Ad Servers

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We build and manage banner, text and video ad servers for our clients.

Network flexibility Sophisticated account management capabilities allow you to mirror your network's business structure; create a master network complete with sub-networks and publishers, and change it easily as your business model evolves

Simplified optimization Maximize yield from all your revenue channels – exclusive, guaranteed, non-guaranteed, & house—through one unified ad platform

Access new demand Automatically have DSPs and agency trading desks bid for your inventory in a real-time auction; protect yourself by setting rules about what inventory is available, who can buy it, and at what price

Cross-platform support Manage all your desktop, video, and mobile inventory from a single, integrated ad server.

Painless ad operations An intuitive user interface and workflow (like one-click scheduling for ad products) makes your life easier, so you spend less time on operations, and more on generating revenue.

Advanced data controls Control your proprietary user activity data with first party domains. Use it to develop unique audience segments, or improve your forecasting.

Real-time tools Push new campaigns live in real-time and make mid-flight changes to campaigns quickly and easily; improve your productivity with timely reporting

Powerful audience segmentation Combine third party targeting data with your own in-house data to describe and sell valuable audience segments directly to advertisers at a premium

Exceptional flexibility A complete API framework and an object-based design throughout the platform makes it simple to integrate with other components of your enterprise systems (e.g. financial reporting, business intelligence and CRM systems)

Exceptionally reliable Includes a 99.75% uptime SLA (Service Level Agreement) and comprehensive web and phone support available 24/7

Scalable Datacenters in 3 continents and thousands of servers enable you to serve billions of ads per month without breaking a sweat

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