



Ad Servers

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 easily!

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