



Admixer **Tech Stack** for **Agencies** & **Advertising Groups**

Centralize programmatic buying across your agencies and clients

Agencies' biggest challenges

Today agencies' main tasks are

- **maximizing profit,**
- **increasing operational control**
- and satisfying advertisers' needs in **transparent** and **controlled** media buying.

We at Admixer help independent agencies and Advertising Holding Companies to **centralize programmatic buying** across their clients.

With Admixer Agency Tech Stack you can **save your profits**, creating **new Added Values** for your clients and get additional revenue from:

- New inventory sources;
- Buying optimization;
- Data (custom DMP module for every DSP);
- Creatives (custom set of WOW-creatives for each DSP);
- And provided customizable technology.

What you can achieve with us

1. Centralize media buying

Provide brands or agencies with self-served Trading Desks to control media buying and data chain, while you manage the process from single admin account

2. Increase profit

Set commissions at two levels: at Agency Tech Stack level and at a DSP one. The fees can be set for using DSP technology that you provide, for inventory, for data itself or DMP module usage, and for WOW creatives usage

3. Configure supply chain

Access big variety of inventory from over 80 precisely selected SSPs and 500+ directly integrated sites of different categories. Easily connect your own supply

4. Customize Trading Desks

Define configuration of each Trading Desk providing them with relevant inventory, data, creatives, integrations and custom fees

5. Manage user identity and 1P data

Give advertisers and brands the ability to use their own data, providing them with a built-in custom DMP module. Prepare for a post-cookie world with [Admixer Identity Solution](#)

6. Get full transparency

Control media buying with help of granular real-time reporting. Use a set of powerful APIs for reporting, creatives, raw data and audience workflow automation

1. Media buying centralization

Flexible system of account configuration based on your business needs

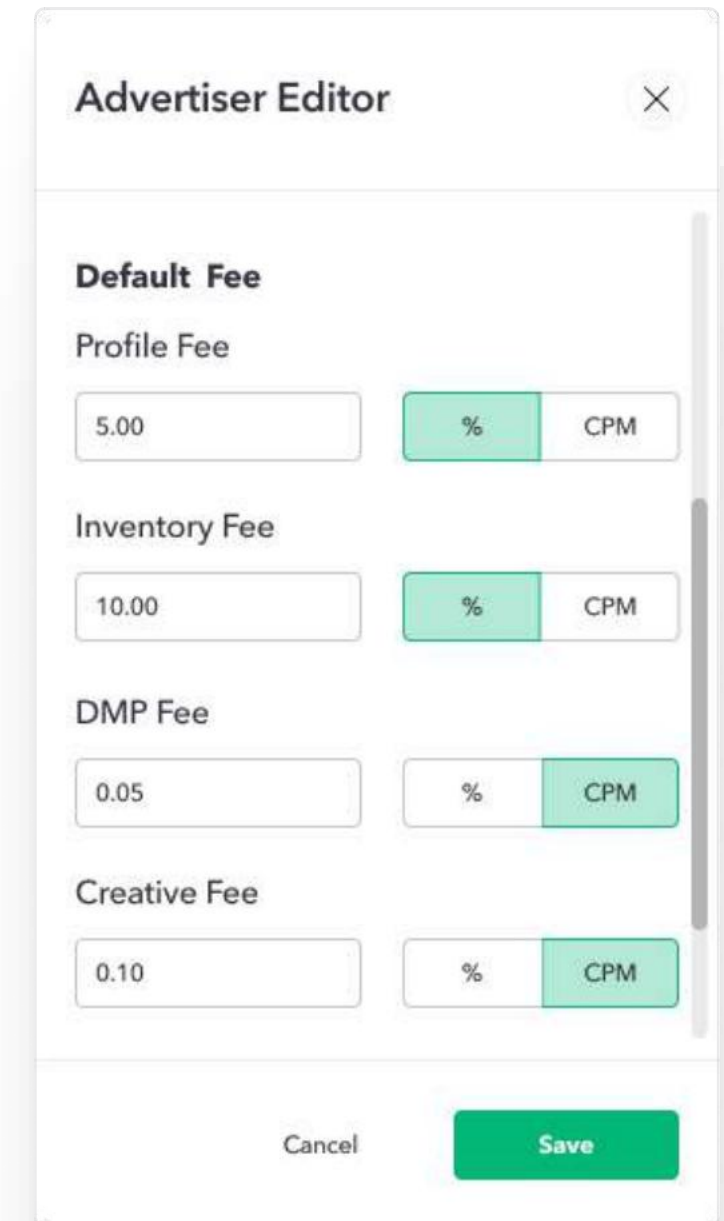
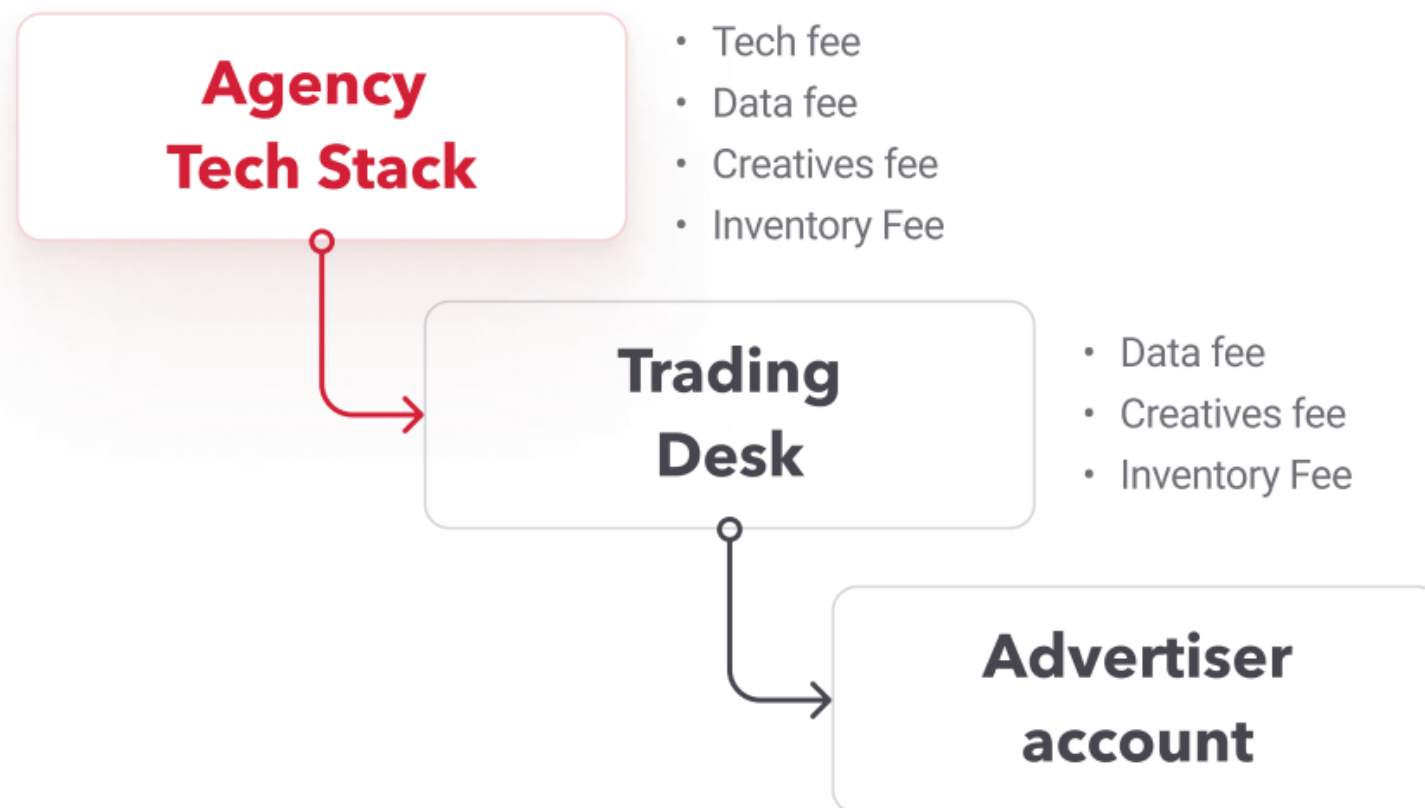


Build a flexible configuration using the structure that fits your business needs
and control all the operations from a single account

2. Increase profits

Set own commissions for inventory, data, creatives, tech fee at two levels:

1. At a stack level for each Trading Desk.
2. At a Trading Desk level for each advertiser.



Advertiser Editor

Default Fee

Profile Fee: 5.00 % CPM

Inventory Fee: 10.00 % CPM

DMP Fee: 0.05 % CPM

Creative Fee: 0.10 % CPM

Cancel Save

3. Supply chain configuration

Customize inventory for each particular Trading Desk, combining various supply sources

Inventory Sources

**Admixer
SSP**

**Direct
Publishers**

**External
SSPs(oRTB)**

**Agency
Tech Stack**

Inventory Marketplaces

**Inventory
Group 1**

**Inventory
Group 2**

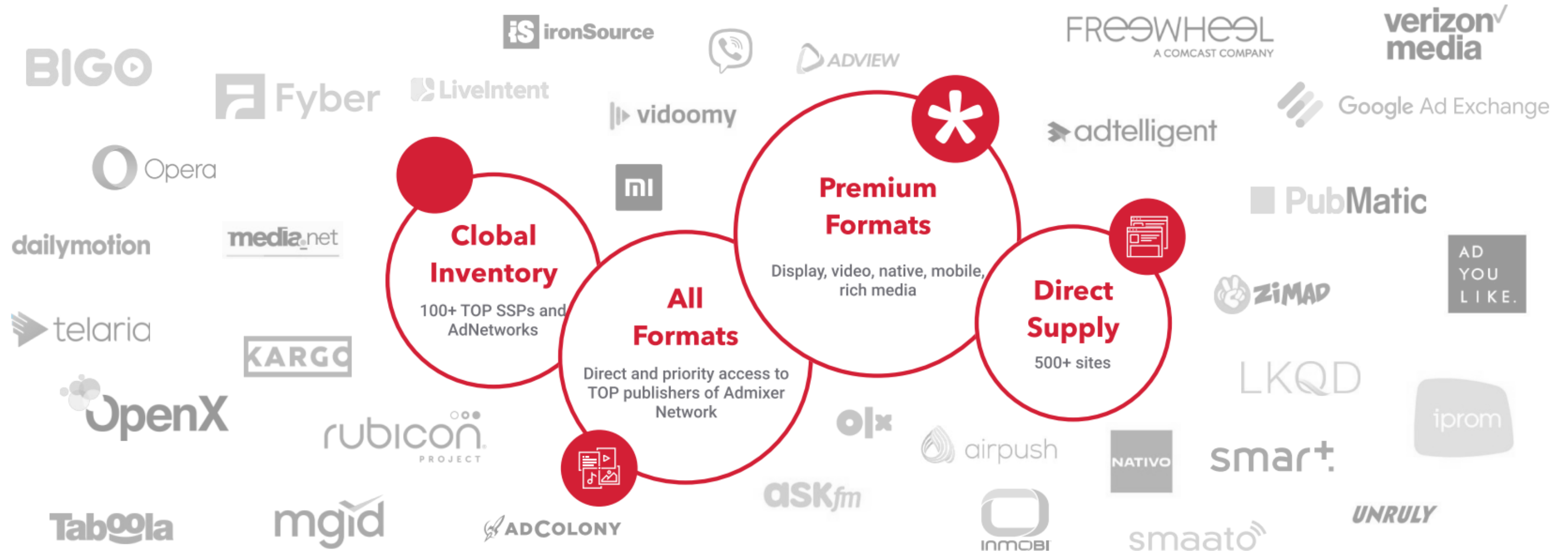
**Trading
Desk 1**

**Trading
Desk 2**

**Trading
Desk 3**

Admixer SSP Supply

Access alternative supply from over 200 precisely selected SSPs and direct publishers providing inventory from multiple sites and apps of different formats and categories.



4. Trading Desk customization

Configure each Trading Desk according to clients' needs, providing it with relevant inventory, audiences, creatives & custom integrations

Configuration settings:

1. Inventory set
2. Data set
3. Creatives set
4. Currency
5. Time Zone
6. Budget (credit/deposit)
7. Fees

Add Agency

Name

Subscription Type

Currency: Time zone:

Custom DMP is available

DMP report is available for profiles

Profile optimization available

Default Fee

Available Inventory Report

Timeframe:

Basic KPI's
 Product Format Name: **StickyPlayer** Product Format: **8196**
 Unique users: **198,117,762** Impressions Forecast: **349,869,656** Viewability, %: **0**

Country

Country	Unique users	Impressions Forecast
Spain	183,296,214	331,615,825
Germany	7,337,448	8,466,022
United States	1,151,905	2,148,371
Italy	753,965	954,147
Poland	750,026	838,805

Domain (TOP 10)

Domain	Unique users	Impressions Forecast
marca.com	28,099,917	35,253,040
as.com	12,365,632	18,296,049
elmundo.es	10,580,861	15,426,942
sport.es	5,199,379	11,749,936
20minutos.es	3,110,396	8,262,406
elespanol.com	4,179,885	4,731,244
mundodeportivo.com	3,342,999	3,542,777
es.soccerway.com		
businessinsider.es		
sevillainfo.es		

DMP Statistics

Income

Income Level	Unique users
Low	44,120,133
Medium	43,827,132
High	985,962

Gender

Gender	Unique users
Male	52,110,344
Female	70,309,332

Age

Age Group	Unique users
Under 18	3,168,370
18-24	8,737,510
25-34	24,556,534
35-44	53,392,741
45+	36,973,575

Interests, Unique users

No data

www.admixer.com

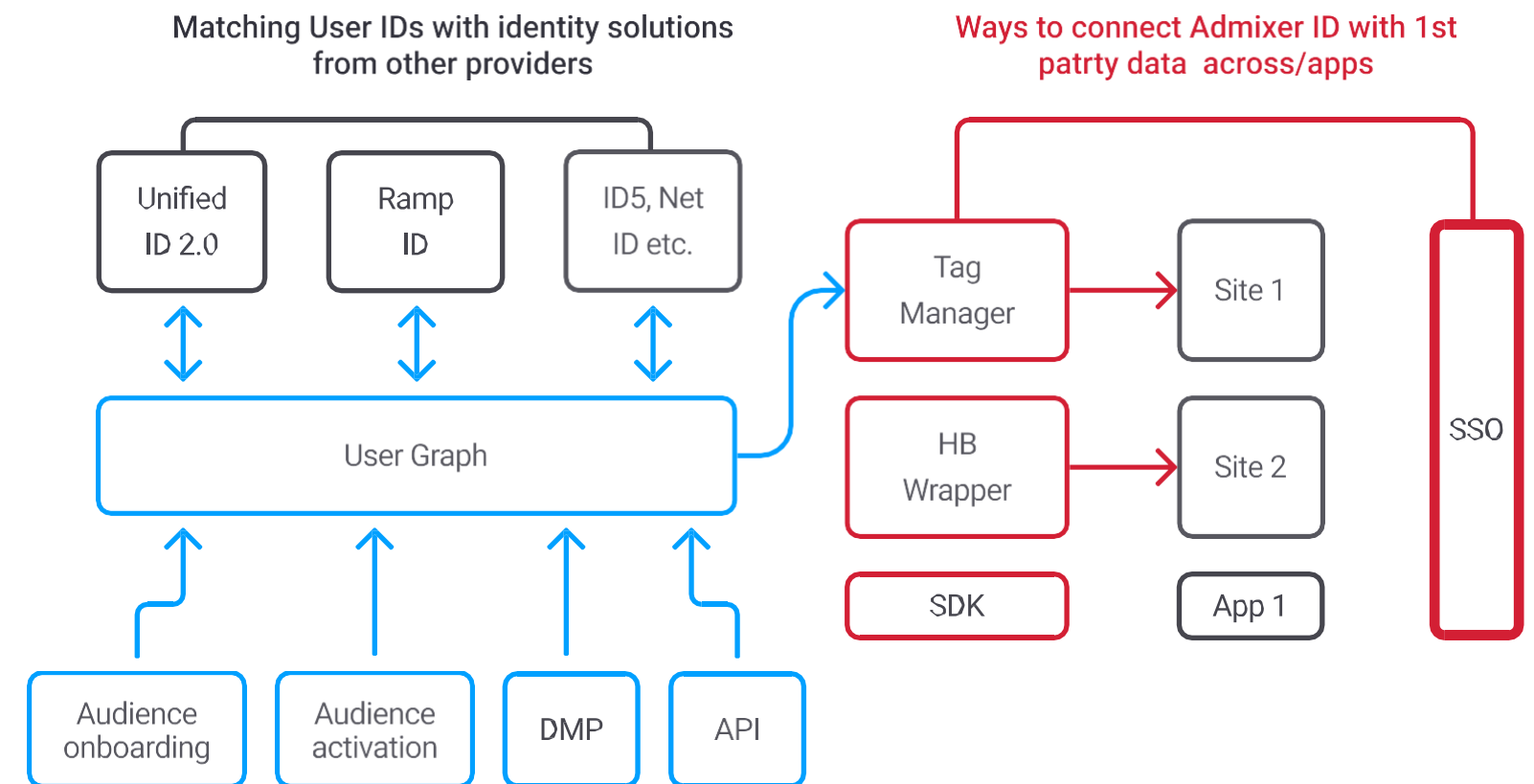
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5. User identity and 1P Data Management

Agency Tech Stack has built-in comprehensive solutions that allow advertisers to work with first party data and keep addressability in their campaigns

1. Identity Solution that allows to work with any IDs
2. DMP module to manage 1p data, that includes:

- Audience gathering and activation
- Onboarding Tools to activate 1st party data
- DMP Segments creation & management
- Tag Manager for 1st party data collection



6. Transparency & Automation

Admixer Tech Stack provides transparent reporting to monitor the supply chain on a granular level.

Automate reporting and data management using APIs:

Reporting API

To transfer statistics to your internal platform

- inquire statistics by entities in general (advertisers, campaigns, etc.)
- or by metrics in particular (impressions, clicks, unique users, etc.).

Audience API

To transfer audiences from external systems

- pass audiences from third-party data management platforms (CRM/CDP/CMS/ Analytics Tools, etc.);
- create segments, segment groups, and audience groups in DSPs;
- add users to segments and audience groups

Raw Data API

For using Private DMP tools

- obtain detailed data about users of audience groups gathered in DSP;
- analyze data with your own DMP tools;
- onboard user segments back to the DSP

Additional benefits

Onboarding

Get an easy platform set up and comprehensive online onboarding trainings

Education

Train your team using rich materials, webinars, trainings, and thematic conferences on Admixer Academy platform

5-star support*

Get the best support from our professional Customer Care Team and a dedicated account manager's assistance

White Label account

Promote your own brand with a customized UI

Integrations

Connect your own inventory and data sources with custom integrations service

Custom development

Improve the functionality for your clients' needs. Custom software integration

 * According to G2 Crowd reviews <https://www.g2.com/products/admixer-dsp/reviews#reviews>

Agency Tech Stack & DSP solutions customers

Advertising groups



Independent agencies



Agency Tech Stack makes media buying a lot easier. We get a user-friendly interface while our clients – self-service trading desks that streamline all media buying processes. The platform features allow us to transact deals more efficiently. Additionally, we'd like to thank the Customer Success Team that is always here to help. Great job, guys.



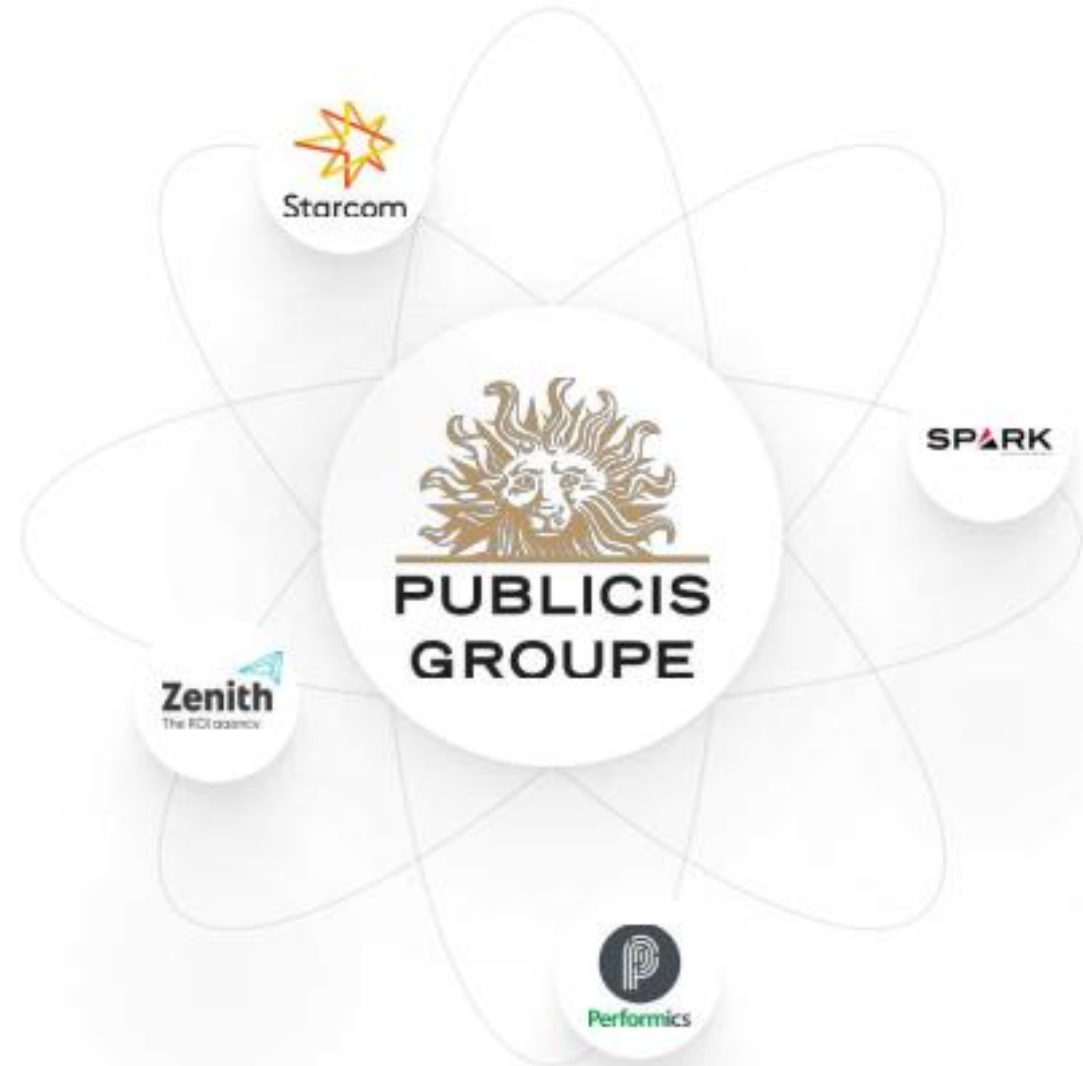
Filin Ilya
Head of Programmatic, OMD

Admixer has been a reliable partner for us for years. Their self-service DSP is one of the best solutions on the market. The team has proved to be consistent in their aim to build an up-to-date tech solution to meet both client and market needs. We wish you, guys, good luck and inspiration!



Roman Zhukov
Digital Product Delivery at dentsu (Amplifi)

Case N°1 - Publicis (Group of Companies)



Goals

- Centralize programmatic buying across agencies
- Consolidate all resources purchased programmatically under a single platform to optimize frequency capping
- Create new revenue sources

Inputs

- Advertisers demand transparency and better pricing, leaving little to no reward for innovative solutions
- Major publishers can be purchased separately via different platforms

Approach

- Use the technology to build an in-house programmatic ecosystem
- Group and shape ad inventory in custom packages to address exact brands' needs

Goals

- Agency profitability increased at the expense of new revenue streams coming from buying optimization, data, creatives, and technology
- Every agency received access to Trading Desk account to access all inventory via a single UI/Technology

Case N°2 - Dentsu (Agency)



dentsu
ÆGIS
network

[Check this case study at Admixer Blog](#)

Goals

- Increase programmatic buying and audience targeting efficiency by leveraging brands' 1st-party data and 2nd-party data from advertising and media partners
- Integrate DAN in-house data management tool with the programmatic buying platform

Inputs

- Previous buying approach didn't meet the brands' criteria
- There was a lack of detailed raw data
- Need for data activation across the relevant channels and enhancement of data management capabilities

Approach

- Bind together user engagement with the brand and provide a holistic view of user journey
- Develop an appropriate messaging strategy that correlates with the user position on the path
- Optimize media spend relying on more detailed analysis of audiences, inventory and context

Result

- +30% VTR
- 20-25% lower bounce rate
- +18-22% conversion rate

Case N°3 - Philip Morris International (Advertiser)



Goals

- Build a data-driven user acquisition model across IQOS sales funnel with appropriate messaging on all consumer stages

Inputs

- Connect online and offline **data on** user behavior and engagement with the brand to build a holistic sales funnel

Approach

- Maximize audience reach by using various sources of 3rd-party data in the available acquisition channels
- Leverage 1st-party data collected in CRM and on the IQOS website
- Create messaging strategy that correlates with user behavior in sales funnel
- User ID activation in DSP

Result

- 30 incoming segments
- 52 remarketing scenarios
- 60 audience groups
- 72 creatives
- 750 profiles

Why Admixer?



Over 250
Employees



Over 17 years
in Ad Tech



10 offices
in Europe & Asia



200+ supply partners
around the world

8 Advertising Groups chose Admixer Tech Stack for centralized media buying

50+ independent Advertising Agencies using in-house DSP to manage ad campaigns

1500+ advertisers running ad campaigns through Trading Desk accounts

