📘 11ADS PLATFORM PRD (v1)

Modular, Founder-Frozen Specification

Product: 11ADS

Market: UAE (v1 only)

PRD Level: End-to-end Platform (SSP + Exchange + Buyer UI)

Audience: Engineering teams + external vendors

North-Star Metric: GMV

Status: Frozen for v1 build

🔒 FOUNDERS' NOTE (FROZEN CONTEXT)

11ADS is a **premium, AI-first, programmatic advertising marketplace** for a **digitally mature UAE market**.

It is:

- **Not a legacy digitisation platform**

- **Not India-centric**

- **Not a simplified SMB tool**

RTB is **explicitly excluded in v1**.

Dynamic pricing is **core to v1**.

AI is **assistive, explainable, and overridable**.

This context is immutable.

MODULE 1 — BUYER PLATFORM PRD

1. Buyer Personas (v1)

Supported Buyer Types

- Direct advertisers

- Media agencies

- Trading desks / DSP-like buyers

- Brand-side marketing teams

Skill Assumptions

  - Programmatic experts

  - Smart but non-technical brand users

The UI must **scale up, not dumb down**.

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2. Buyer Experience Philosophy

Hybrid mode (mandatory):

  - Buyer may:

    - Plan manually

    - Use AI suggestions

    - Override AI at any step

❌ No AI-only lock-in

❌ No black-box decisions

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3. Buyer Journey (High Level)

1. Authentication & organisation setup

2. Campaign objective selection

3. Media mix selection

4. Budget & timing definition

5. AI plan + pricing suggestions

6. Buyer overrides (optional)

7. Deal confirmation

8. Execution & pacing

9. Reporting & insights

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4. Media In Scope (Buyer View)

- OOH

- DOOH

- Streaming FM radio

- Streaming video (incl. owned platforms such as **1618verse**)

- Mobile apps

- Web / portals

⚠️ If a media type is not listed above, it is **out of scope**.

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5. Deal Types (Buyer)

Supported in v1:

- Preferred Deals

- PMP

- Programmatic Guaranteed

Excluded:

- RTB (explicitly v2+)

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6. Dynamic Pricing (Buyer-Facing)

Dynamic pricing is **first-class**.

Buyer must see:

- Base price

- Demand multiplier

- Time sensitivity factor

- Availability pressure

- Final computed price

AI must explain:

"Price increased due to limited inventory during peak hours."

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7. Buyer Reporting (v1)

Mandatory metrics:

- Spend

- GMV contribution

- Delivery vs plan

- Pricing delta vs base

- Media-wise performance

MODULE 2 — SSP (PUBLISHER) PRD

1. Publisher Onboarding

Fully self-serve:

- Identity & compliance verification

- Inventory definition

- Media metadata upload

- Pricing & floor setup

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2. Publisher Controls (Mandatory)

Publishers must control:

- Floor prices

- Inventory availability calendars

- Manual deal approvals

- Buyer whitelists / blacklists

- Dynamic yield optimisation toggles

No opaque yield logic.

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3. Inventory Model

Inventory must support:

- Time-based availability

- Location granularity (OOH / DOOH)

- Content adjacency rules

- Guaranteed vs flexible supply

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4. Pricing Authority

Publishers:

- Set base floors

- Allow or restrict dynamic pricing

- Approve or reject deal requests

AI **cannot override publisher intent**.

MODULE 3 — EXCHANGE & AUCTION PRD

1. Exchange Role

11ADS Exchange is:

- A **deal-driven clearing layer**

- Not a pure RTB exchange

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2. Auction Logic (v1)

Supported mechanics:

- Fixed price (PG)

- Negotiated premium (Preferred / PMP)

- Dynamic price adjustment (rule-based + AI-assisted)

Excluded:

- Open auction RTB

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3. Dynamic Pricing Engine (Core)

Inputs:

- Time to delivery

- Inventory pressure

- Buyer demand density

- Historical performance

- Publisher constraints

Outputs:

- Price bands

- Confidence score

- Explanation string

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4. Latency Targets (Non-Negotiable)

- Pricing computation < defined SLA

- Deal confirmation < defined SLA

- Reporting refresh within acceptable window

Exact SLAs to be finalized with infra vendor.

MODULE 4 — AI SYSTEM PRD (V1)

1. AI Responsibilities (Frozen)

AI must do:

- Media planning

- Budget allocation

- Inventory recommendation

- Deal recommendation

- Pricing suggestions

AI must NOT:

- Auto-execute without confirmation

- Hide reasoning

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2. AI Explainability (Mandatory)

Every AI output must include:

- Reasoning summary

- Confidence indicator

- "What would change this recommendation?"

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3. Override Rules

Buyer override:

- Always allowed

- Logged

- Fed back into learning loop

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4. Guardrails

AI must respect:

- Brand safety rules

- Regulatory compliance

- Publisher constraints

MODULE 5 — COMPLIANCE, SAFETY & NON-FUNCTIONALS

1. Brand Safety

Mandatory:

- Content adjacency rules

- Publisher classification

- Campaign suitability filters

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2. Regulatory Compliance (UAE)

System must support:

- Advertiser identity verification

- Publisher compliance

- Auditability of pricing & delivery

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3. Transparency

Non-negotiable:

- Clear pricing breakdown

- No hidden take rates

- Logged decision paths

MODULE 6 — v1 EXPLICIT EXCLUSIONS

The following are **out of scope for v1**:

- RTB

- Social / influencer inventory

- CTV

- India-specific workflows

- Legacy TV operations

DELIVERY STRUCTURE (WHAT TEAMS BUILD)

You now have **4 build tracks**:

1. Buyer Platform

2. SSP

3. Exchange

4. AI Layer

Each track can proceed **in parallel**.