



ADAVICE DSP

self serve ad platform

designed to meet your traffic needs

PRESENTATION



INTRODUCTION



- Global ad platform
- Providing self-serve ad accounts
- 13+ billion ad impressions per day worldwide
- Over 10 000 active publishers
- In business from 2018



ADAVICE DSP
Self-Serve Ad Platform

ABOUT US

Being a marketing agency first, we started buying push & native traffic in 2018. Since then, we have faced marketing challenges, great and not-so-great platforms (you name it - we probably worked with it). We learn every day what a good DSP should have and should not.

In 2020, we realised that we want and, more importantly, have the tools to create a DSP suitable for advertisers like ourselves, who seek simple & effective marketing opportunities. We enjoy getting to the bottom of each of your campaigns to make the conversion rate better and bring more profit to you.

WHAT YOU'LL GET ON **ADAVICE DSP** PLATFORM

- Top ad formats
- Pre-built sources whitelist
- Insights from experienced team
- Anti Fraud tools
- Adblock bypass
- S2S integration
- Simple interface
- Wide targeting
- Fast approvals



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Self-Serve Ad Platform

AD FORMATS

Native Ads

Have your ad camouflaged as part of the website content. Have high CTR metrics, considered to be more trustworthy ads, high rates, CPM.

Display Ads

Display your banner ad at the top, bottom or side sections of a website or an app. Variety of ad sizes & image formats, good for building brand awareness, average rates, CPM



★ Push Notifications

Deliver short personal-like messages to a user's device. High performance, large audience worldwide, average rates, CPC.

★ In-page Push Notifications

Comparing to the classic push in-page type includes IOS devices & all browsers. High performance, large audience worldwide, average rates, CPC.

★ Calendar Ads

Land your ad straight in the user's mobile calendar app. Such ads are fully adaptive to the calendar view. Big IOS inventory, content adjustable ads, average rates, CPC.

★ Pop Unders & Direct Click

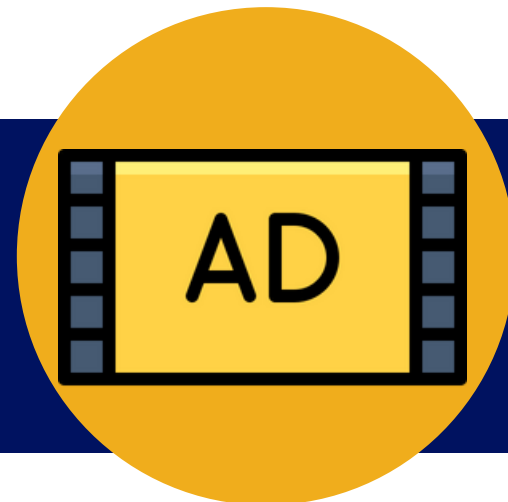
Have your ads appear under the user's opened tab. The creative in pop-under ads is your offer directly, making it easier to attract the user's attention. High user reachability, big volumes worldwide, cheap rates, CPM.

MINIMAL RATES



**PUSH, IN-PAGE
CALENDAR ADS**

\$0.003 for Tier 2,3
0.01 for Tier 1
Countries



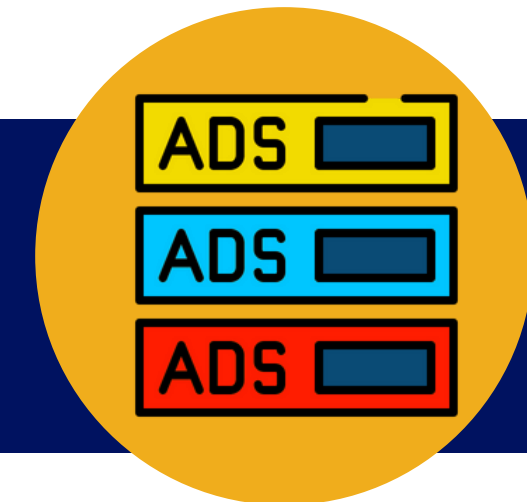
**POP-UNDER
DIRECT CLICK**

\$0.0001 CPC



**NATIVE
ADS**

\$0.13 CPM



**DISPLAY
ADS**

\$0.13 CPM

VERTICALS



Finance



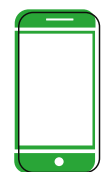
Sports betting



Gambling



Sweepstakes



Carrier billing



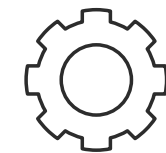
Games



Downloads



Browser extensions



Utilities



E-commerce



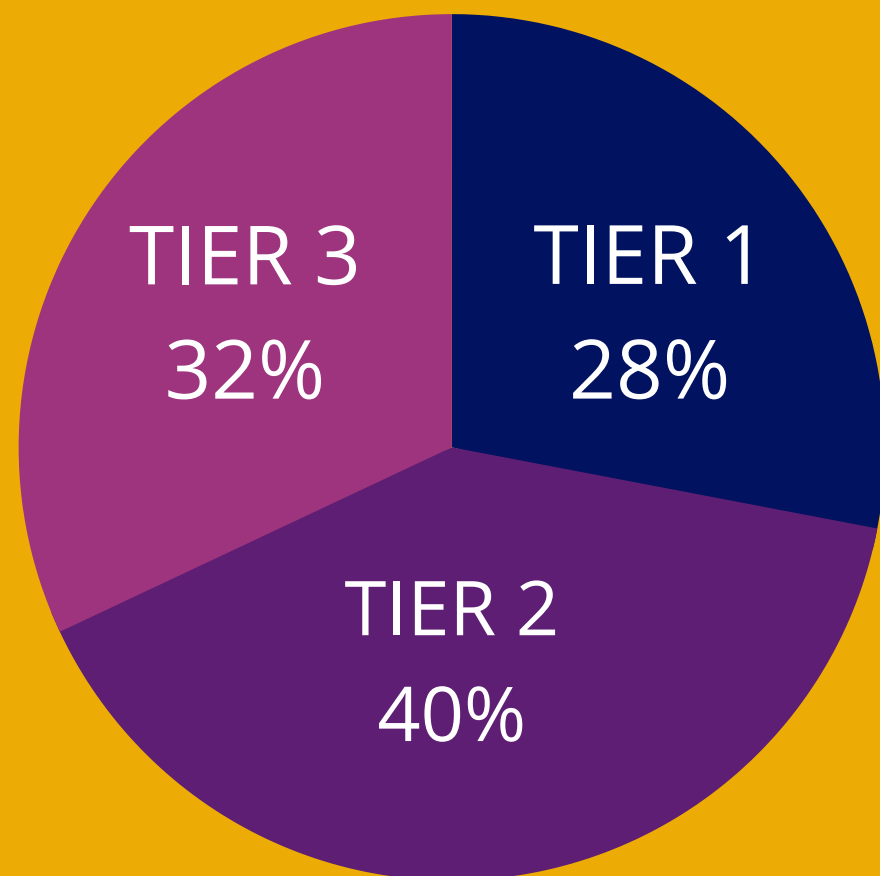
Dating



Nutra

TOP GEOS

monthly traffic



India - 68B



USA - 52B



Brasi - 18B



Germany - 13B



Great Britain - 8.5B



South Africa - 5B



Canada - 4B



Iran - 3B



Australia - 3B



Portugal - 3B



Netherlands - 2.5B



Vietnam - 2.5B



France - 1B



Italy - 1B

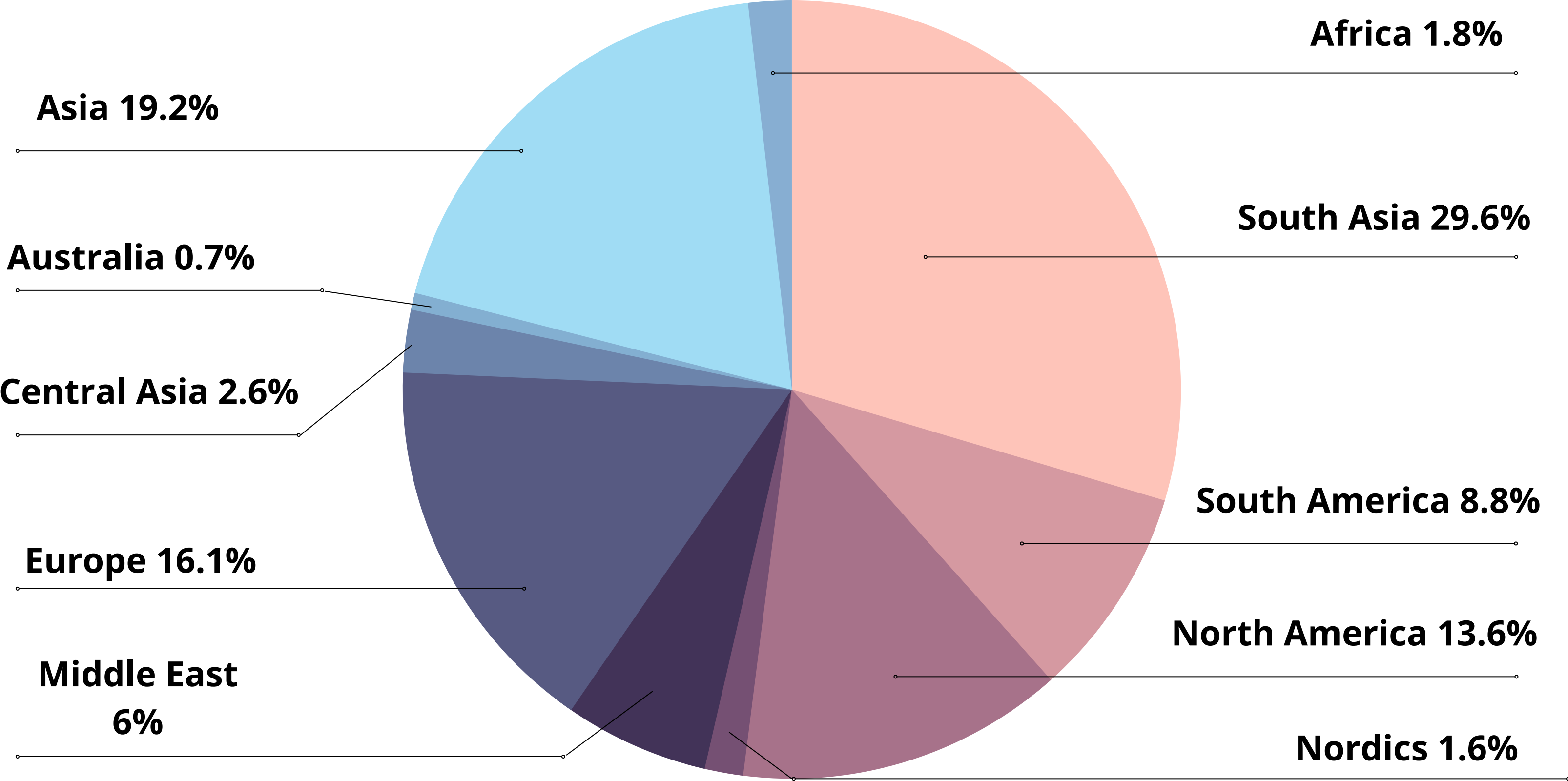


Spain - 1B



Indonesia - 1B

WORLDWIDE TRAFFIC - 432B impressions monthly



PRO FEATURES

for an effective campaign

A horizontal orange line with two downward-pointing arrows at its ends, connecting the main title to the two feature boxes below.

Auto - Optimization

Instead of you checking all the time what is going on inside the campaign - the performance is being evaluated by the system according to the set rules and target CPA per any traffic segment.

Microbidding

Micro bidding allows you to get traffic at efficient price. Instead of blacklisting converting sources due to high CPA, you can set up a custom bid for any traffic segment (source id, os, browser etc) within a campaign. Thus still getting same traffic but at efficient price.

BENEFITS OF SELF-SERVE AD PLATFORM



CONTROL

- ✓ Be in control of all creatives
- ✓ Control your budget spend
- ✓ Optimize campaigns according to your point of view

TRANSPARENCY

- ★ Insightful reporting
- ★ Get clarity on cost vs working media
- ★ Get insight from the team on how to improve

PERSONAL SUPPORT AND HELP

In the fast-paced world of digital marketing, our primary goal is to establish long-term relationships with our partners.

You will have a personal support manager who will give you constant support and assistance in optimization insights on a daily basis.

We enjoy getting to the bottom of each of your campaigns to make the conversion rate better and bring more profit to you.



PAYMENT METHODS

- ✓ **PAYPAL**
- ✓ **BITCOIN / USDT**
- ✓ **WIRE TRANSFER**

- ✓ **BANK CARD**
- ✓ **CAPITALIST WALLET**



*ask your manager for a relevant payment method details

GET IN TOUCH WITH US



support@adavice.com



live:.cid.ec29306b533a84e3



@adavice_support



<https://adavice.com/dsp.html>



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