SilverPush Documentation

From SilverPush Documentation

Welcome to SilvePush documentation. By clicking on the left panel, you can navigate across SilverPush dashboard tutorials and SDK integration procedures. Links to download the SDKs are also given under each heads.

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About SilverPush

Today's consumer moves from PC –Mobile-Tablet-Laptop throughout the day and likes to stay connected always. More than a third of U.S. consumers now own one of each mobile device—laptop, smartphone and tablet— 'Deloitte Digital Democracy Survey'. More and more brands are shifting their budget towards mobile with high expectations. Brands are also investing in multi-channel advertising strategies for reaching out to audience in all the moments that matter. But identifying a unique user is a missing piece for many brands. This is where SilverPush steps in.

Value Proposition
SilverPush offers a cross-device platform that allows major consumer brands to identify & re-target users across the mobile web and apps.

Mission
"Our vision is to provide a self-serve platform to buy, optimize and trade the mobile ad inventory, and to build a transparent ecosystem built around mobile advertising space."

User tracking

Our patented technology enables us to monitor users across multiple devices(including TV) and create a unique Silverpush ID for users. By building up these SilverPush ID's we eliminate the need of 3rd party data to identify users and give the opportunity to scale your campaigns.

Programmatic DSP

A Real Time Bidding enabled DSP connecting your brand with millions of unique users through multiple exchanges. Reach your exact target audience in the best price with dynamic bidding thus delivering an unmatched experience in various screens.

Mobile Retargeting .

Retarget the audience interested in your offerings on their personal devices by implementing our pixel/ SDK in your mobile website/app. Clear the pathway to conversion by combining 1st party and 3rd party data using our fingerprinting technology.

Cross Device Retargeting

Identify your audience on TV, Desktop, Tablets and other personal devices. Implement our SDK/ cookies / Audio pixels in your app/website/ ATL campaigns. Identify multiple devices associated with a single user.

Our offices

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