ADMIXER

Admixer.DSP

Self-serve advertising platform for premium inventory buying

Reach your business goals with Admixer.DSP

ADMIXER

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

- **Omni channel reach**
- **Built-in DMP**
- **Bidding optimization**
- **Only brand safe inventory** pixalate

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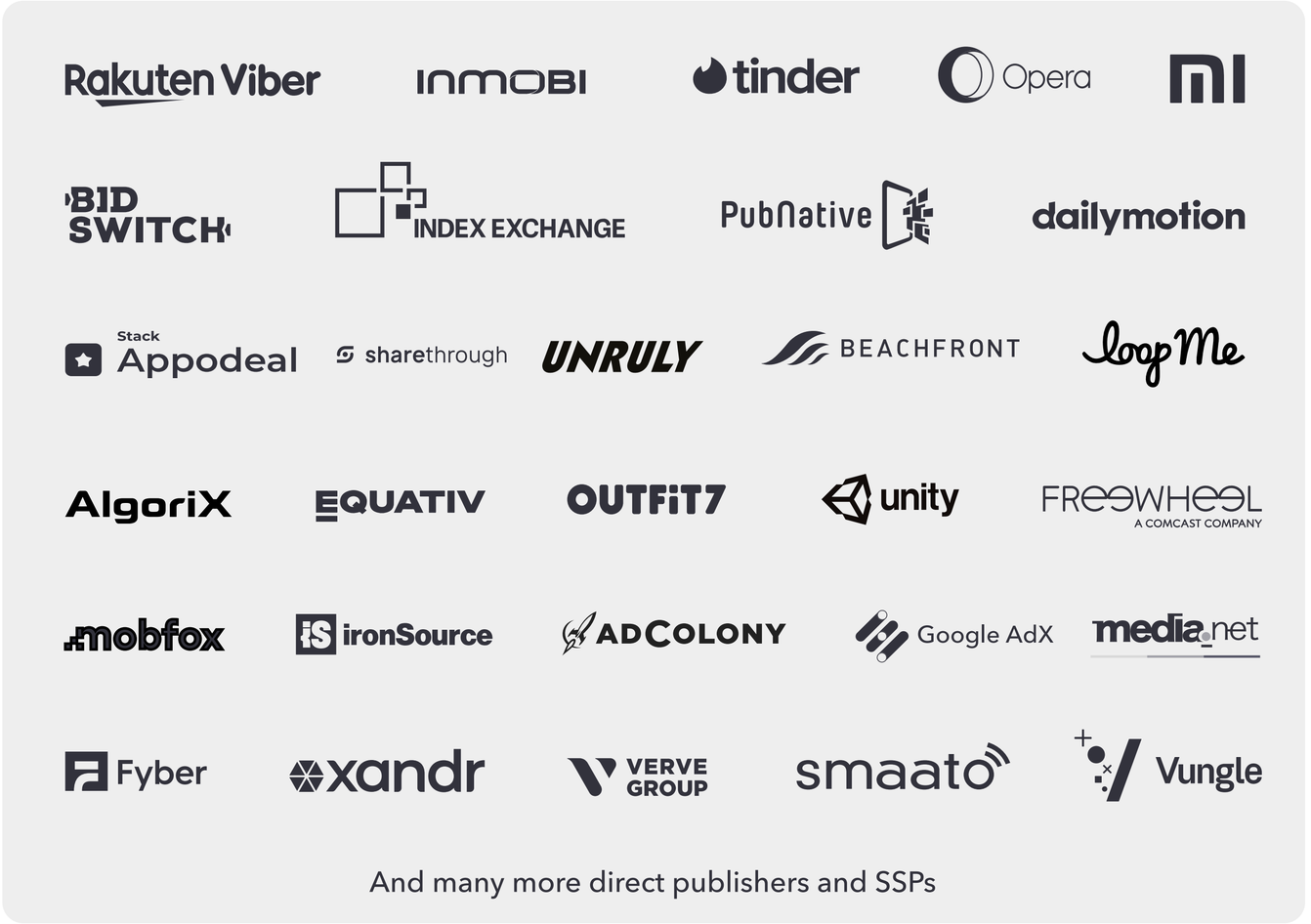
Global inventory

ADMIXER

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



And many more direct publishers and SSPs

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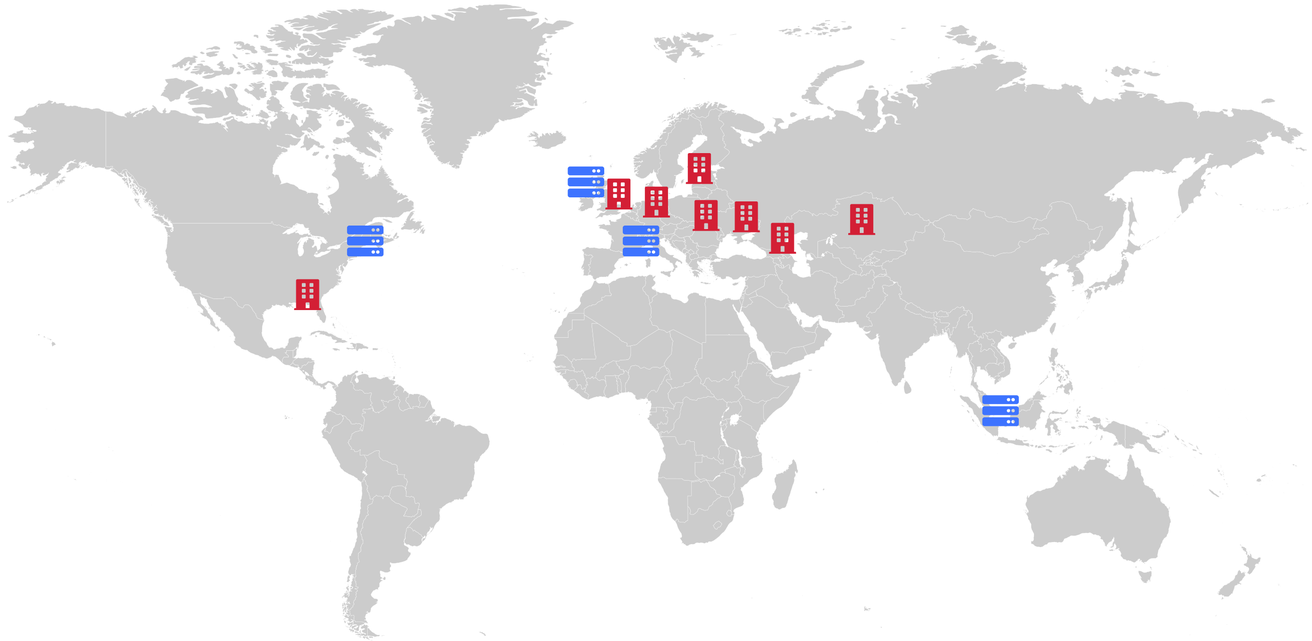
Global Reach

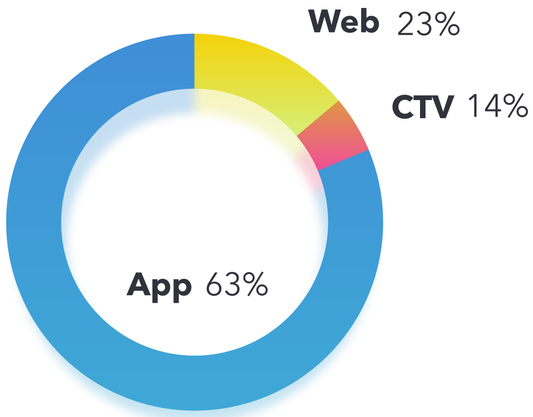


Offices Data Centers

Bid requests per month, billions

North America	262
Asia	162
Europe	106
South America	12
Africa	9
Australia & Oceania	1

Inventory



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Reporting & Optimization

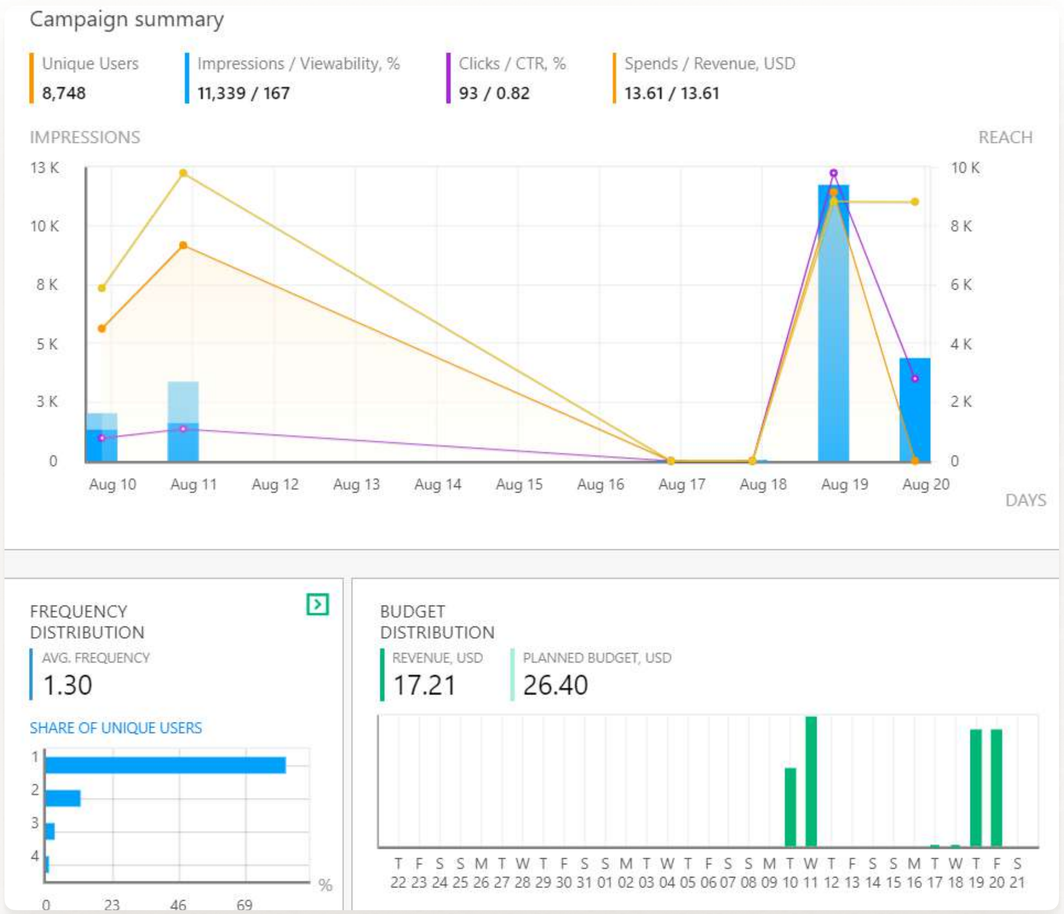
Monitor ad performance metrics in real-time and optimize your campaigns.

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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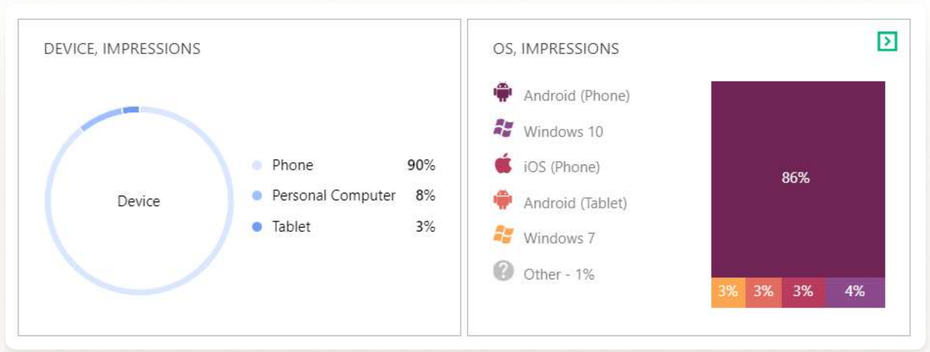
Channels & formats

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



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

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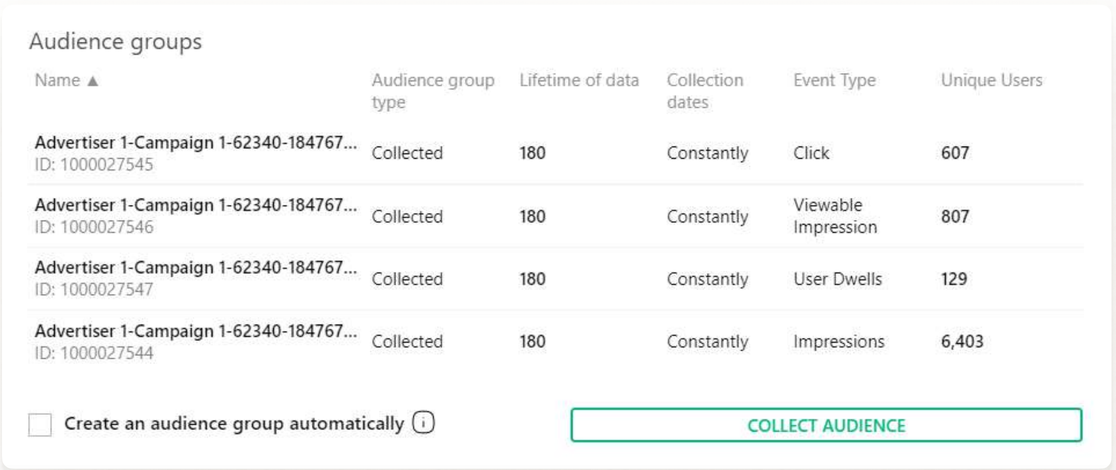
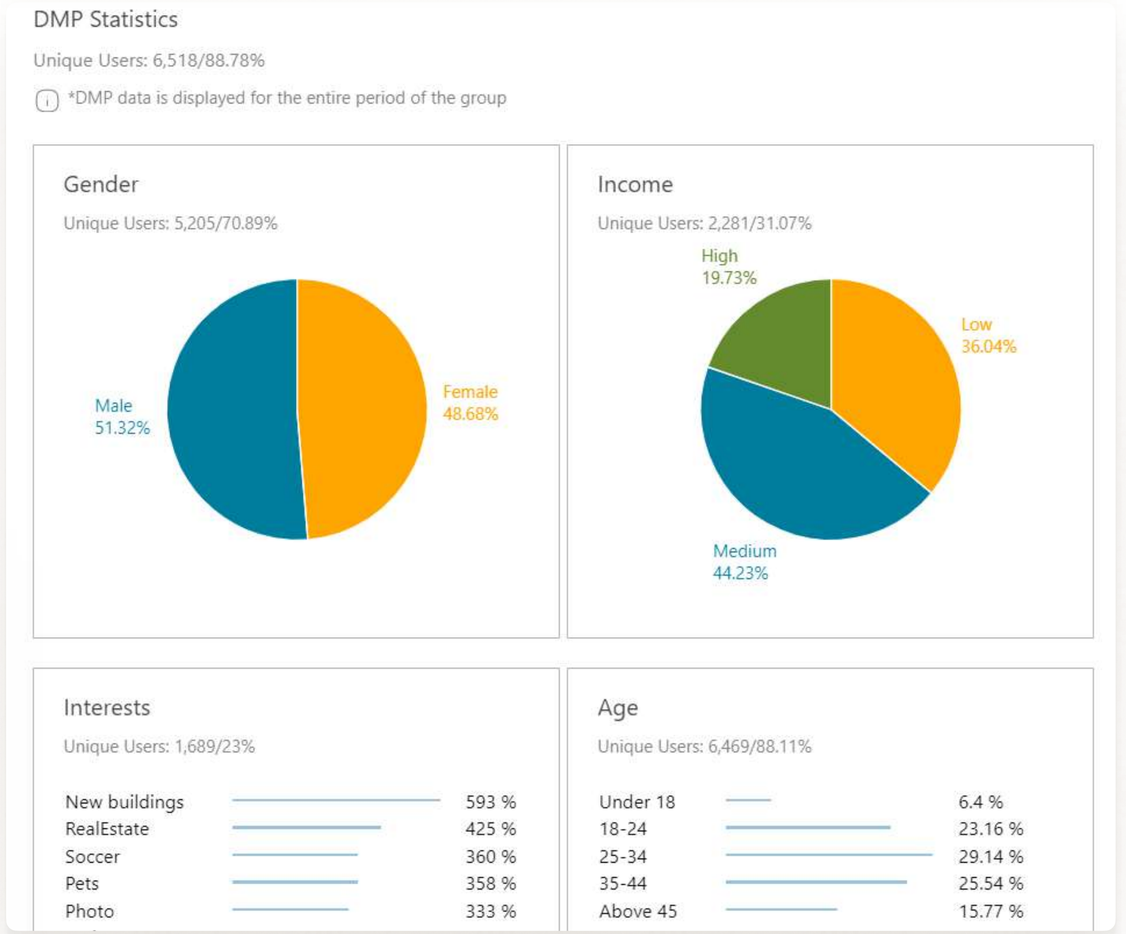
Built-in DMP

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





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Targetings

Admixer.DSP provides more than 30 various targetings and settings for precise audience reach and full budget control

Campaign settings

- Day & Time
- Frequency Capping
- Budget
- Distribution

Audience targetings

- 1st party audiences
- 3rd party audiences
- Retargeting
- Look-alike
- Behaviour
- Context audiences

Connection targetings

- GEO
- Hyper Local
- Type of connection
- Carrier
- IP
- Zip-codes

Device targetings

- Device Type
- Device Model/Maker
- OS Version
- Browser
- Screen Size
- Browser Lan

Context targetings

- White/Blacklists
- Category
- Site/App
- URL-targeting
- Content labeling

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

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CASE STUDIES

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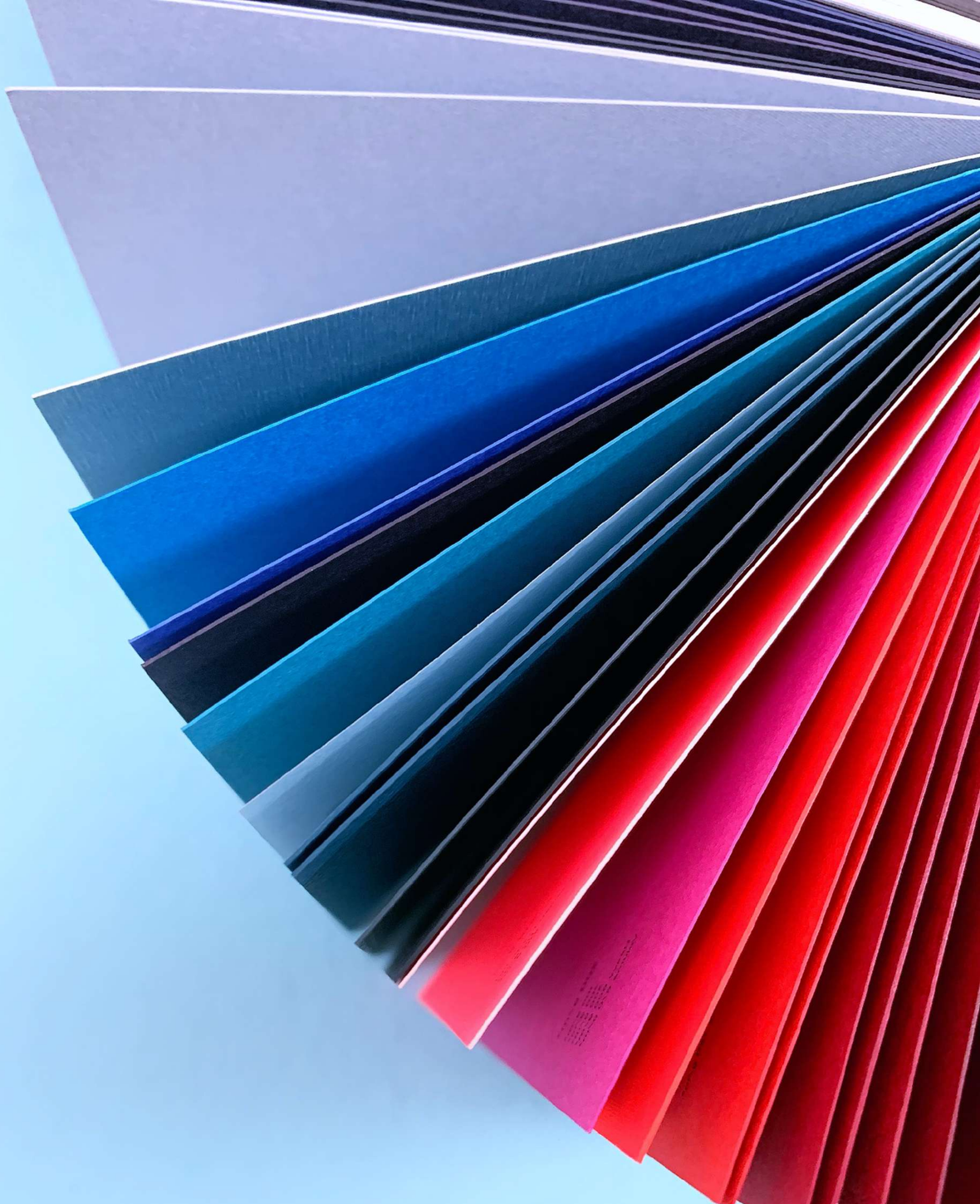
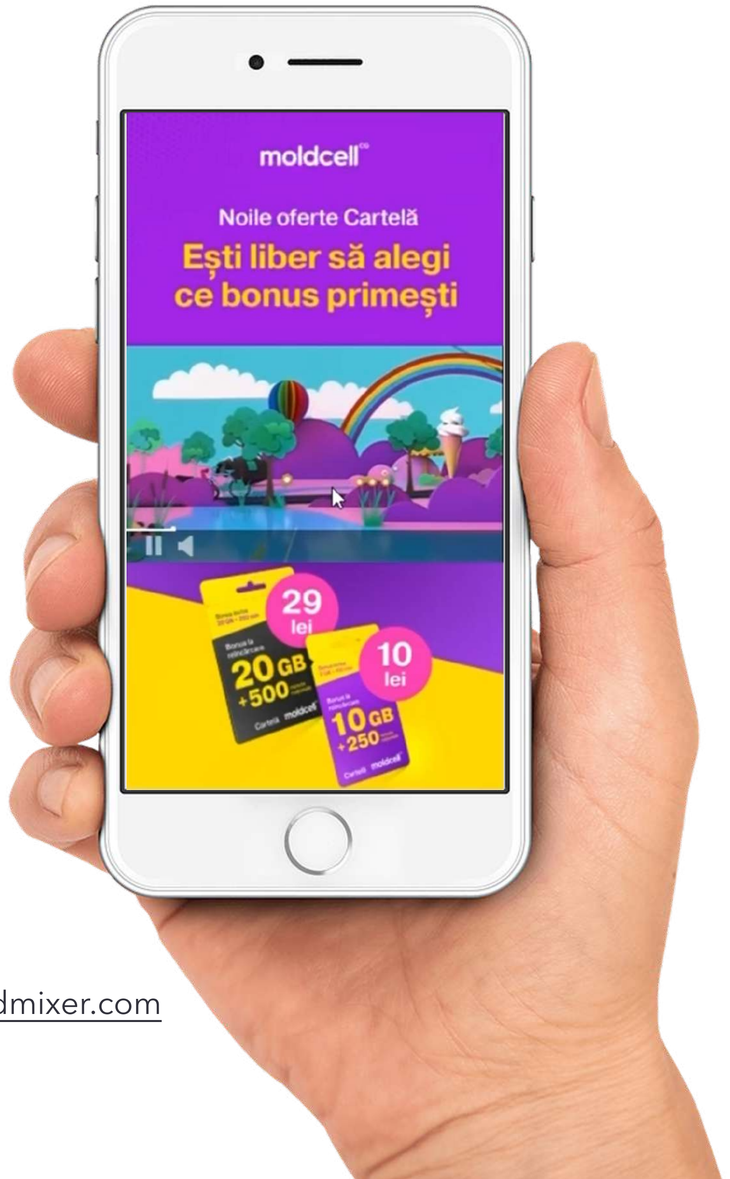


Client - Moldcell



Objective:

Highlighting new launched offers among all online users, among current and also potential customers, maintaining in this way the notoriety of the „Moldcell" brand and generating traffic to the site.

Solution:

Non-standard coverage of users when accesing the top local platforms available in Admixer Network though the medium of the Fullscreen Parallax Video format in order to capture 100% of the user`s attention.

Tools:

Targeting

Geo | Viewability | Carriers | Brand Safety

Creative

Fullscreen Parallax Video

Inventory

Admixer Network

Results:

160K	1.35%	91%
Unique users	CTR	Viewability

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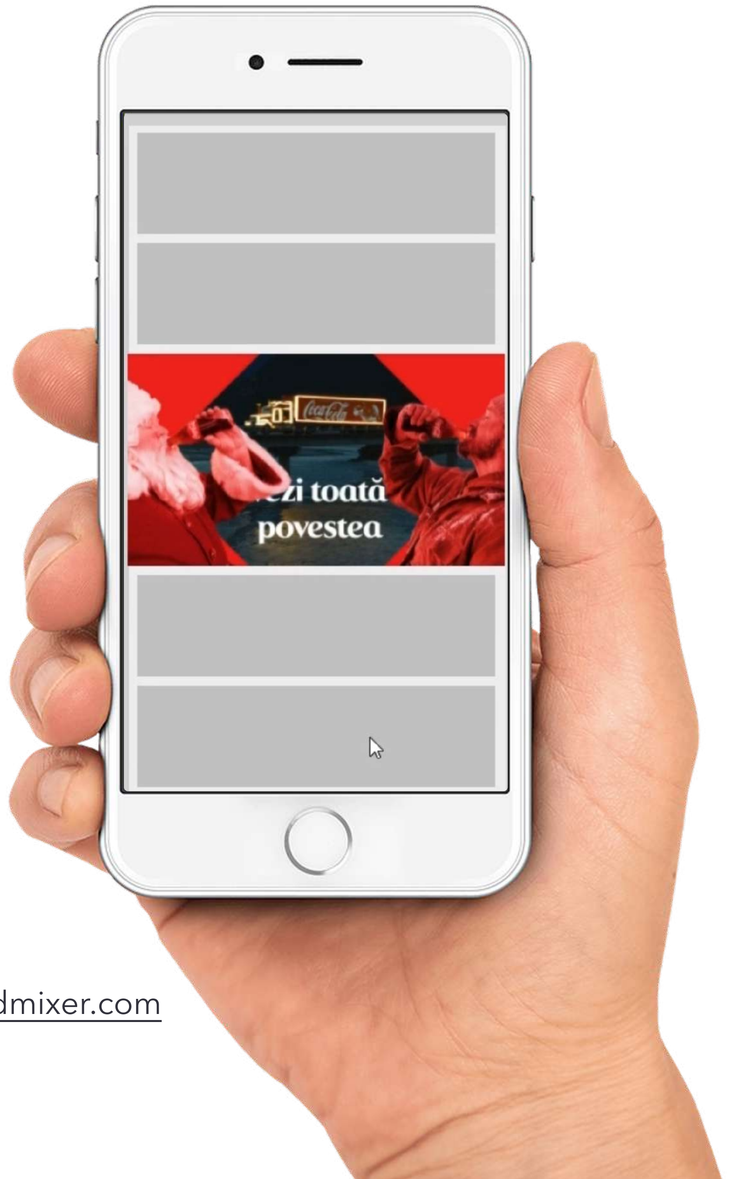
Client - CocaCola



Objective:

To put even virtually, the values of the brand: family, community and appreciation front and center, recognizing that the real magic of Christmas is connecting with one another. To maintain, as always, the spiritual interconection with the Coca-Cola brand during holidays.

Solution:

Through the medium of non-standard formats for promotion, and similarly for a higher reach through preroll and even standard formats, ensurse that the consumer's perception is that the brand fulfills some kind of emotional want in such a unique way that some kind of emotion is evoked during the purchase process.

Tools:

Targeting

Geo | Freaquency | Demographics | Brand Safety | Device

Creative

Mobile Parallax | Standart banner | PreRoll | Branding

Inventory

Admixer Network | Admixer SSP | Direct Deals

Results:

0.09€	0.50%	86%
CPC	CTR	Viewability

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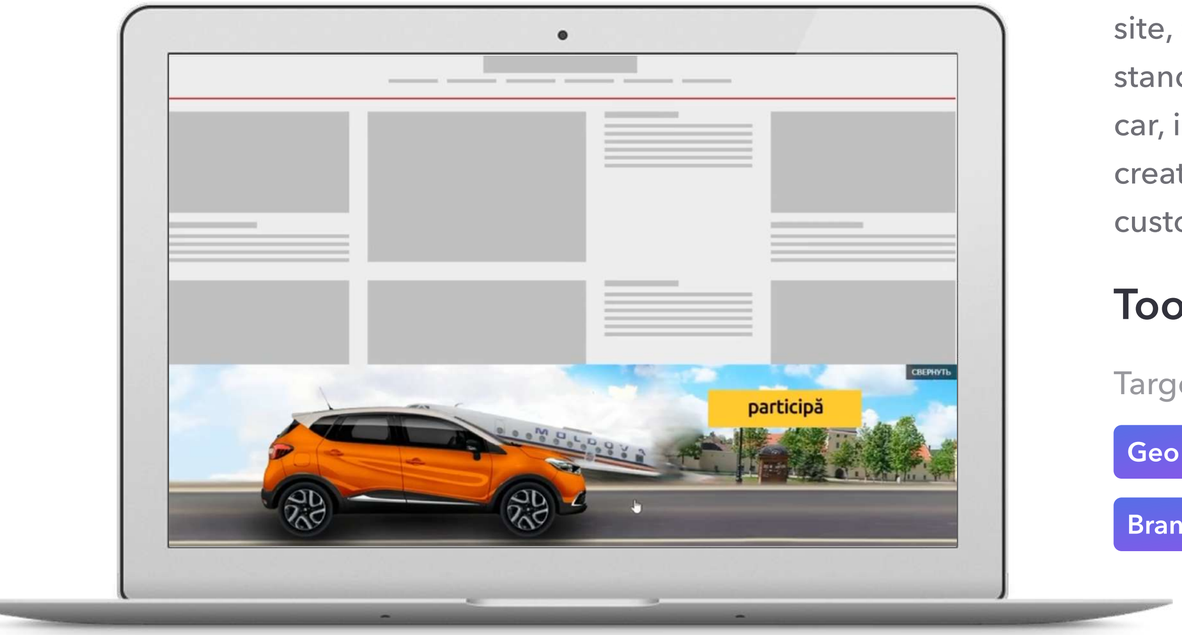
Client - Sebo.md



Objective:

Increasing the number of applications for credits by generating a high traffic to the site, and similarly ensuring an non-standard promotion of the grand prize, a car, in order to maitain and similarly create brand loyalty and reward current customers.

Solution:

Capturing attention through non-standard formats, namely Expandable Float, on top local platforms, and, at the same time, expand of the online reach through the use of Global inventory available in Admixer SSP.

Tools:

Targeting

Geo | Freaquency | White List | Brand Safety

Creative

Expandable Float

Inventory

Admixer Network | Admixer SSP

Results:

19%	1.74%	95%	3min
Expand by user	Interaction Rate	Viewability	Avg. ad view time

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Client list

ADMIXER

Admixer.DSP is widely used by advertising agencies and in-house clients to provide the most effective media buying

Starcom SMG

UM

MINDSHARE

havas media

SPARK FOUNDRY

Wavemaker

amnet

mediacom

NEOS DIGITAL

newage. DIGITAL ADVERTISING

Zenith The ROI agency

iplace

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