WHITE-LABEL
SAAS
PROGRAMMATIC
ECOSYSTEM

TABLE OF CONTENTS
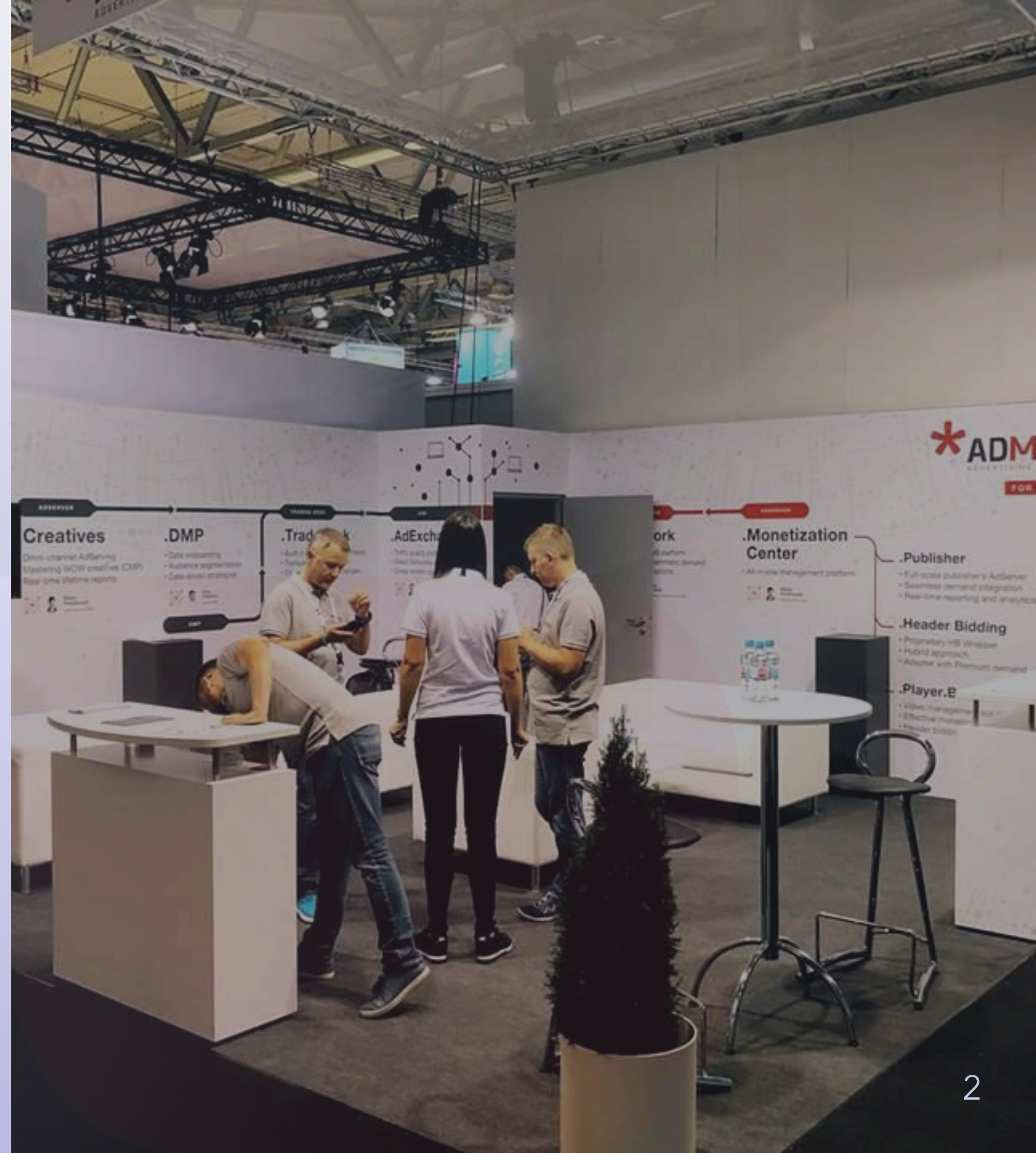
ABOUT
ADMIXER

ADMIXER – international group of companies with offices in 6 countries, providing comprehensive AdTech SaaS solutions for all market players

16 years in AdTech

328 employees in 6 country offices

3 000+ SaaS solutions customers

109 supply and demand partners

Google

BID SWITCH

adform

SOVRN

PubMatic

Teads

Magnite

Rakuten

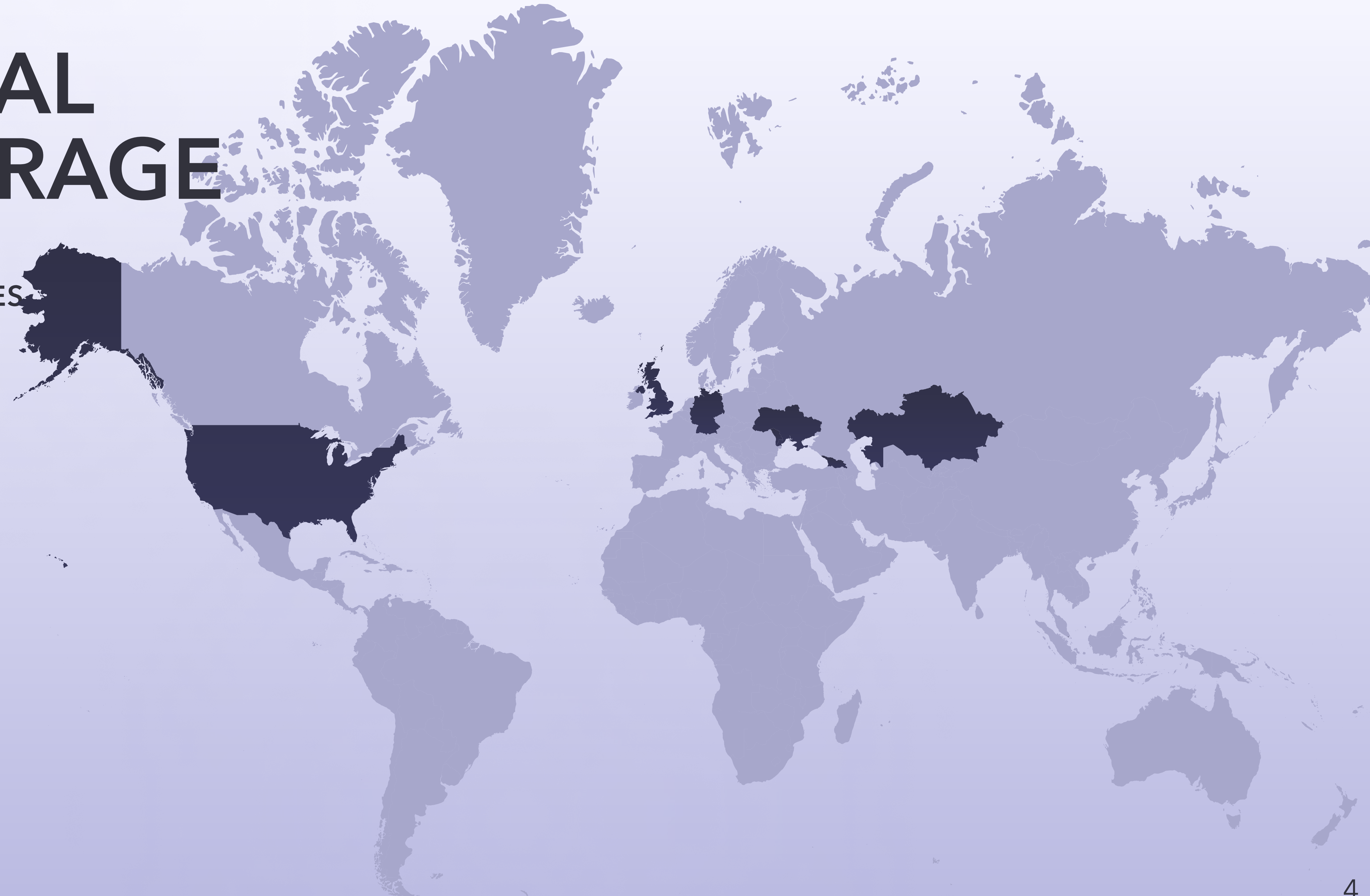gumgum

CRITEO

GLOBAL COVERAGE

ADMIXER OFFICES

- United Kingdom
- Germany
- Ukraine
- Moldova
- Georgia
- Kazakhstan

DATA CENTERS

- Europe
- USA
- Singapore

RTB STACK

WHITE-LABEL PROGRAMMATIC ECOSYSTEM

White-label ad exchange solution is time-honored and tested by Admixer.SSP — **one of the world's Top 30 SSPs.**

FOR AD TRADERS SEEKING OMNICHANNEL GROWTH

Connect unlimited amount of DSPs, SSPs, and direct publishers via SDK
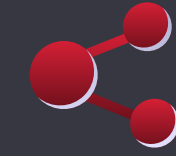
Create accounts and give access for Partners to check reports and stats

Group inventory and campaigns
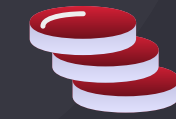
Maximize trading outcomes by full price transparency on all levels

Control and manage all activity from Partners level to granular

Optimize and analyze with deep real-time reporting

FLEXIBLE RTB PLATFORM FOR ANY PROGRAMMATIC NEEDS

Formats
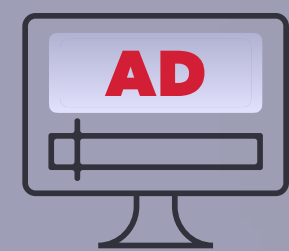
Banner

Video & Audio
Instream / Outstream / Rewarded

Native
1.0 / 1.1

Rich Media

Channels
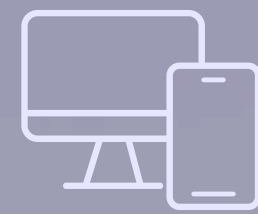
Desktop & Mobile

In-App
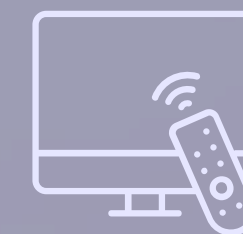
CTV

Digital Audio
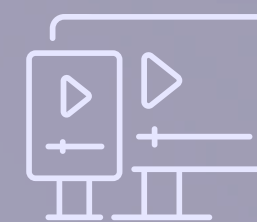
DOOH

Deals

Deal ID both sides

PMP

Auction

1st and **2nd** price auction

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INTEGRATION METHODS

Use the advantages of the Admixer ecosystem.
We are already technically integrated with **hundreds of leading DSPs,** making it easy to onboard any demand partners.

DEMAND PARTNERS

SUPPLY PARTNERS

YOUR WHITE LABEL

RTB STACK

oRTB

VAST

oRTB 2.5 & 2.6
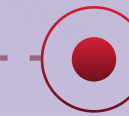
Header Bidding
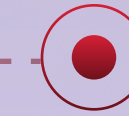
VAST tags
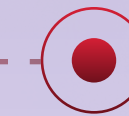
SDK
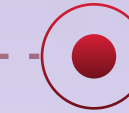
REPORTS

REAL-TIME CUSTOM REPORTS

Custom Reports that display 30+ KPIs with multi-crossing Filters and Nestings.

GRANULAR INVENTORY, DEMAND, AND UNMATCHED REQUESTS REPORTING

Apply multiple dimensions, metrics, and filters for deep insight.

REPORTING TEMPLATES

Save time on building typical reports by hand – save them as templates and generate reports in one click.

LIVE LOGS

Log the details of bid requests, bid responses, filtered requests, and transaction outcomes for comprehensive analysis.
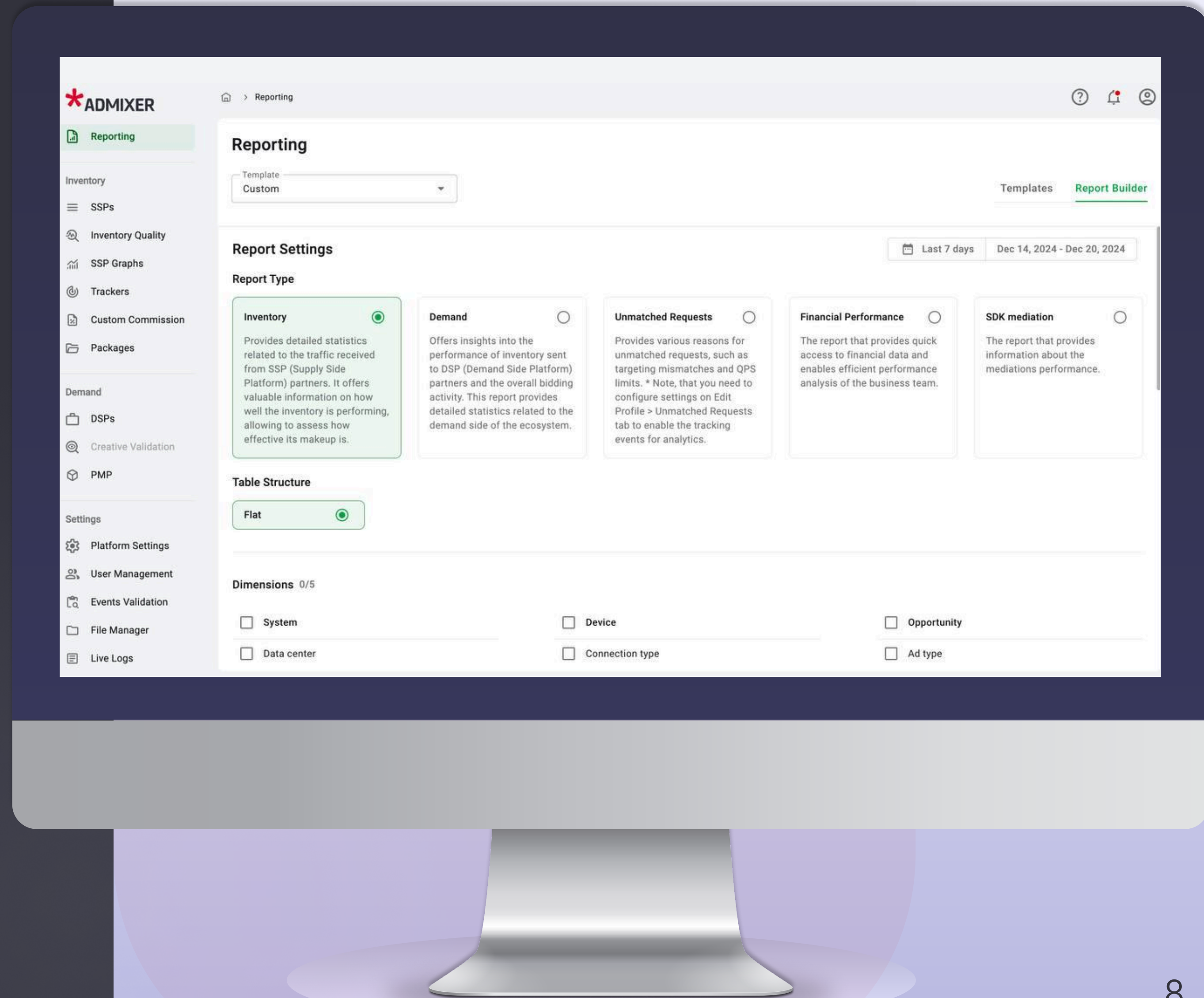
ANTI-FRAUD & TRANSPARENCY

Our platform is designed with a strong anti-fraud mechanisms, ensuring that every ad interaction is authentic and secure.

We are fully compliant with **global privacy and data protection regulations.**
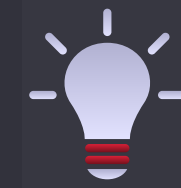
UNIQUE IN-HOUSE PRE-BID SOLUTION
Filtered out report with detailed reasons

SELLERS.JSON INFRASTRUCTURE SUPPORT

OPEN MEASUREMENT COMPLIANT

INTEGRATION WITH ANY POSSIBLE 3RD PARTY SCANNING SOLUTION (BY REQUEST)

80+ INVENTORY, BID, AND IMPRESSION VALIDATION FILTERS

BLACK & WHITE LISTS

You can set Black & White Lists at multiple levels: from Global Rules applying across the entire platform to more specific settings for SSPs, Endpoints, DSPs, and Profiles.

SET BLACK AND WHITE LISTS FOR:

App / Domain	Geo	IP address
Publisher ID	Device ID (IFA / DFA)	Device Type
Campaign ID	Creative ID	Environment
Impression Type	Content Category	Operating System
Language	Supply Chain Participant (ASI)	

INVENTORY GROUPS (PACKAGES)

This functionality allows you to group inventory into Inventory Packages by particular formats or other properties to easily pass them on for sale to a demand side.

SSP

Package A

DSP

Endpoint 1

Profile 1

SUPPLY SIDE

DEMAND SIDE

⊙ oRTB, VAST

⊙ Prebid JS

⊙ SDK

Endpoint 2

Profile 2

Package B

Endpoint 3

Profile 3

⊙ oRTB, VAST

⊙ Connect your direct demand seamlessly through our DSP
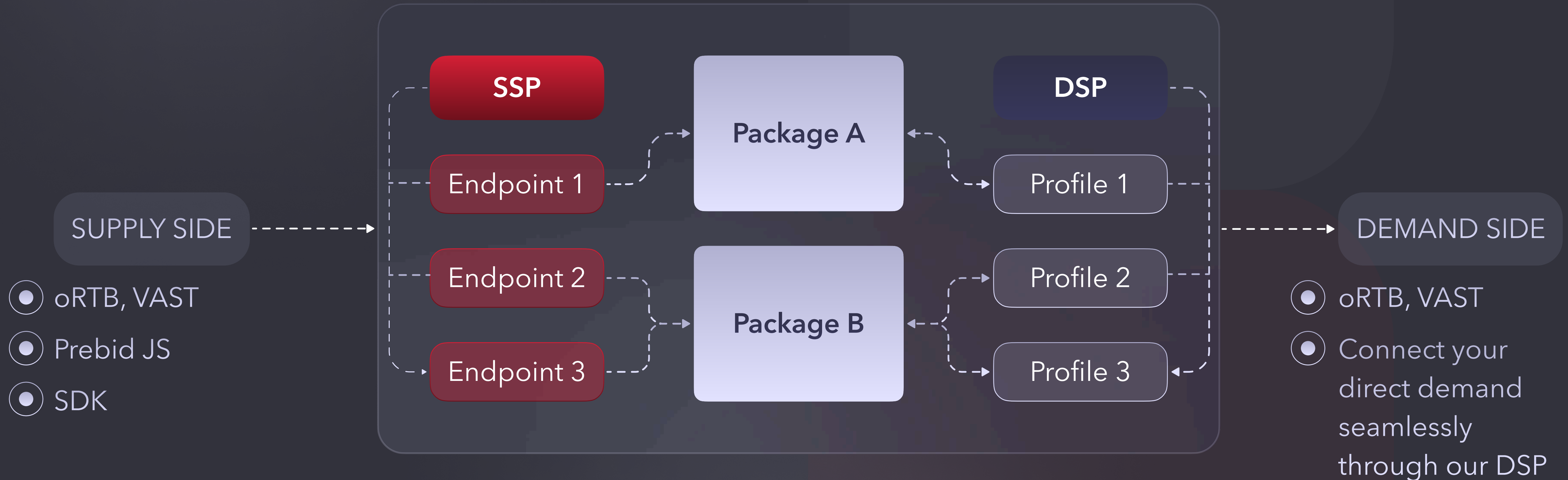
RTB Stack Ad exchange scheme

USER-FRIENDLY AND INTUITIVE UI UNDER YOUR BRAND

The platform is designed with built-in tips and guidance to assist users at every step.

The comprehensive Help Center also provides support and instructions for efficient platform use.

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SSP FEATURES

Customer Settings

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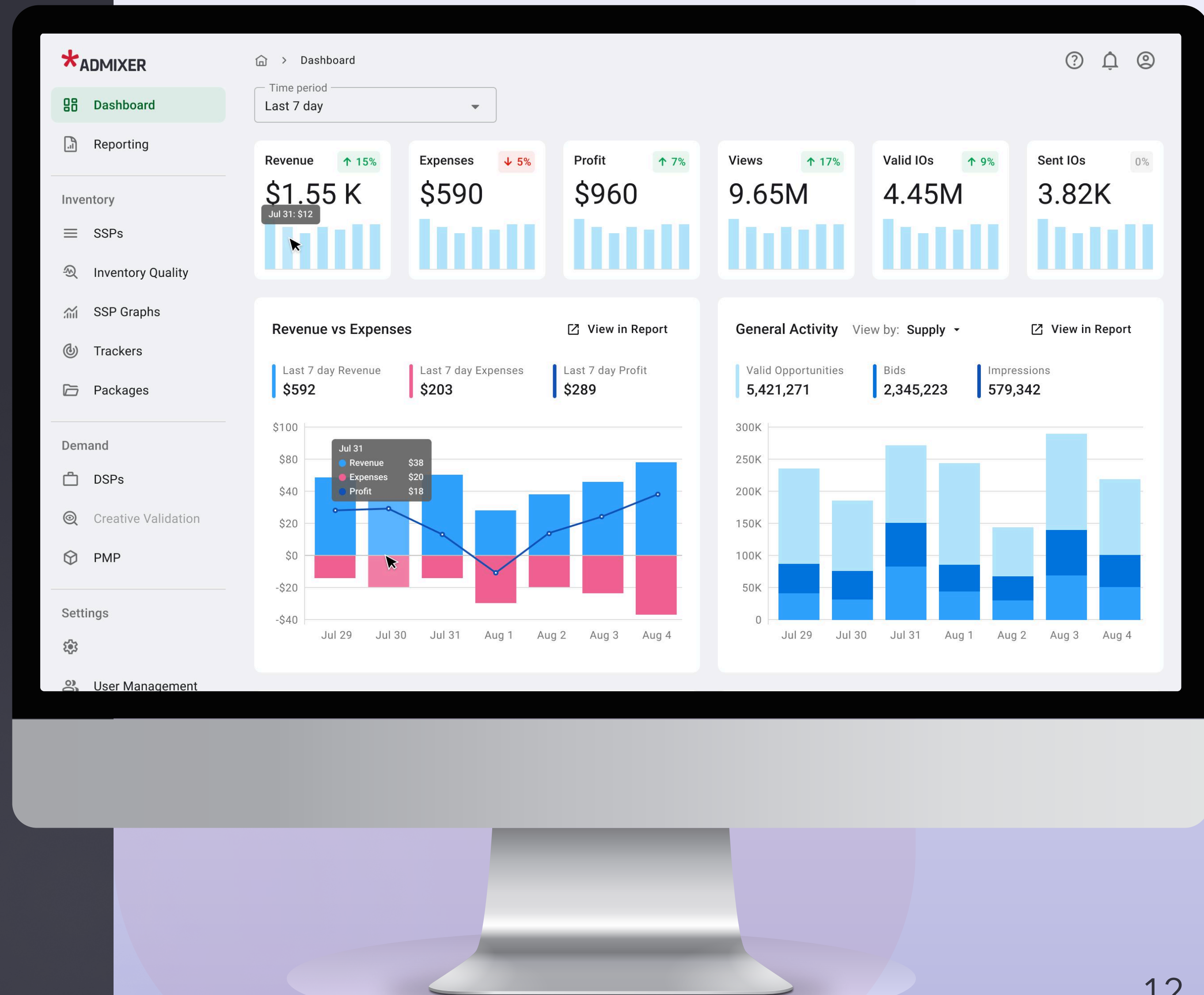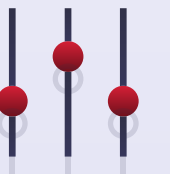- Ad units / RTB units management
- Expiry time settings
- Deals acceptation
- Creative attributes blockers
- Video type settings

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

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DSP FEATURES

Campaign management

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

Settings

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

DSP buyout

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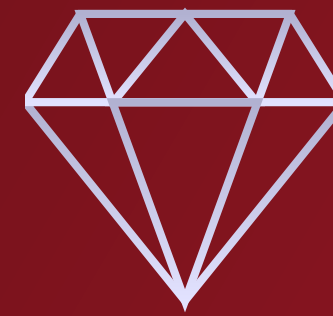
Switchers

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

WHY ADMIXER?
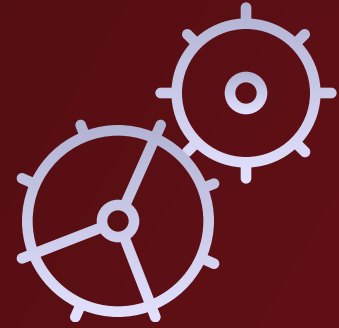
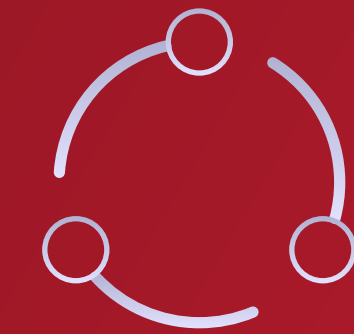**In-house Expertise**

More then 10 years at AdTech development

Competitive Prices

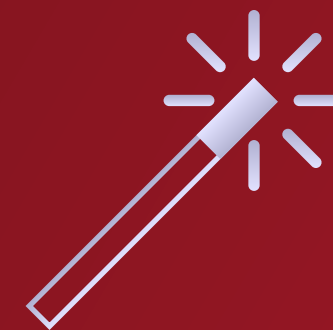Most competitive rates in the industry

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 OPTION: ADMIXER.DSP — WHITE LABEL DSP CONNECTED TO RTB STACK

Admixer.DSP — 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. Get total control over money flow and ads quality.

ADVERTISER → SOME DSPs → DEMAND PARTNERS

ADVERTISER
ADVERTISER
YOUR DSP

YOUR WHITE LABEL
RTB
STACK

SUPPLY PARTNERS

SETUP
DISCOUNT
for RTB Stack
customers
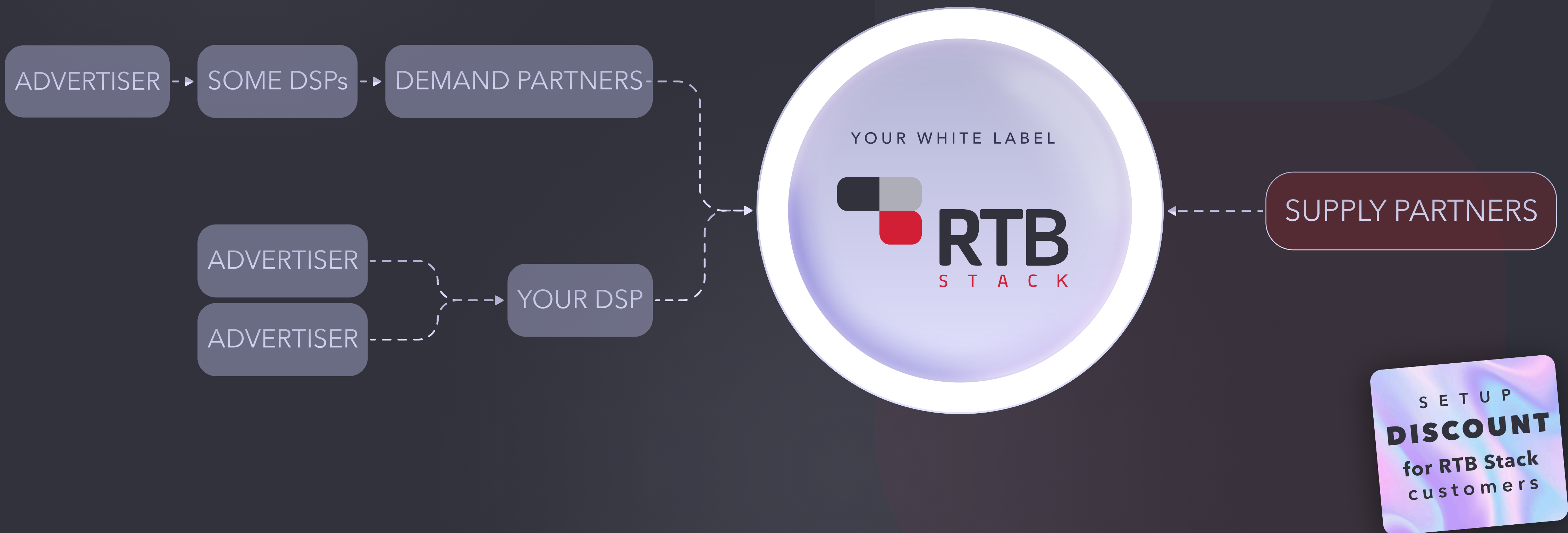
ADDITIONAL OPTION: ADMIXER.SSP

Enlarge your supply with global premium inventory from Admixer.SSP. (100+ premium supply sources worldwide)

Connect to main Ad Exchanges (Google AdX, BidSwitch, Rubicon, etc.)

Establish a strategic alliance as part of Supply Path Optimization (SPO) to reduce the adtech fees.

THE TRUSTED PARTNER OF:

Google   PubMatic   verve

inMobi   adform   Chartboost

Digital Turbine   unity   Rakuten Viber

EQUATIV   BIGO   mi

OUTFiT7   Opera

GROW YOUR BUSINESS - WE'LL TAKE CARE OF THE TECH SIDE!

Book a call

View site

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https://calendly.com/ariabinin-admixer/30min

RTB STACK

*ADMIXER
ADVERTISING TECHNOLOGIES