*ADMIXER
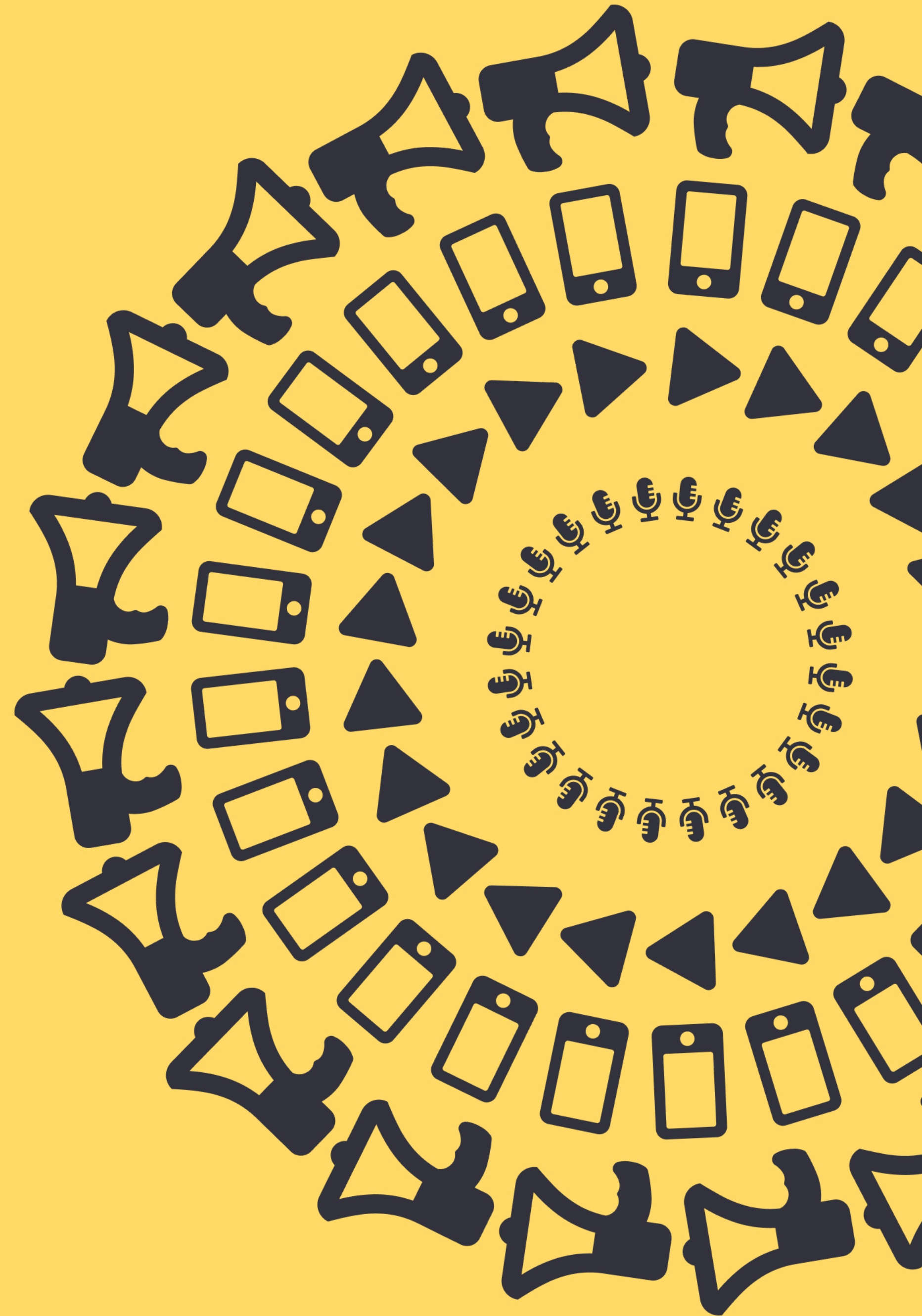
Admixer.DSP

Self-serve advertising platform
for premium inventory buying

Reach your business goals with Admixer.DSP

Admixer.DSP is an easy to use demand platform for brands and agencies to directly access their target audience.

Omni channel reach

Only brand safe inventory

Built-in DMP

Bidding optimization

admixer.com/dsp

Benefits for advertisers

Global inventory

Get direct access to 200+ prominent global inventory sources, including exclusive connections with premium publishers
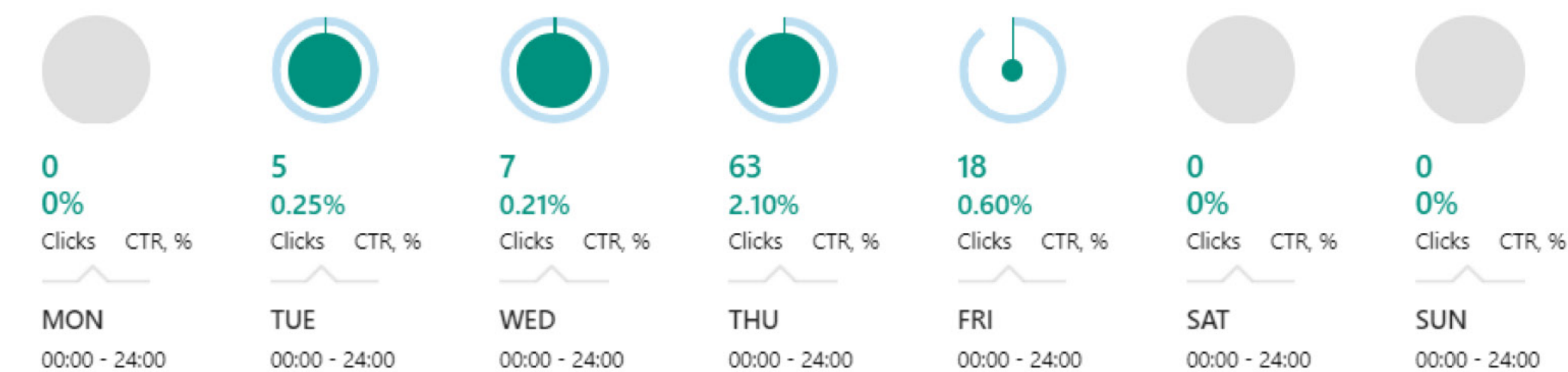

admixer.com/dsp
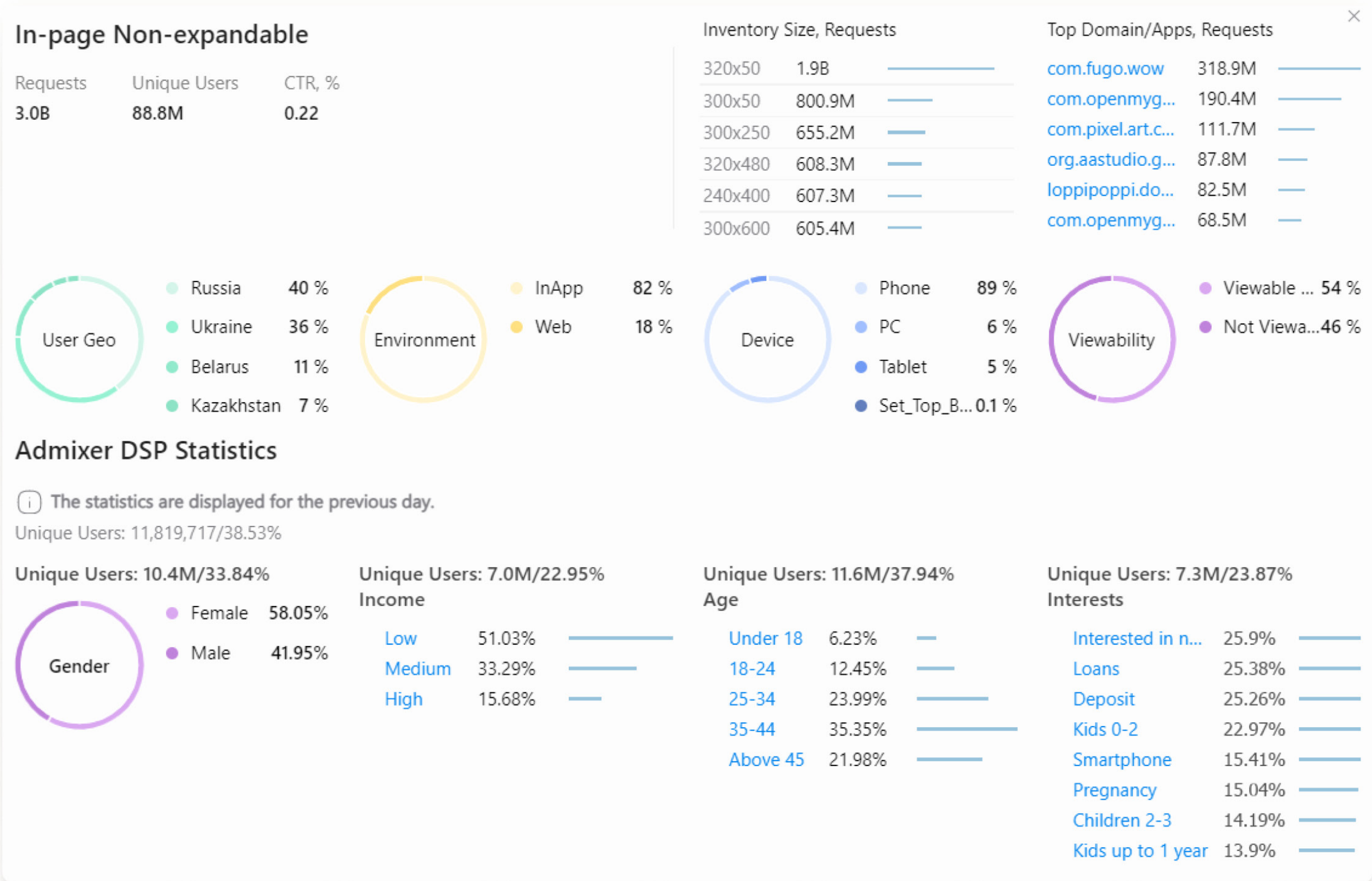
Benefits for advertisers

Real-time reporting

Use enhanced online reports on campaign, line item, and creative level to get valuable insights and optimize advertising results
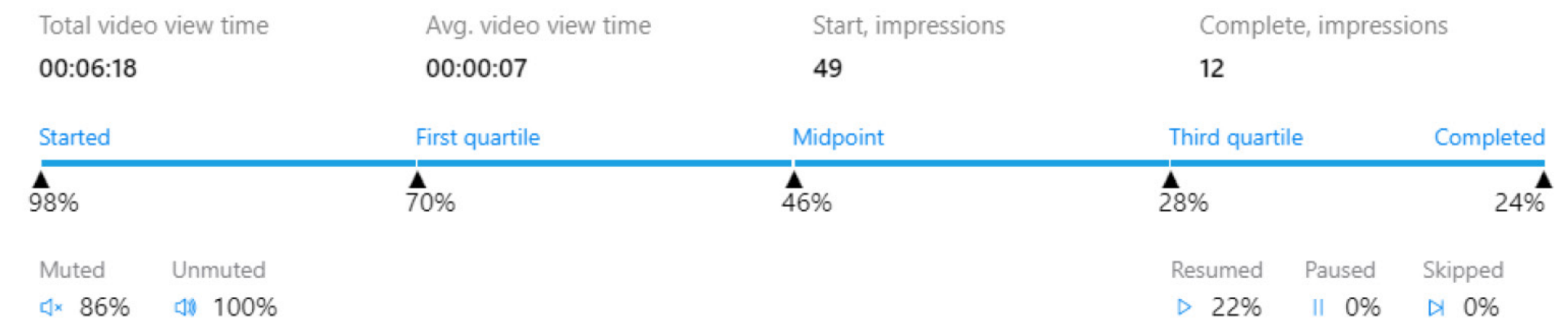
DAY OF THE WEEK REPORT

0	5	7	63	18	0	0
0%	0.25%	0.21%	2.10%	0.60%	0%	0%
Clicks CTR, %	Clicks CTR, %	Clicks CTR, %	Clicks CTR, %	Clicks CTR, %	Clicks CTR, %	Clicks CTR, %
MON	TUE	WED	THU	FRI	SAT	SUN
00:00 - 24:00	00:00 - 24:00	00:00 - 24:00	00:00 - 24:00	00:00 - 24:00	00:00 - 24:00	00:00 - 24:00

⧗ Profile's event tracking

Total ad view time	Total dwell time	Interaction rate	Avg. ad view time	Avg. dwell time
00:09:13	00:07:49	84.90%	00:00:11	00:00:09

▶ VAST events tracking

Total video view time	Avg. video view time	Start, impressions	Complete, impressions
00:06:18	00:00:07	49	12

Started	First quartile	Midpoint	Third quartile	Completed
98%	70%	46%	28%	24%

Muted	Unmuted			Resumed	Paused	Skipped
🔇 86%	🔊 100%			▷ 22%	‖ 0%	▷| 0%

Creatives statistics (2)

Name	Type/Creative Size	Priority	Impressions	Clicks/ CTR	View time per user	Dwell time per user
Golden Field 4		1	820	1/ 0.12%	00:00:38	00:00:02
beverage_320›		1	4,515	11/ 0.24%	00:00:14	00:00:02

Benefits for advertisers

Channels & formats

Run multi-channel ad campaigns with any creative formats: video, in-app, native, rich-media, standard banners, and non-standard display ads
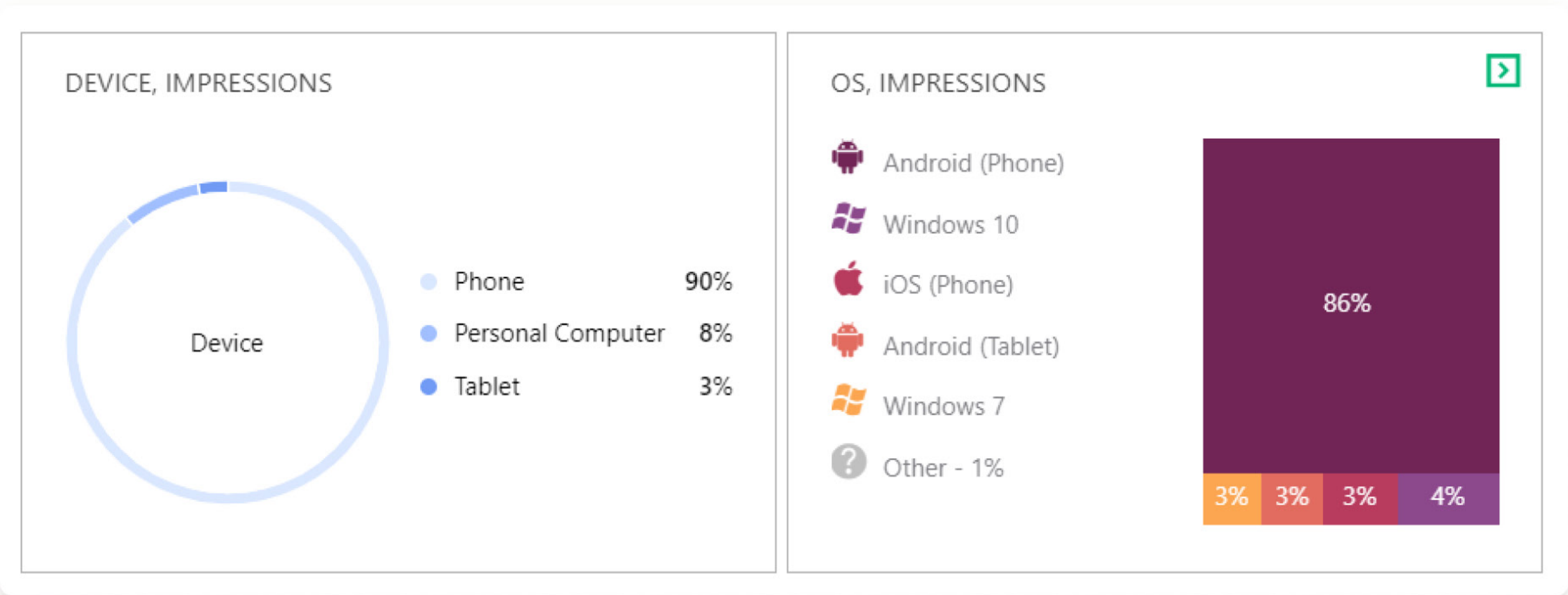
Operating System Report

OS	Impressions ▼
Android (Phone)	10,052
iOS (Phone)	623
Android (Tablet)	246
Windows 10 (Personal Computer)	240
Windows 7 (Personal Computer)	138
Windows 8.1 (Personal Computer)	15
Windows XP (Personal Computer)	9
OS X (Personal Computer)	6
Android (Set Top Box)	4
Linux (Personal Computer)	3
Windows 8 (Personal Computer)	2
iOS (Tablet)	1
Android (Connected Device)	0
Android (Personal Computer)	0
TOTAL	**11,339**

DEVICE, IMPRESSIONS

Device

- Phone — 90%
- Personal Computer — 8%
- Tablet — 3%

OS, IMPRESSIONS

- Android (Phone)
- Windows 10
- iOS (Phone)
- Android (Tablet)
- Windows 7
- Other - 1%

86%

3% 3% 3% 4%

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Benefits for advertisers

Built-in DMP

Get powerful data management tools for audience collection and activation. Combine 1st-party audiences with 3rd-party segments for the most effective user acquisition strategies

Audience groups

Name ▲	Audience group type	Lifetime of data	Collection dates	Event Type	Unique Users
Advertiser 1-Campaign 1-62340-184767... ID: 1000027545	Collected	180	Constantly	Click	607
Advertiser 1-Campaign 1-62340-184767... ID: 1000027546	Collected	180	Constantly	Viewable Impression	807
Advertiser 1-Campaign 1-62340-184767... ID: 1000027547	Collected	180	Constantly	User Dwells	129
Advertiser 1-Campaign 1-62340-184767... ID: 1000027544	Collected	180	Constantly	Impressions	6,403

☐ Create an audience group automatically ⓘ   **COLLECT AUDIENCE**

DMP Statistics

Unique Users: 6,518/88.78%

ⓘ *DMP data is displayed for the entire period of the group

Gender

Unique Users: 5,205/70.89%

Male 51.32%
Female 48.68%

Income

Unique Users: 2,281/31.07%

High 19.73%
Low 36.04%
Medium 44.23%

Interests

Unique Users: 1,689/23%

New buildings	593 %
RealEstate	425 %
Soccer	360 %
Pets	358 %
Photo	333 %

Age

Unique Users: 6,469/88.11%

Under 18	6.4 %
18-24	23.16 %
25-34	29.14 %
35-44	25.54 %
Above 45	15.77 %

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Inventory

Admixer is among the world's TOP 30 supply platfroms authorized by publishers and offers only brand-safe inventory.

Creative Management

Build your own creative library with different formats. Upload creatives directly to Admixer.DSP and enjoy built-in tracking and optimization

- 100+ ready-made templates
- Customized HTML5 formats
- Compatible with external tracking systems
- Dynamic Creative Optimization tools
- Real-time creative analytics

Banner 🗔 Out-stream video 📺

Rich Media 🎥 Audio 🎤

In-stream video ▶ Native 📢

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Reporting & Optimization

Monitor ad performance metrics in real-time and optimize your campaigns.

Dashboards and exportable reporting tools

- Campaign Performance Report
- Profile Perfromance Report
- Creatives Report
- Dynamic Creative Report
- Inventory Report
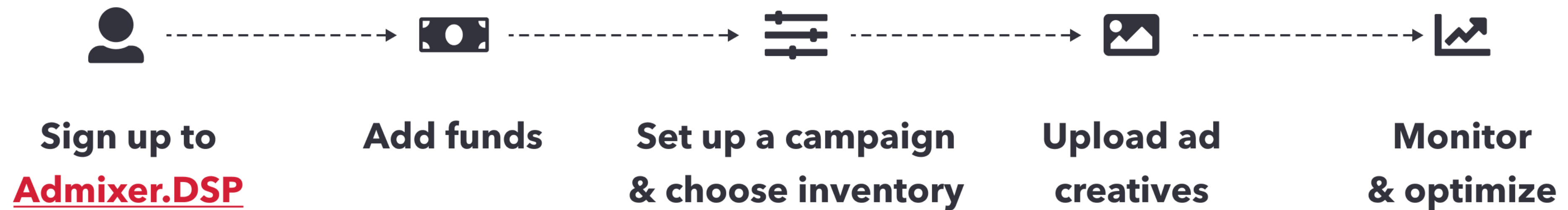- Billing Report
- Custom Reports

Optimize campaigns by

- Inventory source (SSP/Publisher)
- Audience (Segment / LAM)
- Environment (Web / In-app/CTV)
- Targetings (Geo/OS/Device)
- Creative (Format / Ad Item)
- Cost (eCPM, eCPC)
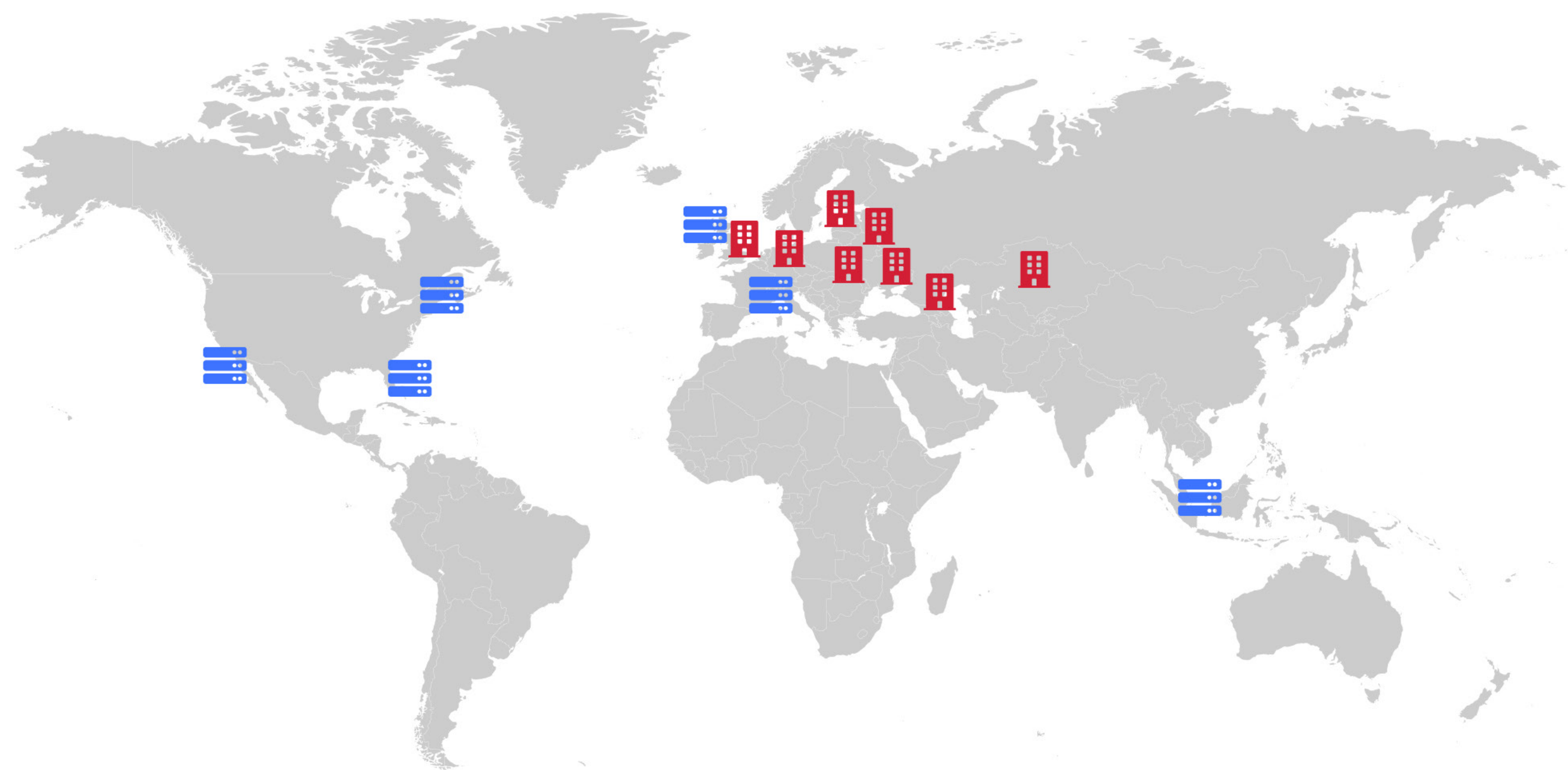- Performance (CTR, Viewability)

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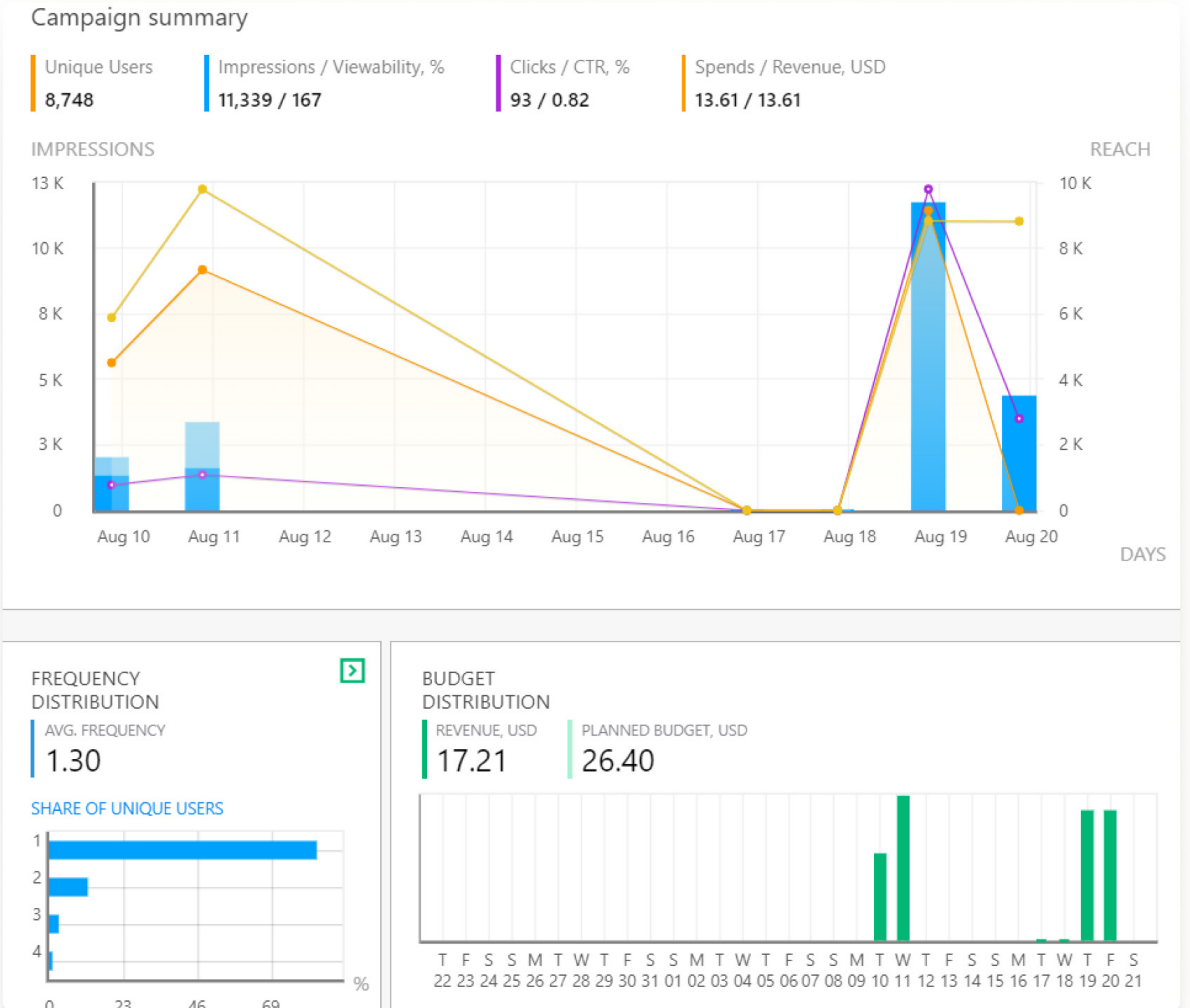
How to Start?

It is quick and easy to start working
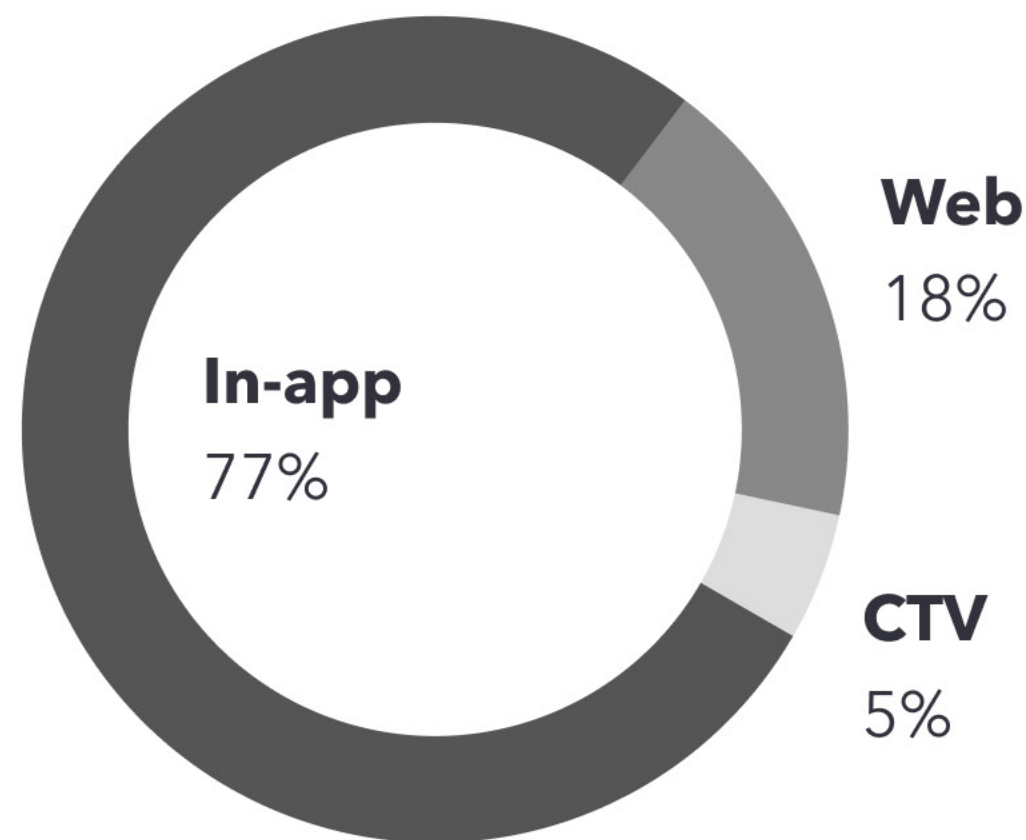with Admixer.DSP.

Just few steps and you are all set:

Sign up to
Admixer.DSP

Add funds

Set up a campaign
& choose inventory

Upload ad
creatives

Monitor
& optimize

Global Reach

Offices 🏢   **Data Centers** ▤

admixer.com/dsp

Bid requests per month, billions

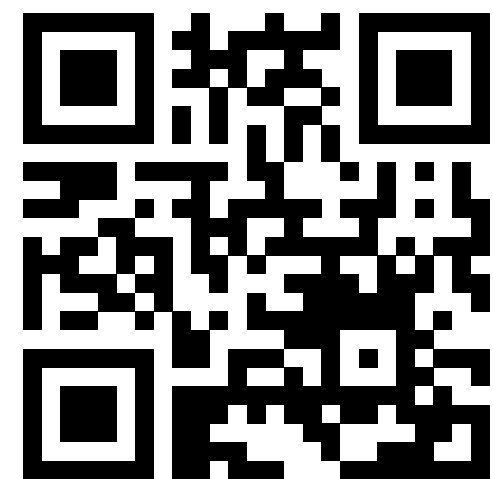| Region	Value
Europe	531
Asia	392
North America	388
South America	62
Africa	31
Oceania	1

Inventory

- In-app 77%
- Web 18%
- CTV 5%

Contacts

Admixer.DSP

Learn more about premium inventory buying

admixer.com/dsp

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Anna_Admixer