



# RTB Stack

**White-Label SaaS  
Programmatic Ecosystem**



# Admixer Overview

1. About Admixer
2. Global Coverage
3. RTBStack in the Admixer Ecosystem

About

# Admixer

Admixer - international group of companies with offices in **7 countries**, providing comprehensive AdTech SaaS solutions for all market players

14

Years  
in AdTech

~300

Employees  
worldwide

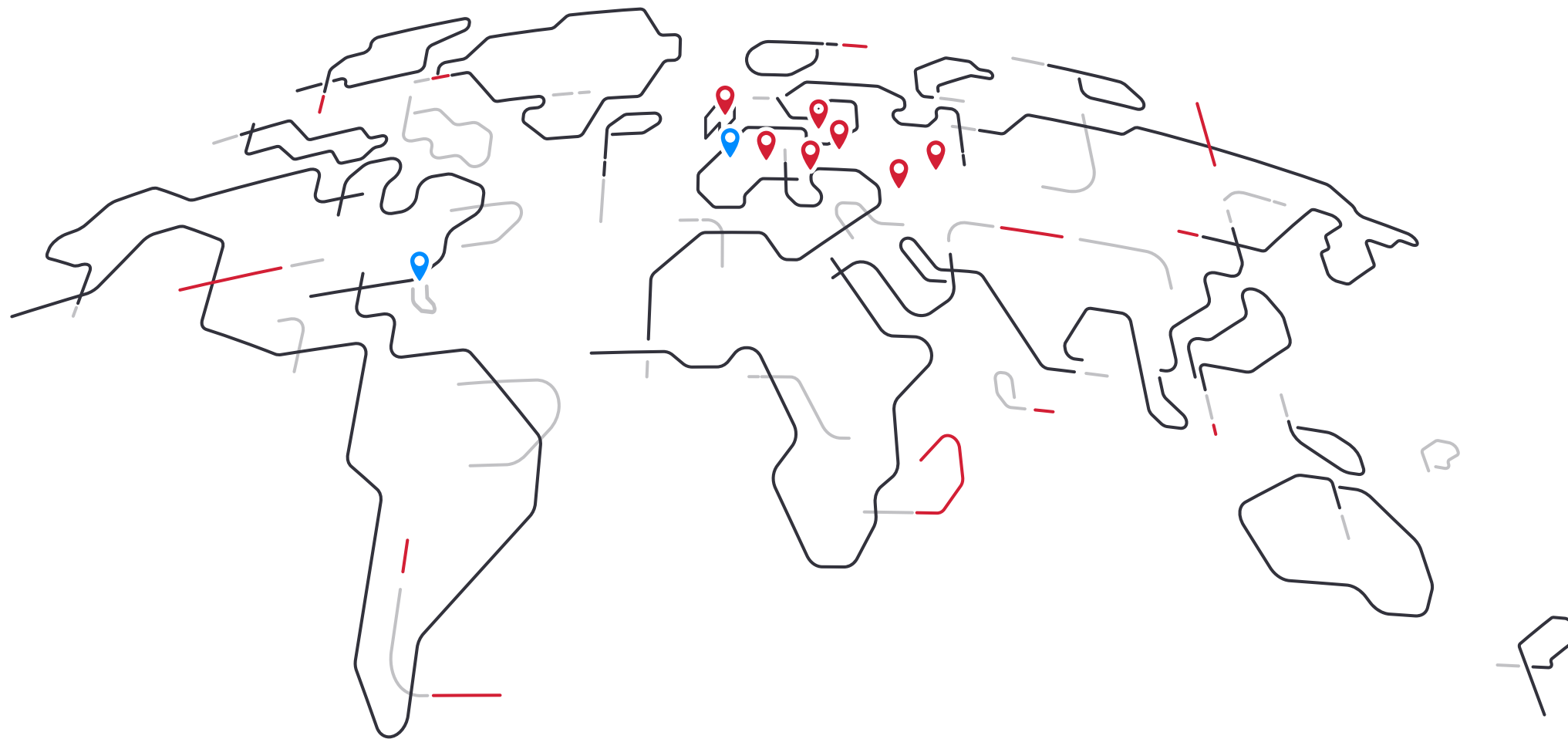
30000+

SaaS solutions  
customers

100+

Supply and demand  
partners

## 2. Global coverage



### Admixer Offices

1. Belarus
2. Georgia
3. Germany
4. Kazakhstan
5. Moldova
6. Ukraine
7. United Kingdom



### Data Centers

1. Europe
2. Singapore
3. USA



## 3. RTBStack in Admixer Ecosystem

### Admixer SaaS solutions ecosystem

Complimentary stack of ad management SaaS platforms for supply and demand sides and business-in-between.


### Admixer.SSP

Premium SSP based on proprietary programmatic platform.  
Is in TOP 30 worldwide SSPs

More than **3000**  
**customers** worldwide

**11 billion impressions**  
daily of global traffic

*Our experience in producing and maintaining **AdTech SaaS solutions** combined with the internal expertise of building a **worldwide premium SSP** has led us to create the ultimate multipurpose platform for **programmatic advertising***

A decorative graphic consisting of a thick, multi-colored line (rainbow gradient) that starts as a semi-circle at the top, then curves down and left, then turns into a horizontal line at the bottom, and finally curves up and right to form a partial circle around the text.

# How Admixer **RTB stack** Works

1. White Lable SaaS programmatic ecosystem
2. Flexibility
3. Integration methods
4. Reports
5. Antifraud & Transparency
6. Black & White Lists
7. Inventory groups
8. Network settings
9. Modern interface
10. SSP Features
11. DSP Features
12. Corporate identification

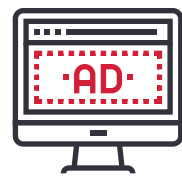
# 1. White Label SaaS programmatic ecosystem

- Connect unlimited amount of SSPs and DSPs
- Create accounts and give access for Partners to check reports and stats
- Control and manage all activity from Partners level to granular
- Optimize and analyze with deep real-time reporting
- Group inventory and campaigns
- Maximize trading outcomes by full price transparency on all levels

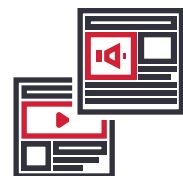


# 2. Flexibility

## Formats



Banner



Video & Audio  
Instream / Outstream /  
Rewarded



Native 1.0 / 1.1



Rich Media

## Channels



### All Channels

Desktop & Mobile  
Web, In-App, CTV

## Deals

Deal ID both sides

PMP

## Auction

1st & 2nd price auction



### 3. Integration methods

Demand  
Partners

oRTB •



Supply  
Partners

- oRTB 2.5& 2.6
- Header Bidding
- VAST tags
- SDK (   )

***Use advantages of Admixer ecosystem- we are technically integrated already with hundreds of leading DSP!  
Easily onboard any demand partners!***

# 4. Reports



## Real-Time Custom Reports

Custom Reports that display 20+ KPIs with multi-crossing Filters and Nestings

## Prebid Report

Filtered Out Requests with specified reasons

## Creative ID & Creative Performance Reports

With adomain stats and Categories

## Scheduled Reports

Set metrics and filters, time frames and get reports to specified email

# 5. Antifraud & Transparency



- **Unique in-house Pre-bid solution**

Filtered out report with detailed reasons

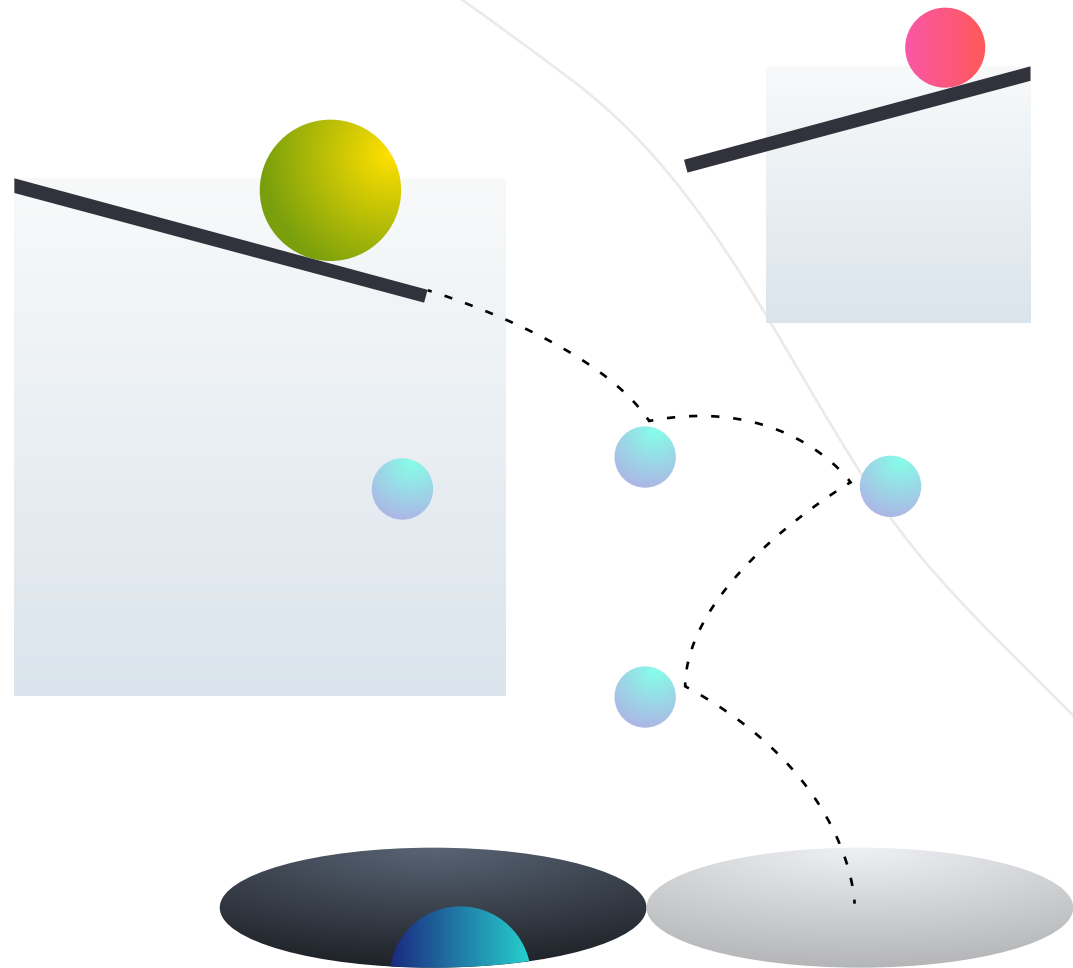
- **Sellers.json infrastructure support**

- **Open Measurement compliant**

- **Pixelate deep integration** (under reselling program)

- **Integration with any possible 3rd party Scanning Solution** (by request)

## 6. Black & White Lists



**Possibility to set at the same time BL and WL for specific SSP and DSP by:**

- IP
- Geo
- Pub ID
- App / Domain
- Creative
- IFA / IDFA



## 7. Inventory groups

Product functionality allows Administrator to group inventory into Products (inventory packages) by particular formats or other properties to easily pass them on for sale to a demand side



# 8. Network settings



Transparent billing  
between parties



Local settings:  
time zone, currencies



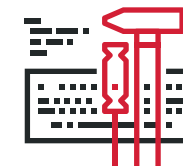
White label



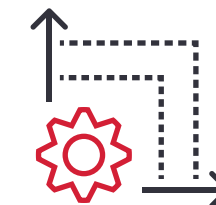
Corresponds to all  
privacy regulations



Cookie Sync  
Matching

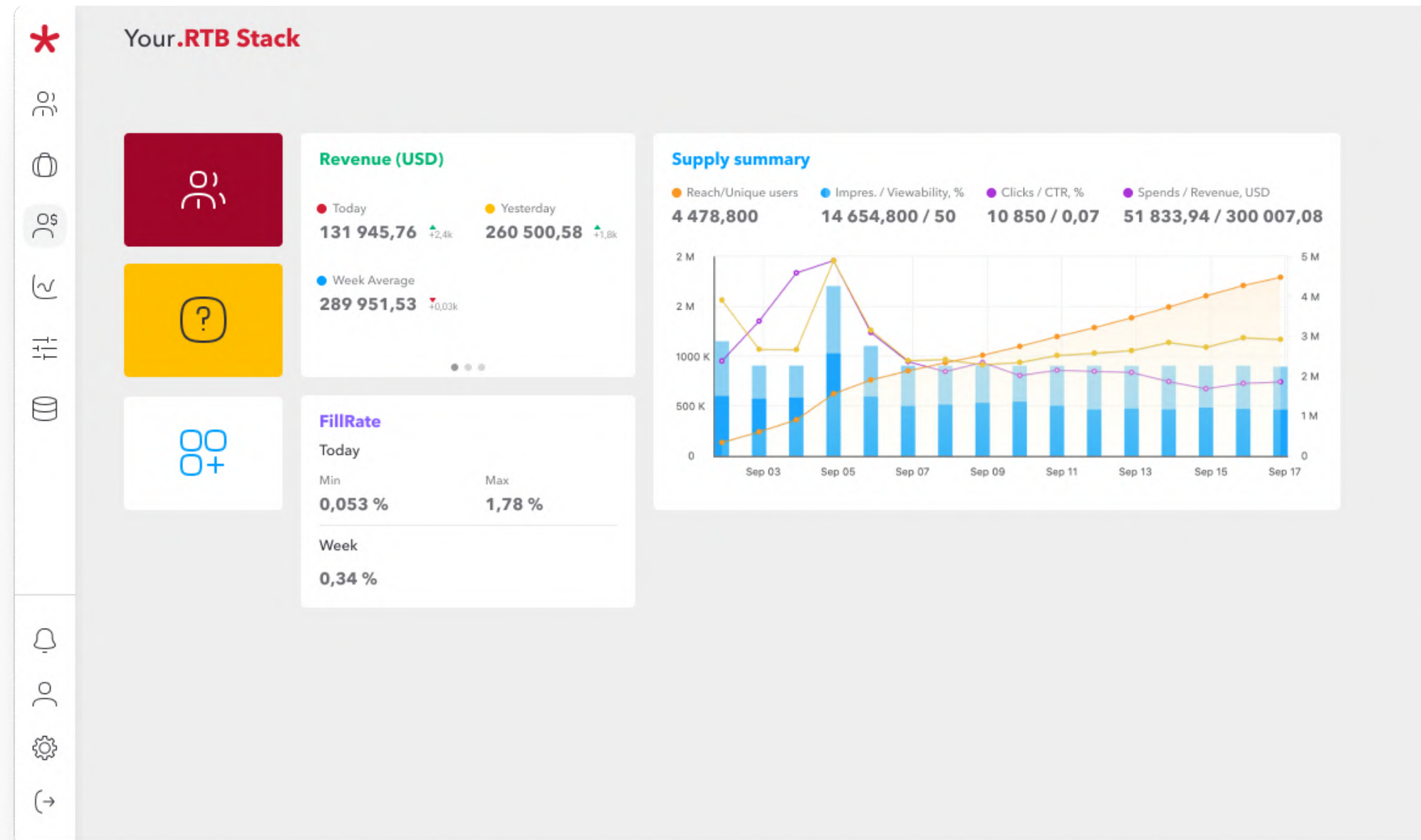


Constant  
development



Scalable &  
deployed anywhere

# 9. Modern interface



# 10. SSP Features



## Customer settings

- Ad format settings
- Ads.txt links
- SSP commission
- Ad units/RTB units management
- Expiry time settings
- Deals acceptance
- Creative attributes blockers
- Video type settings

## APIs

- Dashboard for partners & API stats
- Stats and reporting with different data access level

## Settings

- QPS limits by Data Centers
- Throttling system

## Switchers

- Nurl / ADM
- DSP detailed stats

# 11. DSP Features

## Campaign management

- Frequency capping
- Block supply chain object
- Auction Type Supported by DSP
- Gzip Compression
- Wide Targeting options

## Switchers

- 1st- and 2nd-price auction
- Burl / ADM
- Data centers

## DSP buyout

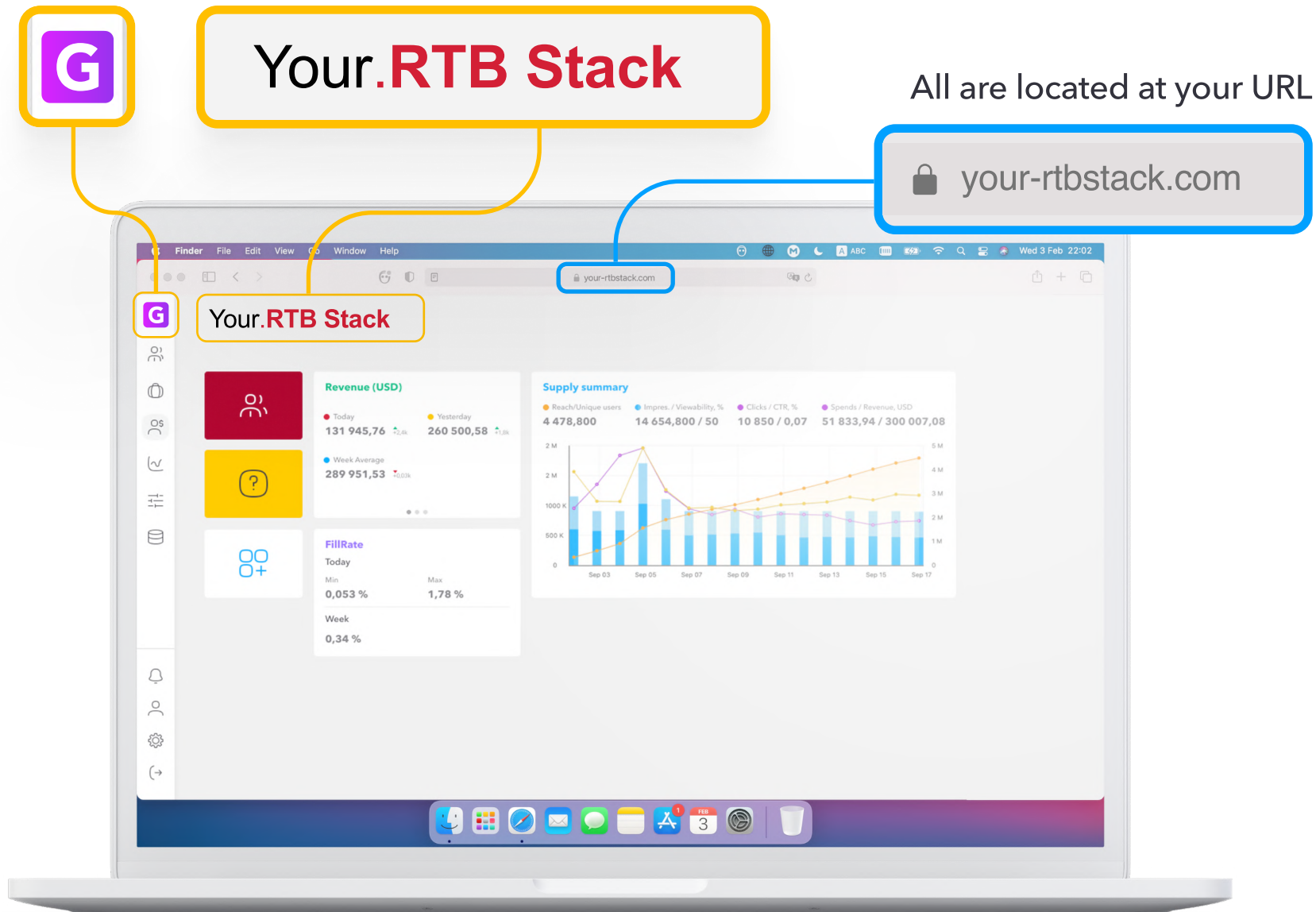
- Control over which DSP can buy specific inventory with breakdown in stats

## Settings

- Client dashboard
- Bid floor settings
- QPS limits
- Extended real-time reporting

# 12. Corporate Identification

Each interface include your logo and naming



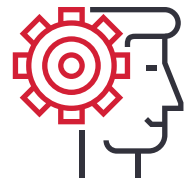
**Every detail of the platform is individually tailored to your own brand identity, UI, and additional needs that will be satisfied through extended on-request functionality.**

- Login form customized at your domain
- Branded interface
- Corporate Help center
- Tailored endpoints and tags
- Ads.txt entry



**Admixer**  
**Tech**  
**Ecosystem**  
**Values**

# Why Admixer?



## In-house Expertise

More than 10 years at AdTech development



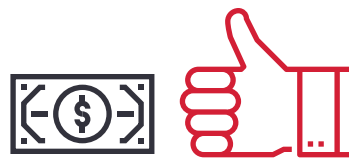
## Competitive Prices

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

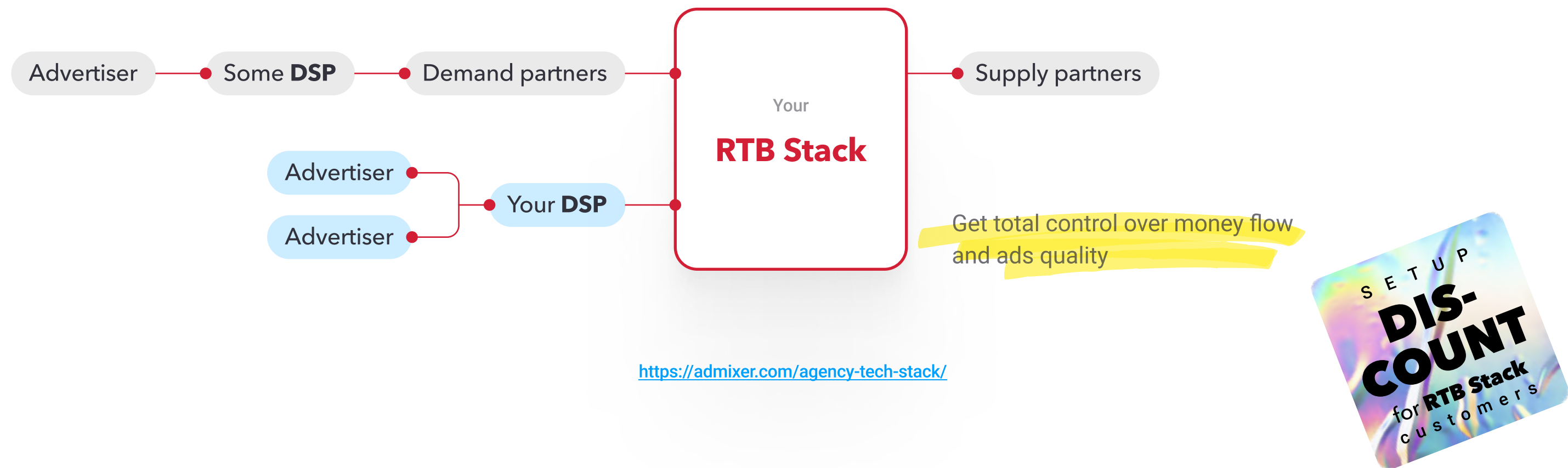
Tech security and scalability 99,9% uptime



# Additional options

## 1. Admixer.**ATS** - Your White Label DSP Connected to RTB Stack

Add direct demand with the same-label DSP for the direct buying of inventory from your RTB Stack



# Additional options



## 2. Admixer.SSP

Enlarge your supply with global premium inventory from Admixer.SSP

### Top Supply Partners

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Google

facebook



inMOBI™

Fyber



LinkedIn®

unity

BIGO

OÜtFit7

Opera



<https://admixer.com/ssp/>



Grow your business.

**We'll take care  
of the tech side!**



**Irina Kostyuk**

Business Development Executive

[ikostyuk@admixer.net](mailto:ikostyuk@admixer.net)

+380 63 733 57 83