4 - Advertising Cloud

Agency Trading Desk

- Data-driven
- Real-time decisions
- Maximum reach
- Publisher Trading Desk
- Demand Side Platform
- Supply Side Platform

Benefits

- Develop unique insights
- Simplify your workflow
- Expand your customer base
- Optimize your ad campaigns
- Make sense of your audience data

Publisher Trading Desk

- Data-driven
- Real-time decisions
- Maximized Yields
- Agency Trading Desk
- Demand Side Platform
- Supply Side Platform

Benefits

- Connect with top brands and advertisers
- Build better audience segments
- Better control and flexibility
- Maximize your revenue yields

Revenue Management

- Maximum Reach
- Demand Optimization
- High Yield
- Agency Trading Desk
- Demand Side Platform
- Supply Side Platform

Benefits

- Increase your audience reach
- Gain in-depth understanding and make better decisions
- Maintain ad integrity and control

Demand Side Platform

- Smart tools
- Real-time targeting
- High performance
- Supply Side Platform
- Agency Trading Desk
- Revenue Management

Benefits

- Target your audience in a smarter way
- Manage social media campaigns at scale

Supply Side Platform

- Enhanced control
- Mobile ad integration
- Maximum yield
- Demand Side Platform
- Publisher Trading Desk
- Revenue Management

Benefits

- Get the best price for every impression
- Establish advertiser partnerships
- Gain control over ad quality
- Access to wide network of buyers
- Integrate mobile ads with convenience