RTB STACK

ADMIXER ADVERTISING TECHNOLOGIES

WHITE-LABEL SAAS PROGRAMMATIC ECOSYSTEM

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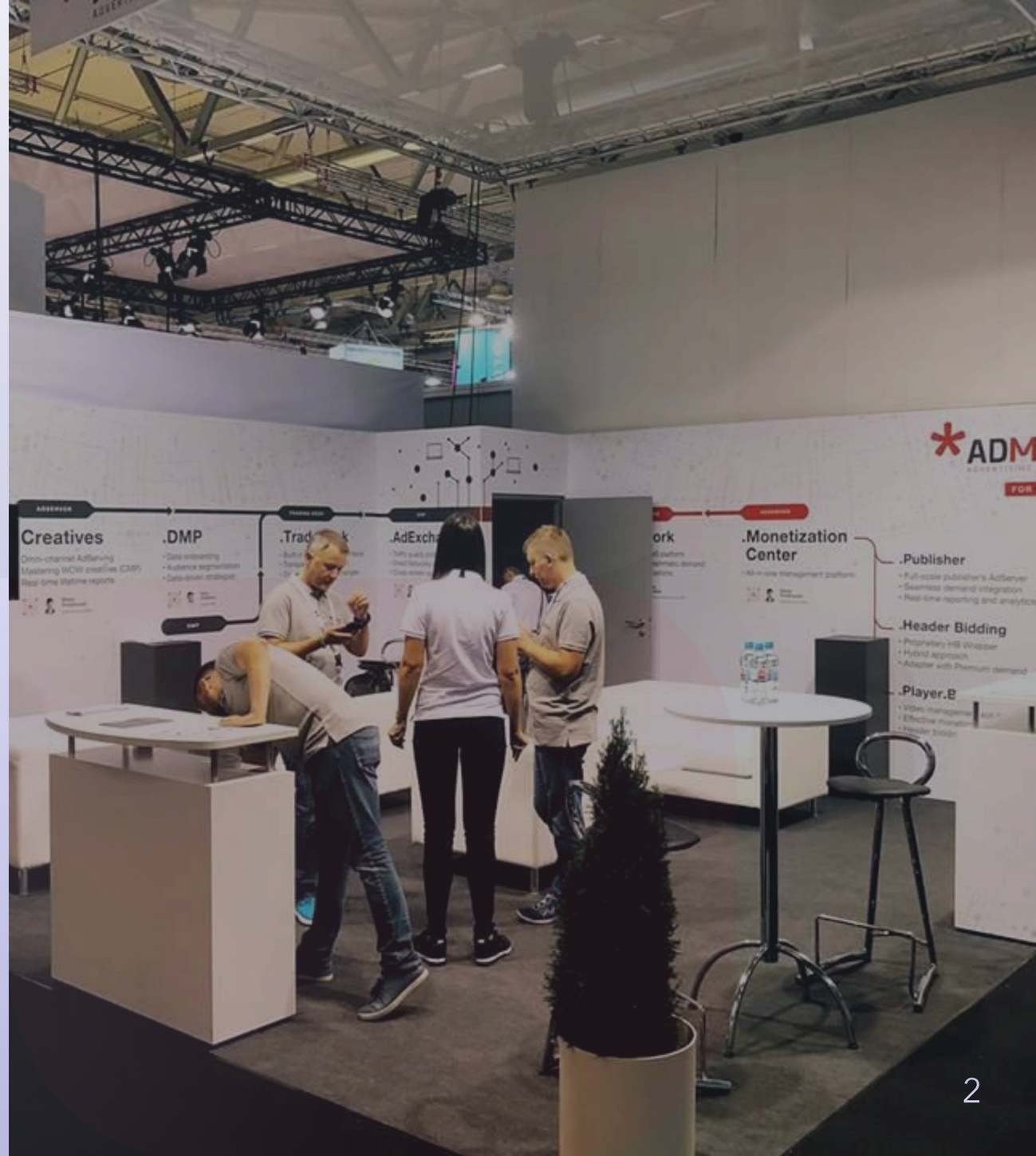


ABOUT ADMIXER

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

200+ SaaS solutions customers

825 supply and demand partners

THE TRUSTED PARTNER OF:

Google

Digital Turbine

adform

sovrn

PubMatic

Teads

Magnite

Rakuten

nexxen

CRITEO

GLOBAL COVERAGE

ADMIXER OFFICES

- USA
- United Kingdom
- Germany
- Ukraine
- Moldova
- Georgia
- Kazakhstan
- Uzbekistan
- Serbia
- Slovenia

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 and Prebid

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

Launch Direct campaigns with Admixer.DSP

Comprehensive Ad and Inventory quality management

FLEXIBLE RTB PLATFORM FOR ANY PROGRAMMATIC NEEDS

Formats

Banner

Video & Audio

Instream / Outstream / Rewarded

Native

1.0 / 1.1

Rich Media

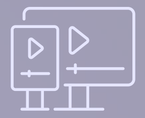
Channels

Desktop & Mobile

In-App

CTV

Digital Audio



DOOH

Deals

PMP incoming and outgoing Deals management

Auction

1st and **2nd** price auction

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

REPORTS

REAL-TIME CUSTOM REPORTS

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

GRANULAR INVENTORY, DEMAND, AND UNMATCHED REQUESTS REPORTING

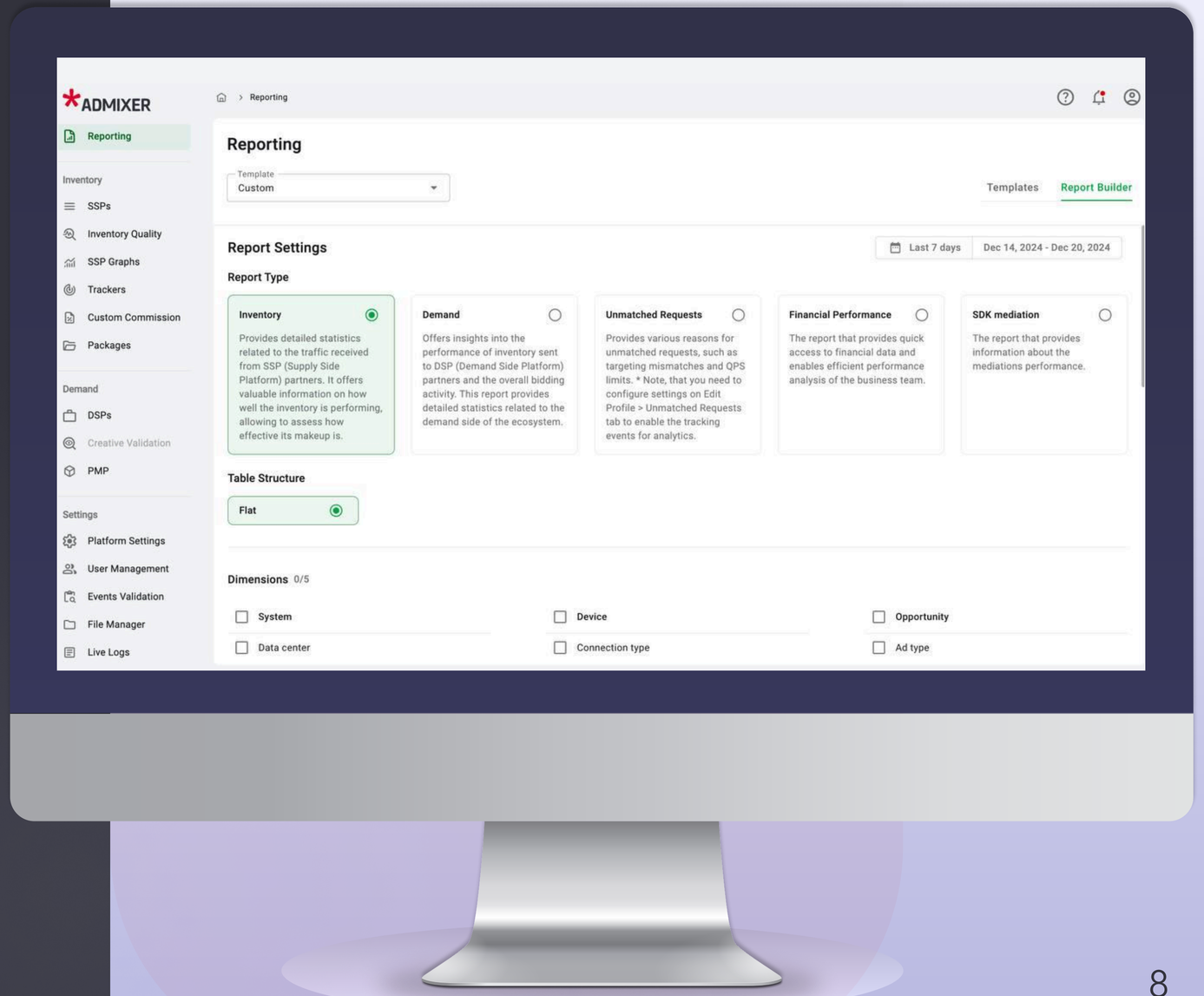
Apply multiple dimensions, metrics, and filters for deep insight.

REPORTING TEMPLATES

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

LIVE LOGS & ADVANCED ADOPS TOOLS

Log the details of bid requests, bid responses, filtered requests, and make your Ad Operations more effective.



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.**

BUILT AND TESTED FOR FRAUD-FREE ADVERTISING

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:

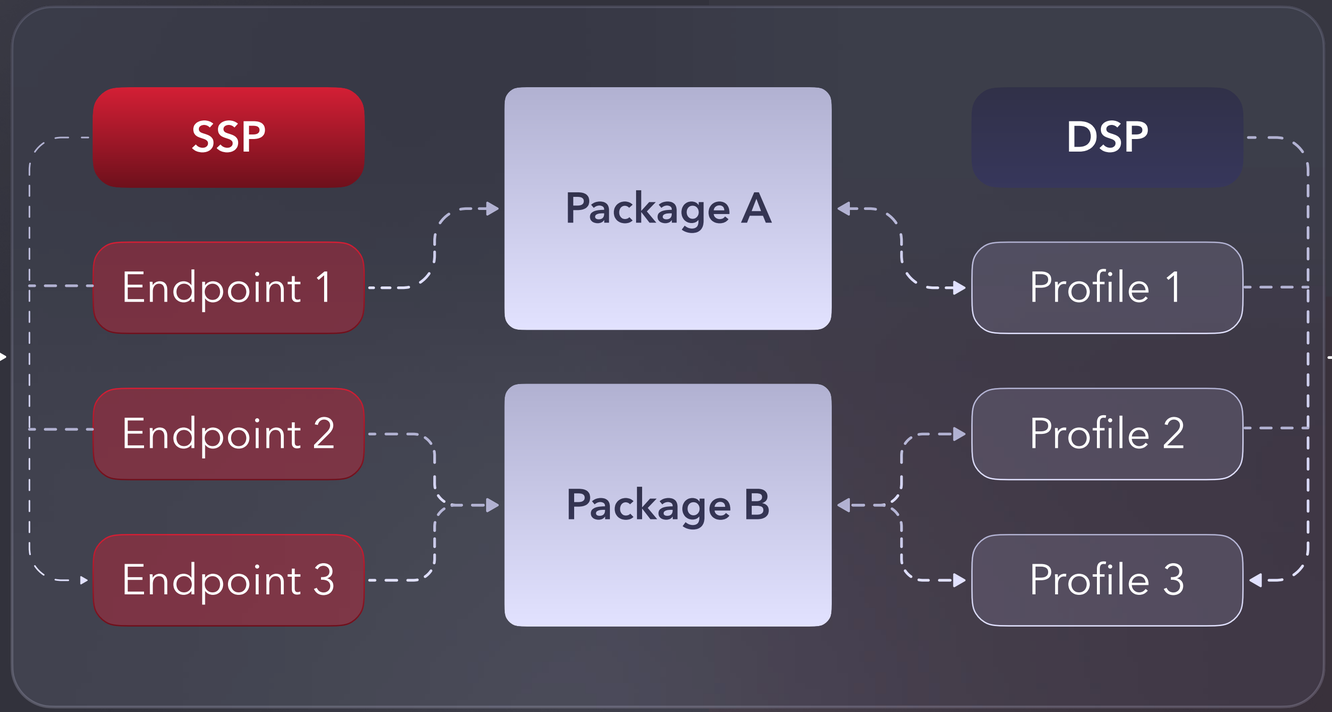
- App / Domain
- Geo
- IP address
- Publisher ID
- Device ID (IFA / DFA)
- Device Type
- Campaign ID
- Creative ID
- Environment
- Impression Type
- Content Category
- Operating System
- Language
- Supply Chain Participant (ASI)

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.

SUPPLY SIDE

- oRTB, VAST
- Prebid JS
- SDK



DEMAND SIDE

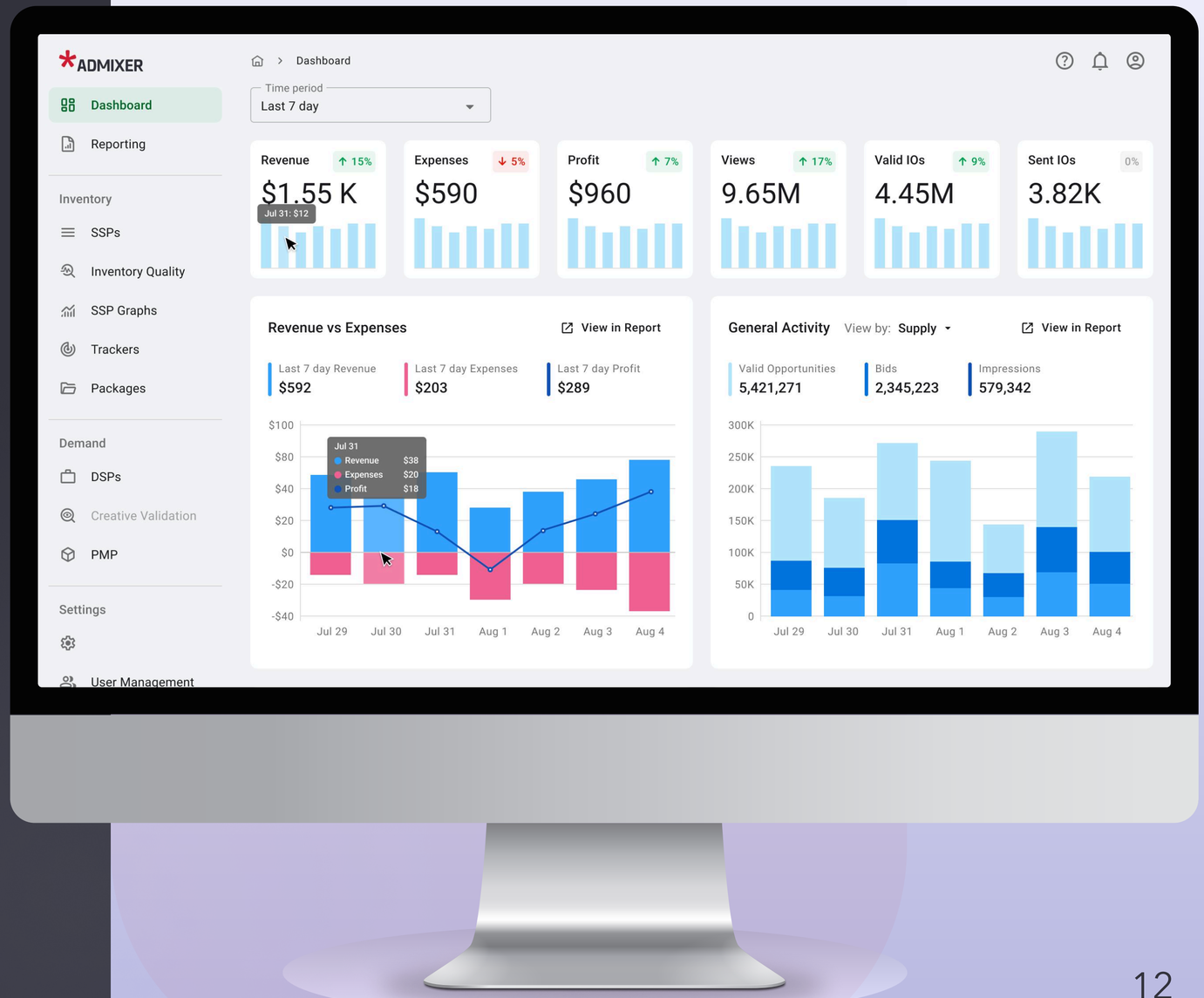
- oRTB, VAST
- Connect your direct demand seamlessly through our DSP

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.



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

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

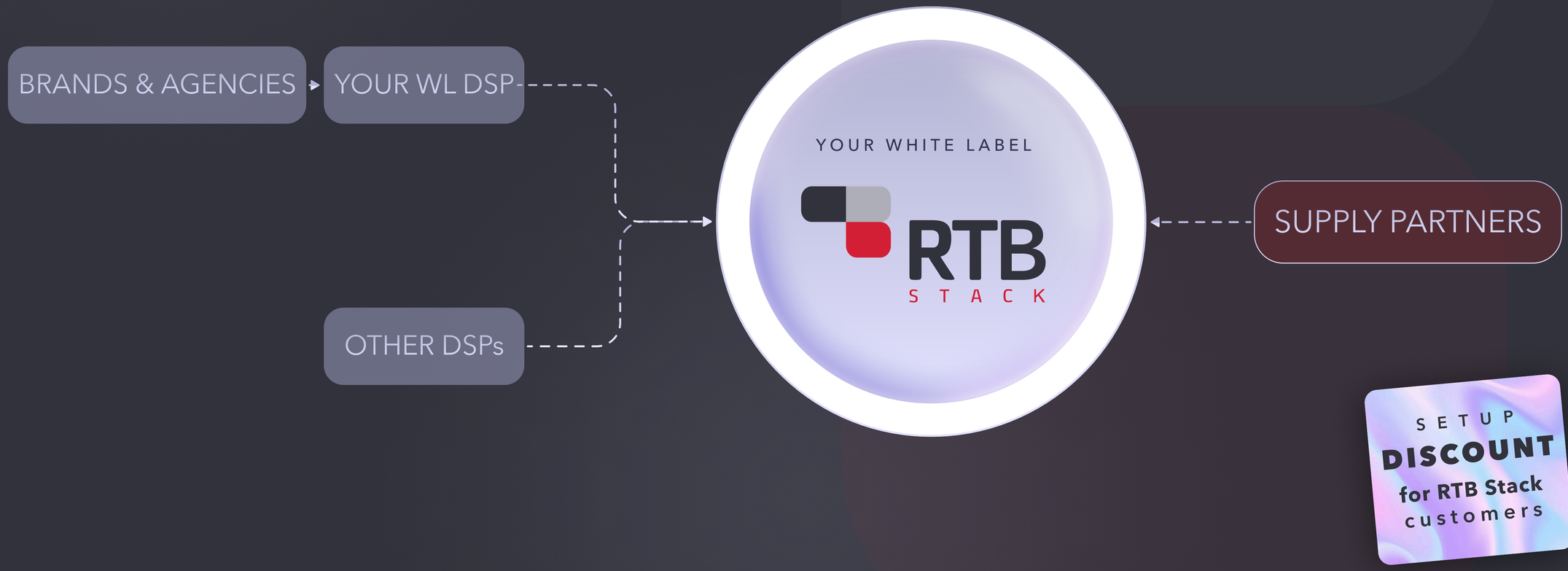
Onboarding and ongoing advice and support

Stable Technology

Tech security and scalability 99,9% uptime

WHITE LABEL DSP FOR YOUR DIRECT ADVERTISERS

Build the an entire programmatic ecosystem under your brand. Serve the direct demand with the Admixer DSP, which is connected seamlessly to your RTB Stack platform. Control the money flow and ads quality.



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, 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
CRITEO
OUTFIT7
Opera
TCL
RTB HOUSE

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

Book a call

View site

RTB STACK

ADMIXER ADVERTISING TECHNOLOGIES

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