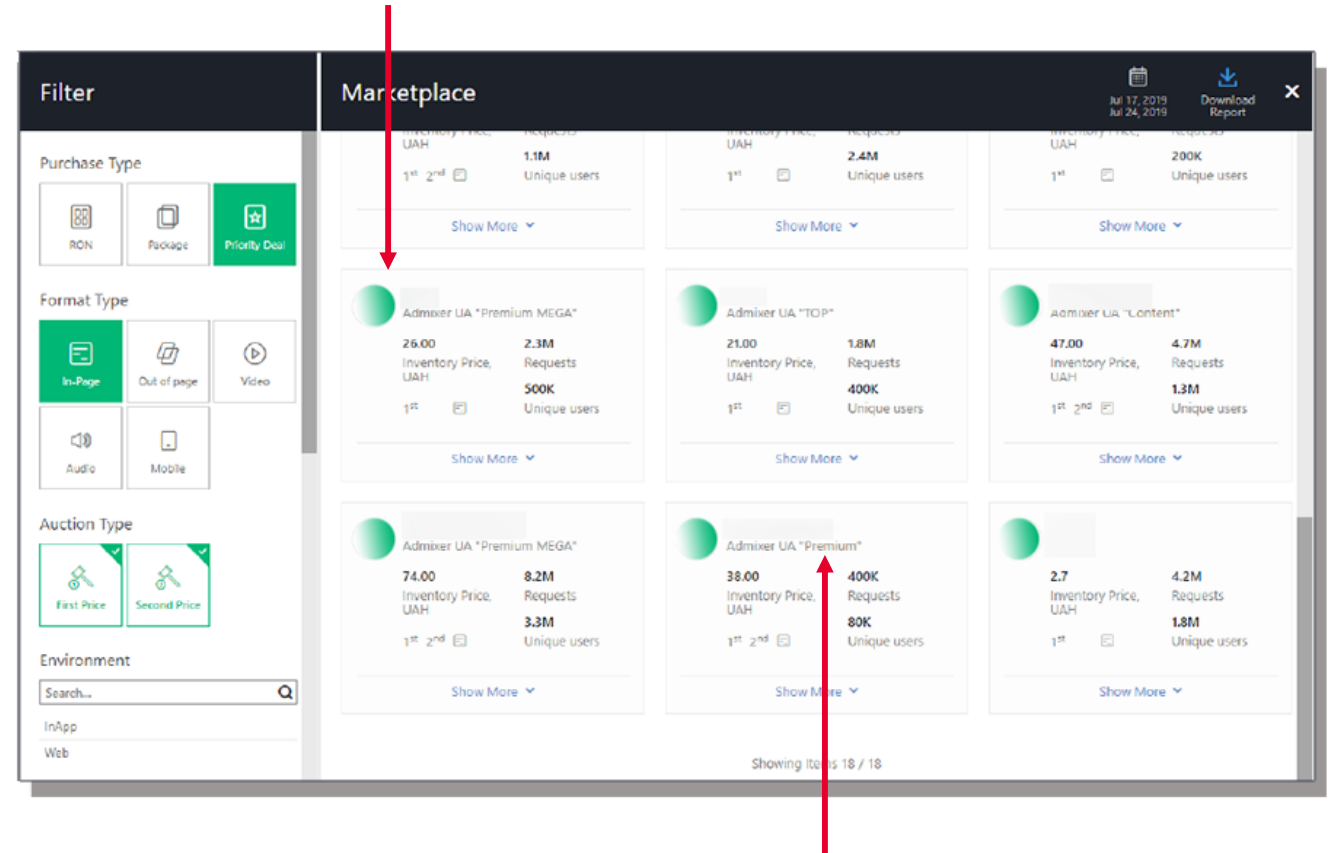
For every Product, Network manager sets the price, auction type, and price model

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

2. Interfaces for Supply

- Track statistics: requests, impressions, viewable impressions, clicks, CTR, revenue, fill rate

- Upload ad units' tags

- Set Bid floors, Selling rules

- Add any external monetization source in addition to your Network (if needed), adjust different priorities for each source
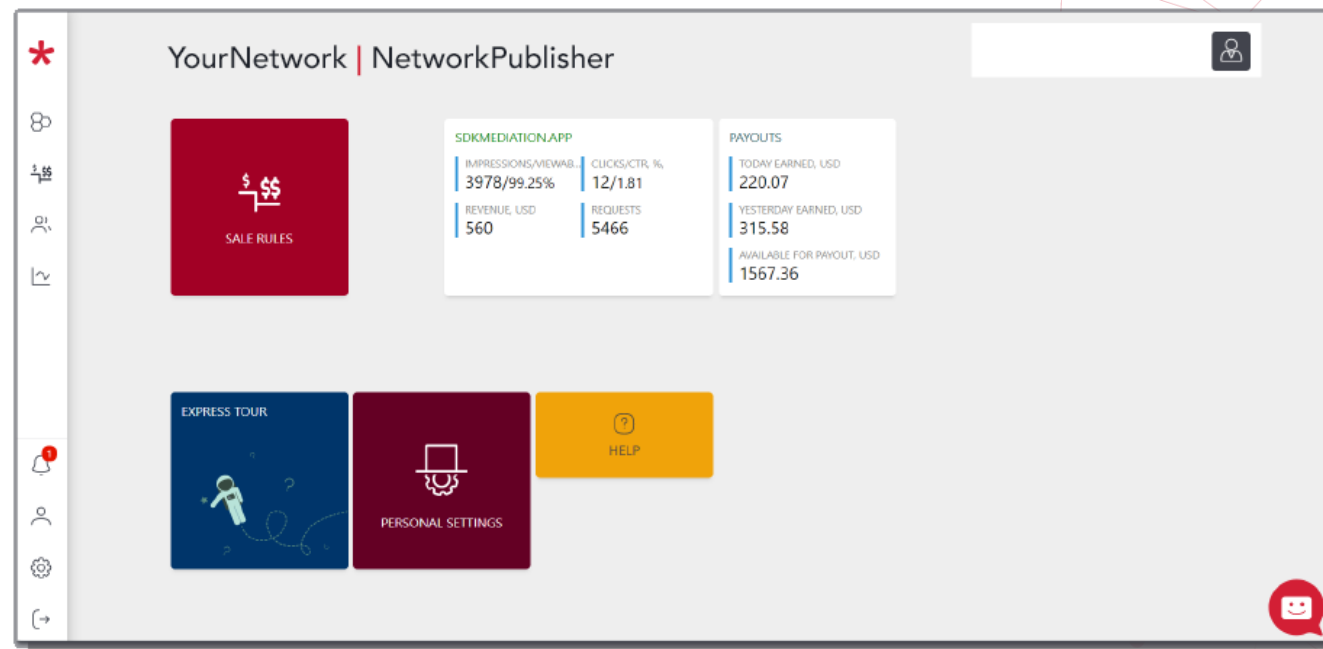
If required, the Full Ad Serving platform can be created for a particular publisher to run direct ad campaigns.
Please find full details about **Admixer.Publisher** solution at
admixer.net/publisher

3. Solution for Mobile Apps

Use Admixer SDK to manage inventory and connect all types of demand

- direct ad campaigns (JS/VAST tags, direct creatives upload)

- programmatic DSPs

- Admixer.SSP demand

- direct ad campaigns (JS/VAST tags, direct creatives upload)

- mediations with partner SDKs

4. Supply from Admixer.SSP

Increase your supply with Admixer.SSP premium inventory

GLOBAL INVENTORY
80+ TOP SSPs and Ad Networks

ALL FORMATS
Direct and priority access to TOP publishers of Admixer Networks

PREMIUM FORMATS
Display, video, native, mobile, rich media

DIRECT SUPPLY
500+ sites
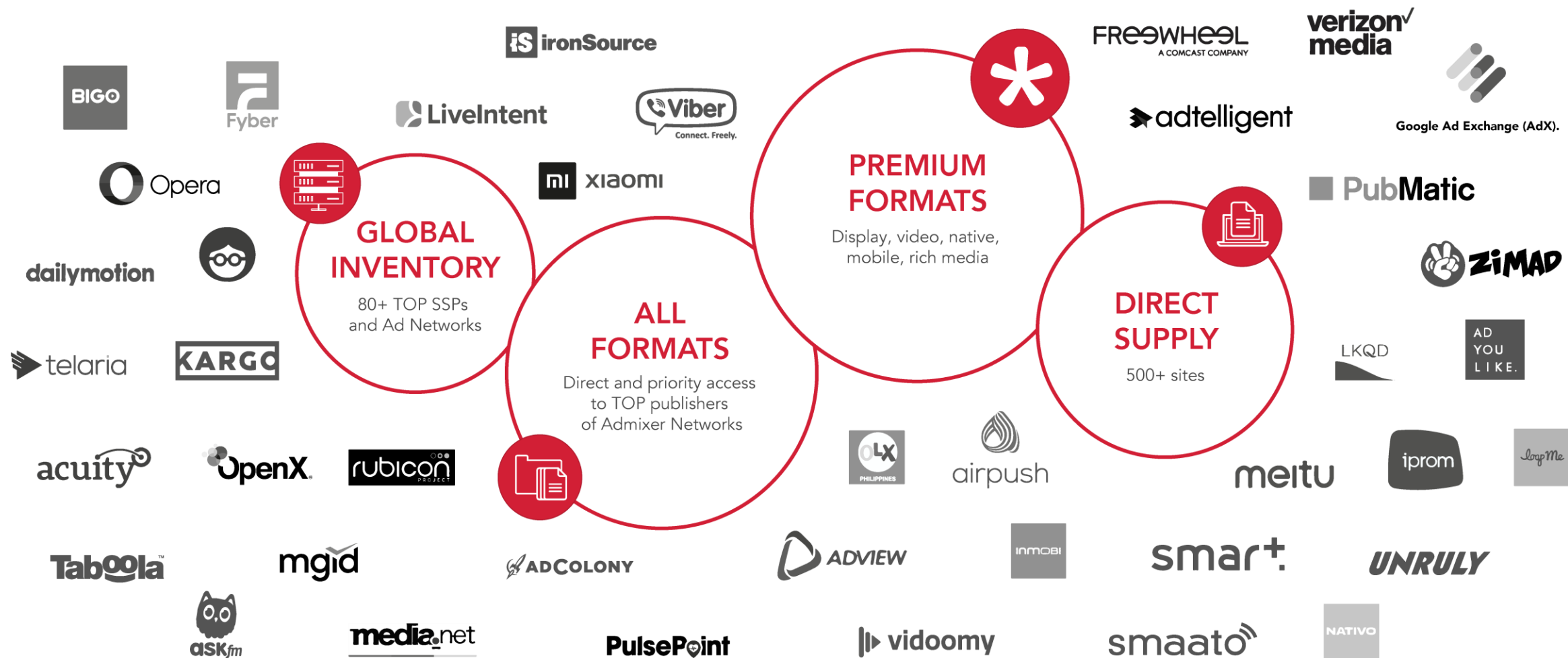
IV. DEMAND MANAGEMENT

1. Demand Management
2. Network` TradeDesk for Advertisers
3. Programmatic Demand from Admixer.SSP
4. External DSPs

1. Demand Management

Combine all possible types of demand to increase competition and boost your revenue.
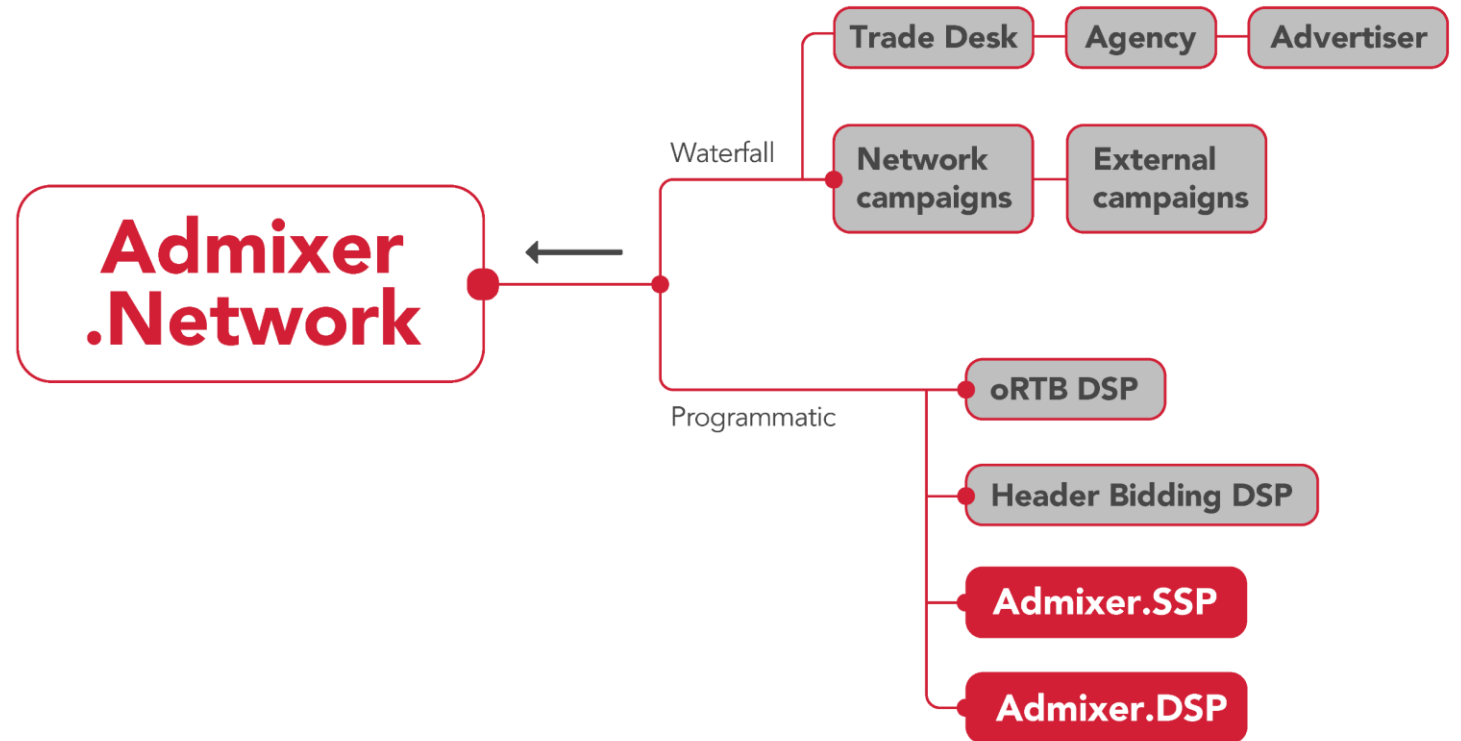
2. Network TradeDesk

Provide your Advertisers and Agencies with an easy-to-use self-served platform for campaigns creation and management

Open Auction (RTB)

Advertiser campaigns bid each impression, determined by the value of the impression (CPM)

Private Marketplace

High valued Publishers delegate parts of their ad inventory to a select a buyer or a group of buyers through a Private Product
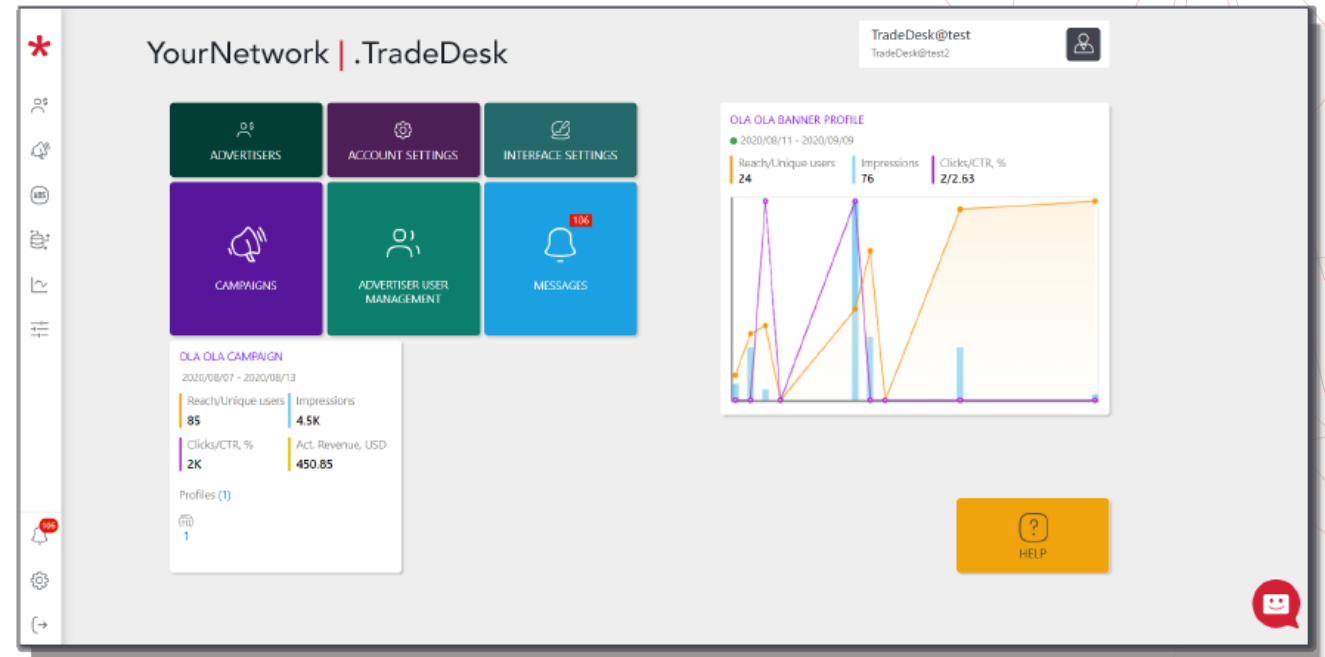
Network` TradeDesk Features

Precise targeting

Onboard 1st & 3rd party data

Including LOCATION targeting

DMP module

Use custom DMP for accurate demographic and social targeting

70+ templates of WOW-formats

Engage users with NON-standard creatives. See examples here.

Built-in budget calculator

Calculate price based on auction bid or actual spend considering markups

3. Programmatic Demand from Admixer.SSP

Easily connect additional monetizing sources to raise your income!

- Open your traffic for auction sales through Admixer.SSP which is connected to 80+ worldwide trusted DSPs

- Reveal premium demand from Google AdX for direct publishers
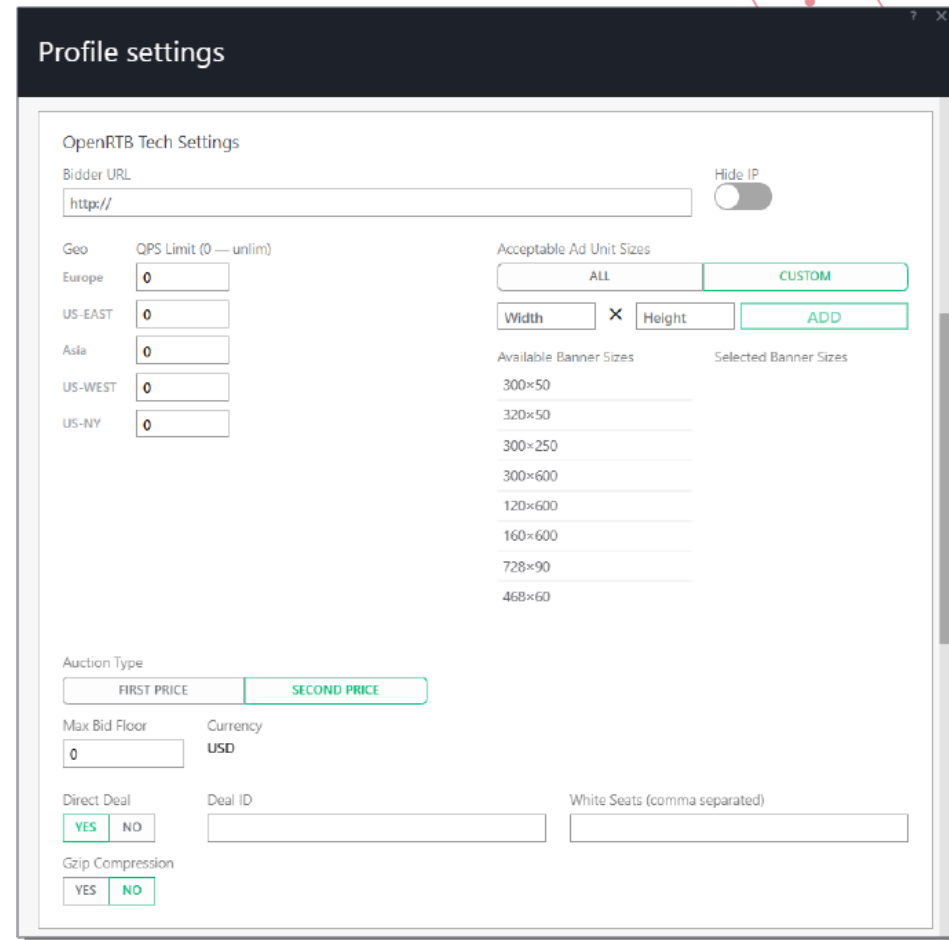
4. Connect External DSPs in a few clicks

oRTB DSPs

DSPs should provide bidder URL

Header Bidding DSPs

Admixer.Network has already been integrated with

- AppNexus

- AdForm

- SmartAdServer

- Criteo

- RTBHouse

> Advertiser should use one of the mentioned platforms and have its Publisher/Seat ID. Adding new partners can be negotiated.

IV. GENERAL FEATURES

1. UI

2. Interfaces and roles

3. Reports

4. Network Settings

1. Modern Interface & Diverse Statistical Dashboards

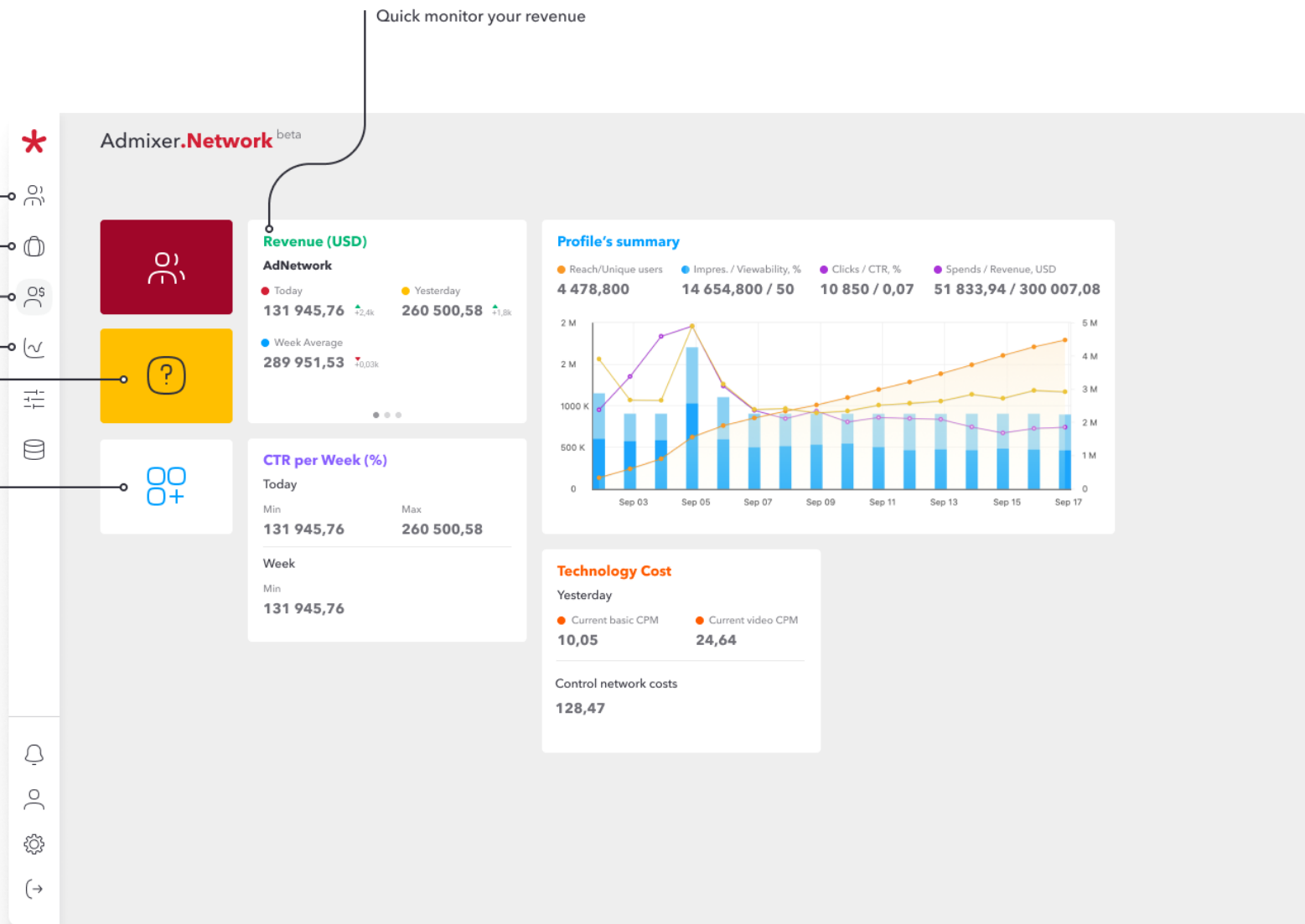Manage all your publishers and their inventory

Quick monitor your revenue

Create and sell network inventory products

All your customers and campains in one section

Real-time enduring reports

Detailed help for each possible action

Customize your dashboard

Admixer.**Network** beta

Revenue (USD)

AdNetwork

● Today
131 945,76 ↑2,4k

● Yesterday
260 500,58 ↑1,8k

● Week Average
289 951,53 ▼0,03k

CTR per Week (%)

Today

Min
131 945,76

Max
260 500,58

Week

Min
131 945,76

Profile's summary

● Reach/Unique users	● Impres. / Viewability, %	● Clicks / CTR, %	● Spends / Revenue, USD
4 478,800	14 654,800 / 50	10 850 / 0,07	51 833,94 / 300 007,08

Sep 03 Sep 05 Sep 07 Sep 09 Sep 11 Sep 13 Sep 15 Sep 17

Technology Cost

Yesterday

● Current basic CPM
10,05

● Current video CPM
24,64

Control network costs
128,47

2. Interfaces and Roles

SUPPLY SIDE

DEMAND SIDE

NET Publisher

Admixer.Publisher*

Network Admin

Single account. Granted by Admixer and manages all Network inventory, clients, settings and features

Managers

Unlimited number of accounts. Access and permissions are granted by the Network Administrator

Advertiser

Access is granted by the Trading Desk Manager (statistical account)

Agency Trade Desk

Publisher Admin

Access is granted by Net Admin or Net Manager

Managers

Access is granted by the Publisher's Administrator.

Trade Desk Admin

Access is granted by Net Admin or Net Manager

Managers

Access is granted by the Trade Desk's Administrator

***Admixer.Publisher** is a self-served ad server which Network can offer additionally to publishers that need a tool to run their own ad campaigns.

Advertiser — Network interfaces

Managers — Roles

*

Flexible access settings allow you to scale your network of managers and clients

Select access level

Select available advertisers for specific managers

Choose what metrics to show

3. Reports

Detailed real-time lifetime reports are available in Network Dashboards and in Reports section

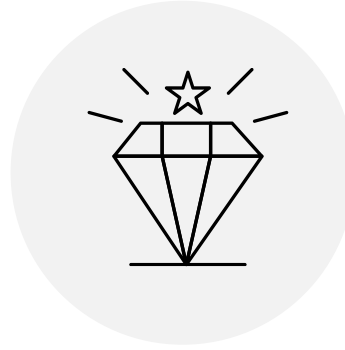**Dashboard widgets with TOP performers**

Choose metrics and dimensions

4. Network Settings

Transparent billing
between parties

Local settings:
time zone, currencies,
language, etc.

White label
options

Corresponds to all
privacy regulations

Consultancy,
education,
implementation

Dedicated account,
Customer Care team

Scalable &
deployed anywhere

V. OTHER ADMIXER.NETWORK MODULES

1. **Admixer.Publisher**

2. **Admixer.Creatives**

3. **Player.Best**

4. **Custom DMP**

5. **Admixer.DSP**

1. Admixer.Publisher

One ad serving solution to fit all publishers' 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 a library of different ad formats and yield reports

SELLING RULES

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

admixer.com/publisher/

2. Admixer.Creatives

A creative management platforms that helps brands produce eye-catching Rich Media ads within minutes
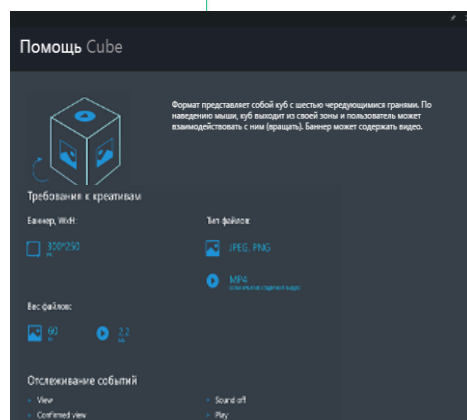
70+

modern UI templates

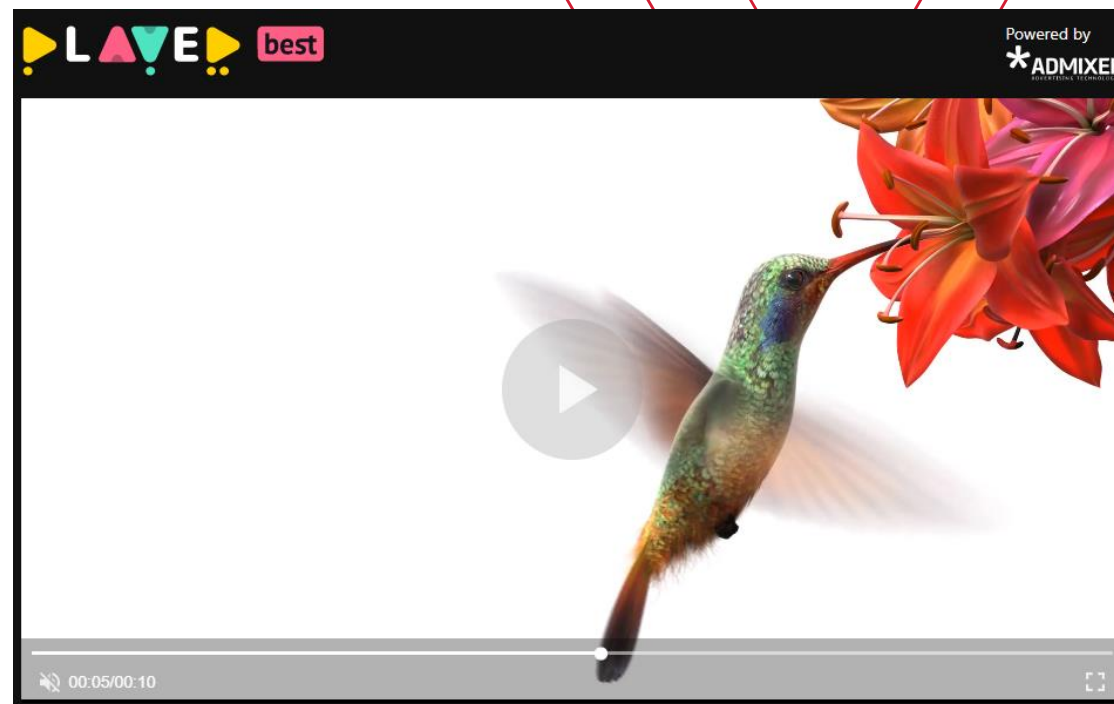**Creatives.admixer.com**

3. Player.Best

Ultimate HTML5 video/audio player with effective monetization

- supports HLS | Mp4 | Webm | Live Streaming | Audio

- omni-channel

- allows you to set up your skins, player buttons, and video settings

- offers video hosting

- supports Video Header bidding

- gives access to 80+ premium DSPs

- improves constantly

Player.best

4. Custom DMP

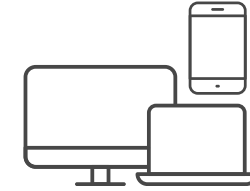## Raise effectiveness of your marketing with precise audience targeting
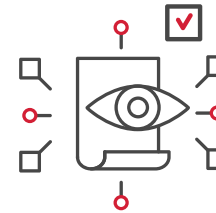
Pre-built audience segments

Own remarketing audiences

Custom-built audiences

Ready to use in programmatic buying platforms
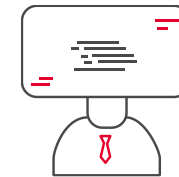
Use custom-built and specialized branded audiences to enhance marketing strategy, scale advertising campaigns, and get maximum results.

Predictive algorithms

Own audiences with 1st party data

Real-time billing and reports

5. Admixer.DSP

A self-service platform to help advertisers effectively purchase audiences across all digital media. Also available at White label mode (Agency Tech Stack)

MYRIADS OF SITES
Access to large-scale direct Publishers, Ad Exchanges, SSPs and Ad Networks

ALL FORMATS
Standard and animated display, video, native, mobile, expandable (HTML5) etc.

PREMIUM INVENTORY
Direct and priority access to TOP global publishers. Access to Private Marketplace

GLOBAL INVENTORY
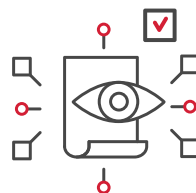Extend your market globally

TRUSTED WORLDWIDE

DoubleClick   PubMatic   rubicon PROJECT   OUTFiT7   Opera   Viber Connect. Freely.

mi xiaomi   AppsFlyer   DeviceAtlas   LiveRamp

Why Admixer?

IN-HOUSE EXPERTISE

10+ years of software
development for ad market
12+ years operating in digital media

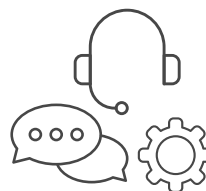**COMPETITIVE PRICES**

Most competitive rates
in the industry

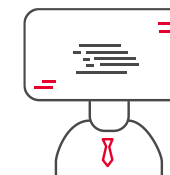**EFFECTIVE COOPERATION**

Legal entities in EU,
UK and CEE countries

CUSTOMER FRIENDLY

Custom development
and implementation

SUPPORT

Onboarding and ongoing
advice and support

STABLE TECHNOLOGY

Tech security and scalability
99,9% uptime

ADMIXER
ADVERTISING TECHNOLOGIES

WORK COMFORTABLY. EARN MORE

CONTACT

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+38063 733 57 83