

ADMIXER DSP

For in-house programmatic buying management
Create your own MediaMix for branding campaigns

Agencies' biggest challenges

Advertising agencies grapple with a host of challenges and pain points that demand strategic exploration of optimal resources for programmatic management.

- **Centralizing programmatic buying across advertisers and channels, including Web, In-app, CTV, and DOOH.**
- **Lack of transparency in the programmatic supply chain.** Struggle to fully understand where their ad spend goes and lack of capability to integrate own supply partners.
- **Lack of quality in the inventory available and accurate forecasting capabilities** when engaging in media planning. Lack of flexibility in consistently accessing various curated inventories that align with specific campaign requirements.
- **Managing their own data chain,** developing a proprietary DMP through in-house data and collaboration with local or global data providers. Preparing for the end of the third-party cookie era.
- **Lack of adaptability.** Consistent need in custom development of priority features in order to cover the increase needs and meet actual market trends.

Maximize profit, increase operational control, and satisfy advertiser's needs in a transparent and controlled media buying.

1. Transparent supply stream

Access big variety of inventory from selected Supply Partners and directly integrated sites of different verticals. Easily connect your own supply. SPO functionality: the ability to choose the best purchasing path.

2. Inventory forecasting for media planning

Granularity when planning a campaign: inventory overview by geography down to the list of settlements, to specific audience segments, to apps/ domains, etc. Forecast of impressions, uniques, viewability and price, audience profile etc.

3. Advanced Targeting and Optimization

Apply precise targeting to accurately reach the target audience based on various criteria, maximize the campaign performance through ongoing optimization in real time.

4. 1st party data management and activation

Use the integrated Admixer.DMP to manage audience segments at ease. Segment your 1st-party audiences and reach them in the global marketplace. Prepare for a post-cookie world with Admixer Identity solution and Google Privacy Sandbox adaptation.

5. High impact creative formats for launch

Increase engagement by using high-impact creatives formats and sizes. Attract the audience with standard and animated display, video, native, mobile, and non-standard formats.

6. Extended reporting and analytics

Check end-to-end analytics and get real-time reports at each entity level, including advertiser, campaign, profile, creative, audience group. Fuel the marketing decisions with relevant data insights.

We at Admixer help agencies to **create their own mediamix across channels and clients.** With Admixer DSP you can **create new Added Values for your clients,** keeping in-house total control.



Desktop



Video & Audio



CTV



Rich Media & WOW



Mobile
(Web&App)



DOOH



Native

1. MediaMix: Your transparent supply stream

A self-service approach to help advertisers effectively purchase audiences across all digital media

- Deliver omnichannel performance. Environment types: Web, In-app, CTV, DOOH.
- Acquire inventory through various Programmatic buying types: Open Auction or PMP, and PG with Admixer Partners and own direct Publishers or Supply Partners.
- Have complete flexibility in selecting the inventory products: Use of by default RON and Direct Products or request Curated products with a specific necessary inventory for you.

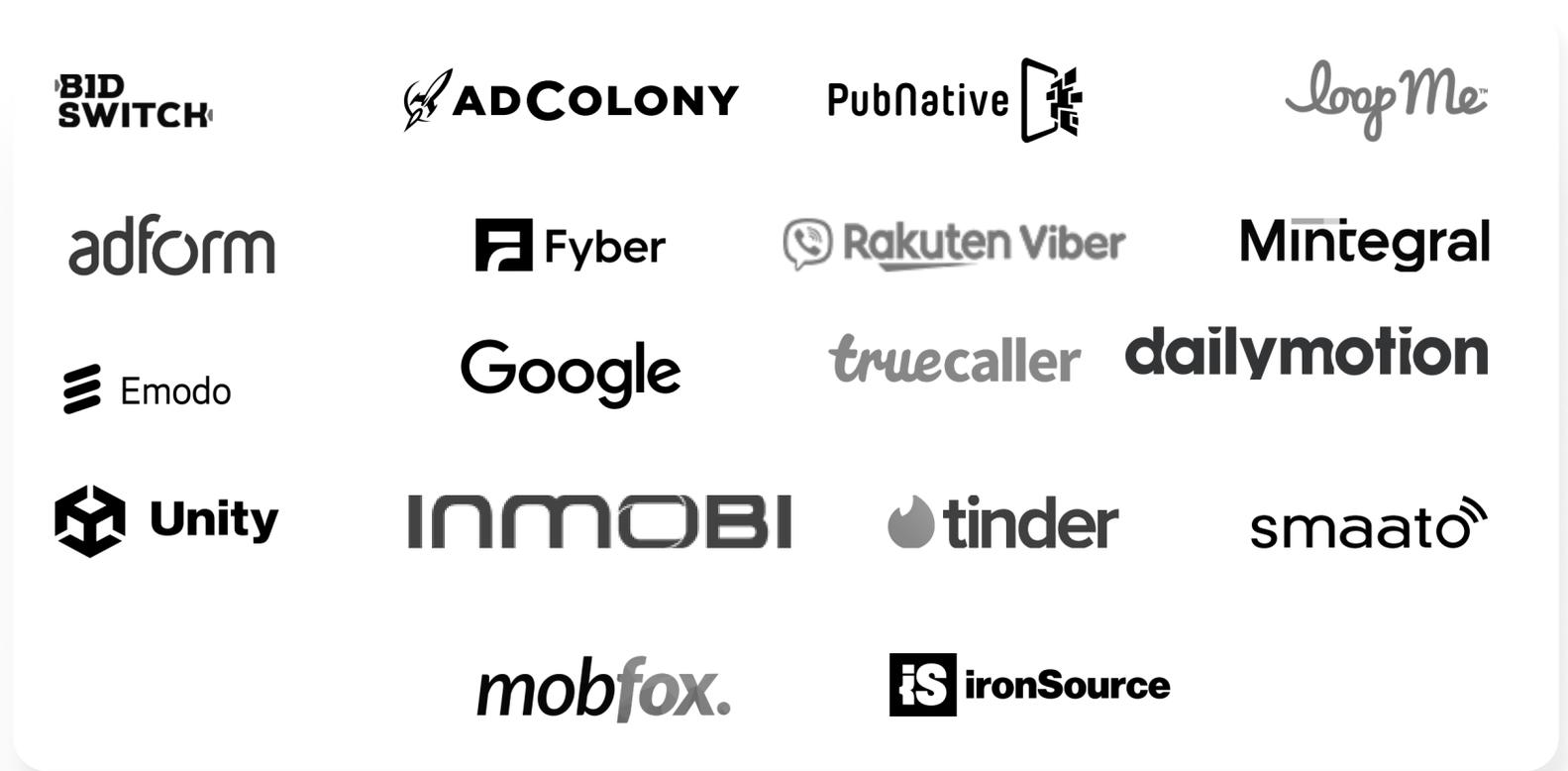
Product Icon	Product Type	Product	Format	Format Type	Price Model	Supported Auction Type
	RON	RON ID: 16838	Display Interstitial ID: 5540	Banner	CPM	1 2
	Direct	Viber Rakuten ID: 16938	Rakuten MainChat Native ID: 5846	Banner	CPM	1 2
	RON	RON ID: 16838	Video Rewarded ID: 5535	Video	CPM	1 2
	Direct	Unity ID: 16843	Display Standard ID: 5531	Banner	CPM	1 2
	Direct	Unity ID: 16843	Display Interstitial ID: 5540	Banner	CPM	1 2
	Direct	InMobi ID: 16844	Display Standard ID: 5531	Banner	CPM	1 2
	Direct	InMobi ID: 16844	Display Interstitial ID: 5540	Banner	CPM	1 2

	Inventory Group	Product Name RON	Price Model CPM
Product Type RON	Inventory Type Video	Format Name Video Rewarded	

Buying traffic from 50+ Supply Partners, scaling your campaigns reach

Choose from a myriad of inventory sources. Easily launch on large-scale Direct Publishers and Supply Partners available within. With Admixer, you keep your clients, campaigns, and analytics in just one place because you can combine all that you need.

- ✓ Efficient and Direct: Our DSP optimizes the supply chain by prioritizing direct engagement with supply partners and publishers, streamlining acquisition, and maximizing advertising value.



PUBLISHER RANKINGS		Seller Trust Index	
Publisher Trust Index		Top Mobile SSPs	
	Rank	Rank	Seller
Top Grossing		1	VRTCAL
Reach		2	IronSource
Child-Directed Apps		3	Admixer
Made For Advertising		4	MobileFuse L...
SSP RANKINGS		5	OpenX
Seller Trust Index		6	KeenKale LTD
Market Share			
Children's Privacy Index			

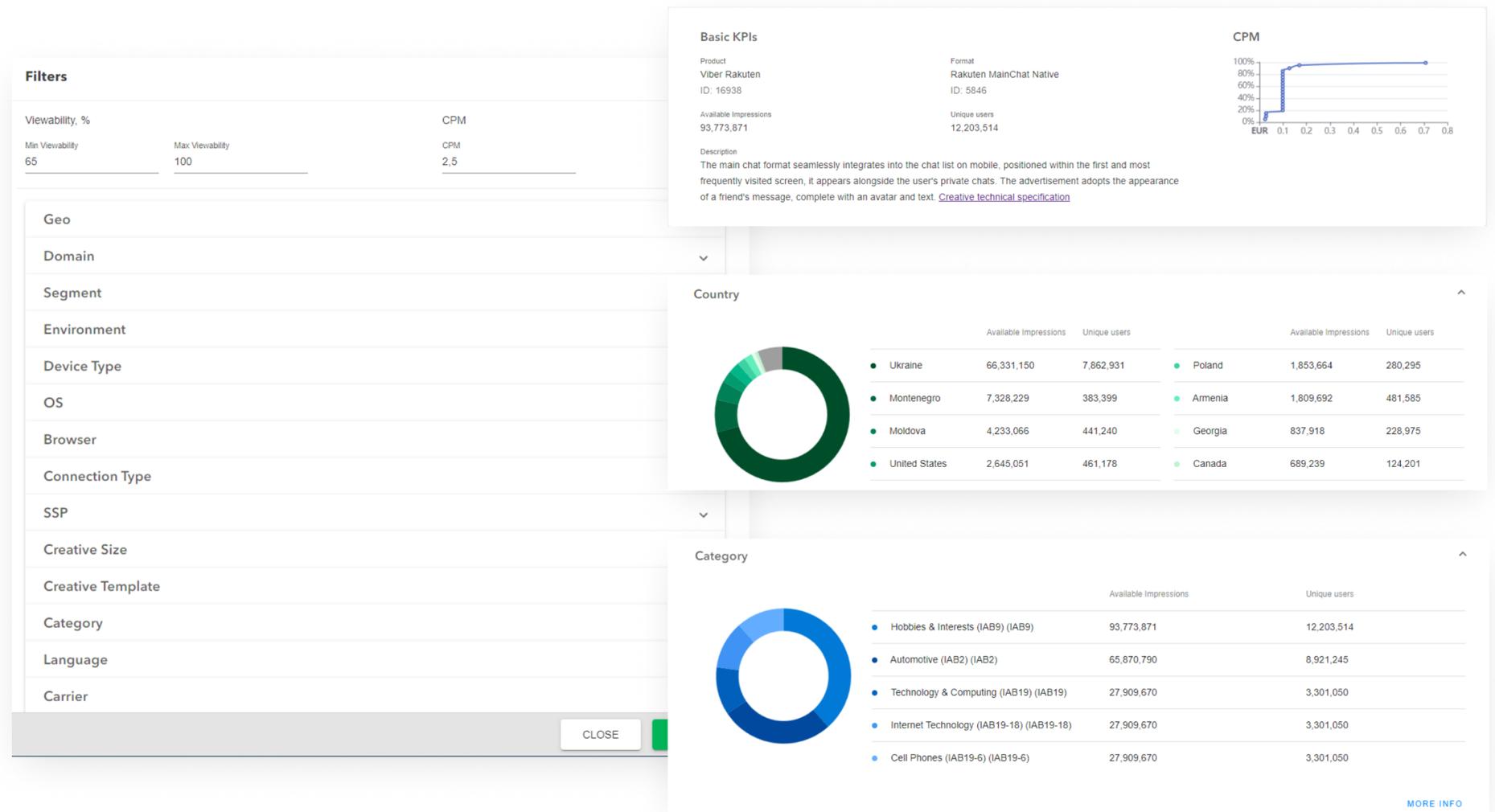
Admixer Secures Third Place according to the Picalate Trust Index Top.

Source: Picalate, Seller Trust Index, March 2024

2. Inventory forecasting for accurate media planning

Make data-backed inventory predictions based on various KPIs and dimensions to apply for forecasting

- By leveraging various metrics, and dimensions, such as country, domain, segment, environment, device type, category, carrier, language, etc, accurately predict the performance of their ad placements and formats.
- Inventory forecasting modules process real-time data to adapt forecasts dynamically.
- Designed to handle large datasets efficiently to scale with the increasing volume of ad impressions and diverse inventory.



3. Advanced targeting and optimization models

Deliver advertising campaigns only to the target audience, ensuring relevant messages in the relevant touchpoint

- **Geo targeting:** Local and Hyperlocal
- **Domain and URL targeting:** Black and Whitelists
- **Supply Chain Targeting**
- **Deal ID targeting:** from SSP Partner
- **Category targeting:** IAB Categories.
- **Audience groups:** 1st and 3 party data
- **Environment targeting:** Web and InApp.
- **Device targeting:** Manufacturer, Brand, and even Model.
- **Operating system:** Include or Exclude
- **Browser Targeting:** Include or Exclude
- **Connection Type and Carrier:** Internet provider
- **Language Targeting,** etc.

The image displays a user interface for advanced targeting in an advertising platform. It is split into two main functional areas.

Targetings Menu: A vertical list of targeting options, each with a small icon:

- Geo
- Domain
- Deal ID
- Viewability
- DMP
- Audience Group
- Environment
- Device
- Operating System
- Browser
- Connection Type & Carrier
- IP
- Screen Resolution

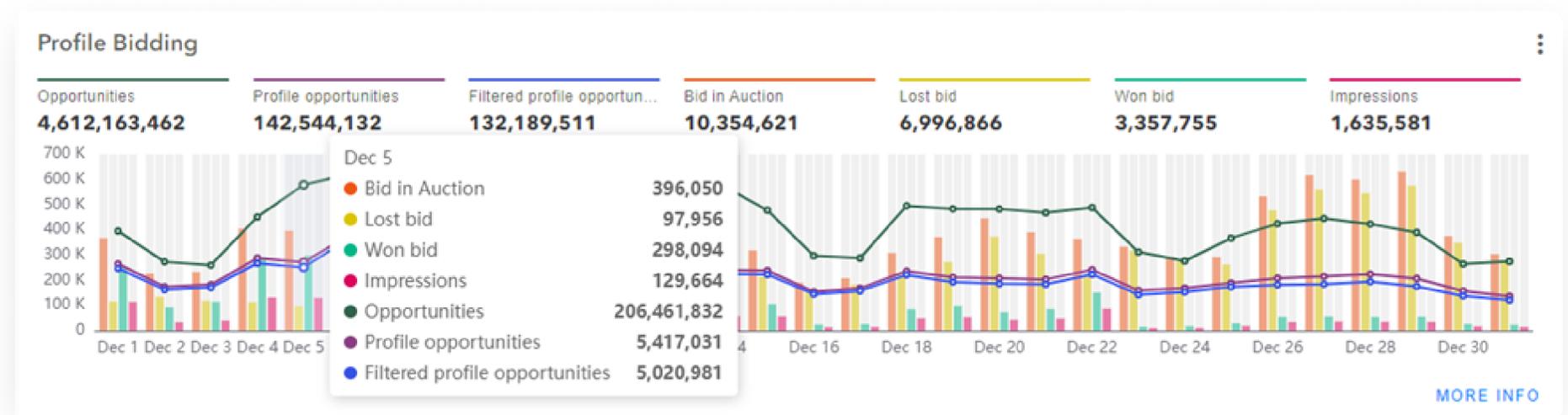
Category Targeting Panel: A panel for selecting IAB categories. It features a search bar and a list of categories. The 'Business (IAB3), Advertising (IAB3-1)' category is selected and highlighted in green. Other categories include Arts & Entertainment (IAB1), Automotive (IAB2), Careers (IAB4), Education (IAB5), Family & Parenting (IAB6), Health & Fitness (IAB7), Food & Drink (IAB8), Hobbies & Interests (IAB9), Home & Garden (IAB10), Law Govt & Politics (IAB11), News (IAB12), and Personal Finance (IAB13).

Geo Targeting Map: A map interface for selecting a location. It includes a search bar, a 'SEARCH' button, a 'Default Radius' of 1000m, and an 'ADD' button. The map shows a geographical area around Milan, Italy, with various locations marked. Below the map is a table with columns for 'Address', 'Latitude', 'Longitude', and 'Radius'.

Various optimization models are employed to maximize the effectiveness of ad delivery and achieve specific campaign goals.

Tailor the optimization model to align with the specific objectives of the campaign, through dynamic adjustments, and real-time monitoring.

- **Viewability Optimization:** exclude requests from the inventory with a viewability rate below the predefined threshold.
- **Inventory Quality Optimization:** filter out underperforming traffic, blacklist underperforming sources, enhancing the overall quality of impressions.
- **CPC, Viewable impressions Cost, Completed View Cost Optimization:** pay the optimal price, maintaining cost-effectiveness, through dynamic bid adjustments



Optimization On

Configure the profile to reach the desired number of events

Optimization Type: **Clicks**

Target Price: 0.05

Max Bid: 2.5

model is based on the existing history of events by Format Type and Environment

CANCEL SAVE

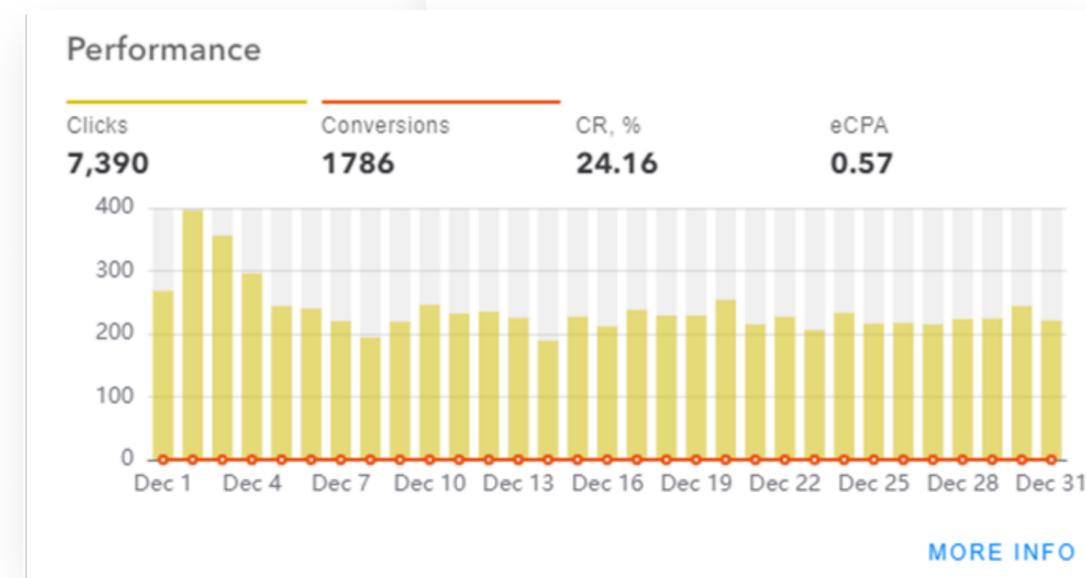
Go beyond mere impressions and delve into the subsequent actions users take before and after clicking the advertisement

Tailor the optimization model to align with the specific objectives of the campaign, through dynamic adjustments, and real-time monitoring.

Performance tracking enables experimenting with various user reach scenarios, different sets of creatives, and other contextual moments. Tracking is instrumental in identifying underperforming campaigns and implementing necessary changes.

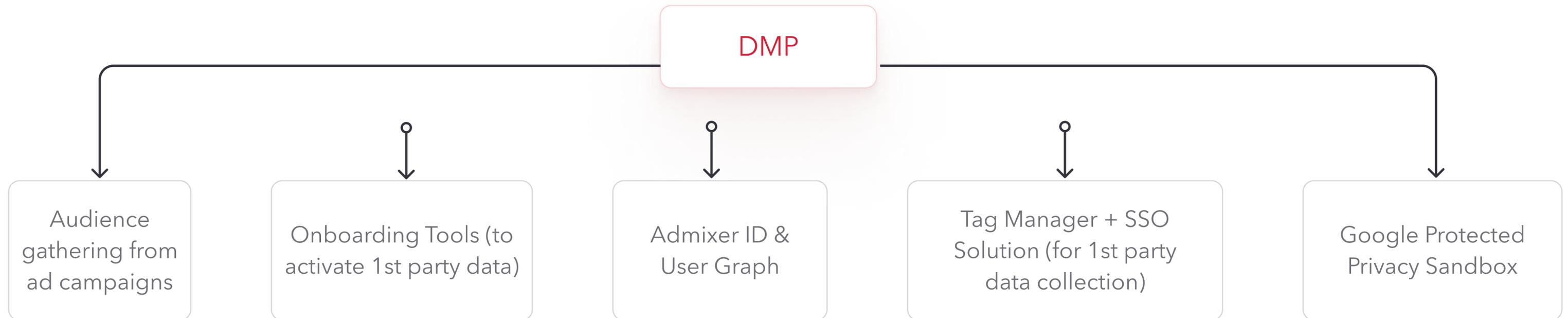
The methods available for performance tracking:

- In-dashboard tracking, which requires no integration, focusing on monitoring user behavior before the click interaction.
- Tag Tracking Integration, specifically designed for tracking user interactions after the click.
- Monitoring through mobile tracking systems such as Appsflyer, Singular.



4. 1st Party data management and activation

DSP has a built-in comprehensive DMP which helps advertisers to keep addressability in their campaigns and includes:



Build audience groups based on user profiles and behavior on the site and application, and during advertising campaigns based on event types. Onboard data from CRM, CDP, and CMS systems in the platform, and intersect audiences. Obtain 1st party identifiers from the supply side, ensuring a comprehensive integration of data from multiple sources.

5. Create highly engaging ads and run non-standard campaigns

Engage the audience with standard and animated display, video, native, mobile, and WOW formats

- **Ready to use templates**

Create effective ad creatives based on the templates from the [Admixer gallery](#) or other Creative Platform.

- **All creative formats**

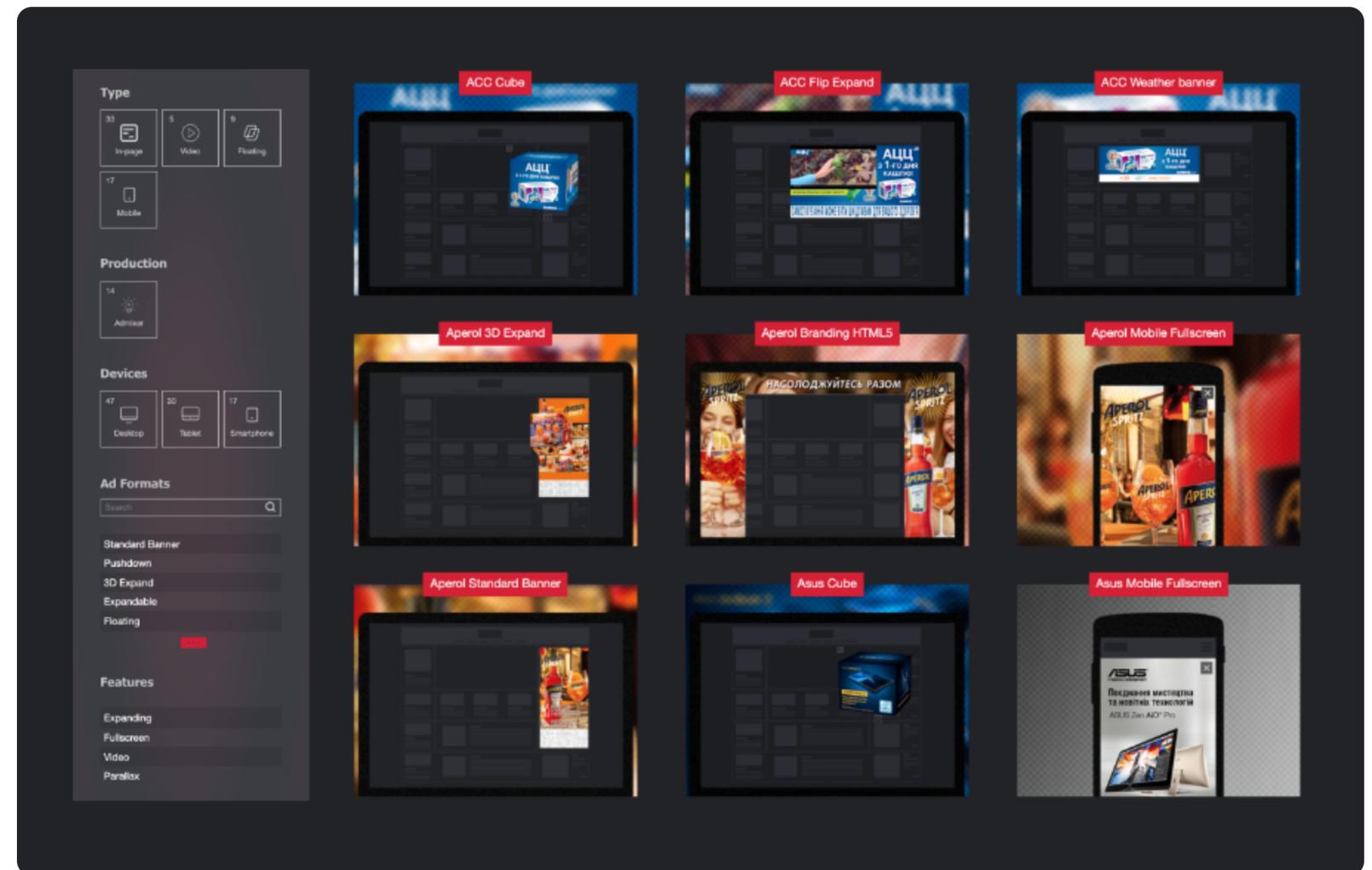
Choose among display, video, branded, rich media, and in-app formats

- **Dynamic creative optimization**

Use built-in and 3rd-party tools to adjust the creatives on the fly

- **Ad analytics**

Track the effectiveness of your campaigns on ad unit level



Consider Admixer's Partnership with Somplo - for ultimate creative solutions

Easily configure and customize each pre-defined template for all needs from the variety of options provided.

Access our Partner Creative Platform, [Somplo's Gallery](#), to explore diverse formats across various business verticals. Discover inspiration and rich media ideas for your upcoming campaign!

- No coding required
- No integration required
- Ready to go ad formats and templates



6. Extended reporting and analytics

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

- All types of extended reports available, at macro and micro dimensions: advertiser entity, campaign, profile, creative, audience group, etc.
- **Real-Time Custom Reports within Dashboard**
Custom Reports that display 50+ metrics with multi-crossing Filters and Nestings.
- **Scheduled Reports**
Set metrics and filters, time frames, and get reports to the specified email.

The screenshot displays the 'Basic Information' section of a report configuration page. It includes fields for 'Name' (Weekly report), 'Type' (Basic Report), and 'Date Range' (Last 7 days). There are buttons for 'CSV' and 'EXCEL' export options. The 'Settings' section allows for selecting dimensions and metrics, with a 'Filters' section below. A 'Basic' dashboard widget is shown, featuring a bar chart for Impressions and line charts for Viewable Impressions, Clicks, Viewability, and CTR. A 'Weekly Hours Report' heatmap is also visible at the bottom left.

Basic

Impressions	Viewable Impre...	Clicks	Viewability, %	CTR, %
157,667	157,667	9,033	100.00	5.73

Weekly Hours Report

Monday
Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday

0h 1h 2h 3h 4h 5h 6h 7h 8h 9h 10h 11h 12h 13h 14h 15h 16h 17h 18h 19h 20h 21h 22h 23h

Impressions

Choose metrics and dimensions for a custom report

Dashboard widgets with TOP performers

Building lasting partnerships: We strive to become your strategic business ally, meeting and exceeding all requirements



Corporate Identification

White Label Account: the platform is tailored to your own brand identity:

- Login form customized at your domain
- Branded interface
- Corporate Help center



Custom development

Develop new functionality within the platform for your specific needs. Custom software integration on request is provided.



Onboarding & Education

Get comprehensive onboarding sessions. Keep informed using thr Admixer Help Center.



Dedicated support

Get professional support from the Customer Care Team and a dedicated account manager

Global brands are using Admixer DSP for programmatic purposes

Since 2008 Admixer helps brands, publishers and advertising agencies to grow their businesses delivering outstanding ad management solutions.



Powered by Admixer:

+ Highly Experienced team

+ 10+ proprietary advertising products

+ 15 years of AdTech products development

+ Full programmatic ecosystem

+ More than 100+ worldwide partners

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What challenges or pain points are you currently facing in programmatic management?

Let's engage in a discussion to identify and address each of these.

**CONTACT US FOR A LIVE
Q&A SESSION AND A
DEMO OF THE PLATFORM!**

Send an email to us

Visit our website