connectAD

MADE WITH PUBLISHERS IN MIND

iab. europe Transparency and Consent Framework

Prebid MEMBER

tag

RIPE NCC Member

UNLEASH YOUR REVENUE POTENTIAL

In today's adtech landscape publishers need
to navigate a maze of challenges -
from revenue rollercoasters, intrusive ad insertions, data
privacy concerns to a lack of transparency.

ConnectAd is the European game-changer for publishers ready to
seize control.

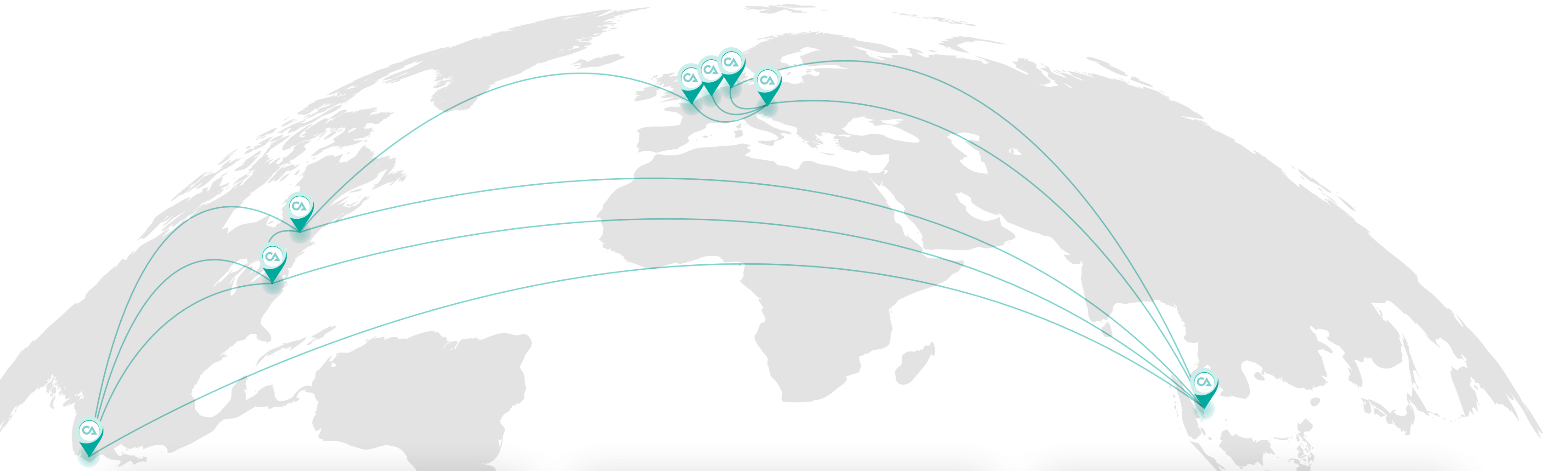Our SSP isn't just a platform, it's your revenue revolution.

We've made it our mission to support our media partners to sustain and grow their businesses.

That's why we've built the European Supply-Side-Platform that works efficiently and transparently.

WE ARE HERE TO STAY
A EUROPEAN PLAYER WITH A GLOBAL FOOTPRINT

8 DATACENTERS
- fully GDPR compliant
- 92 ms average response time
- powered with 100% renewable energy

DEDICATED CUSTOMER SUCCESS TEAMS
- no ticketing queues but fast & personal support
- proactive publisher service
- in-depth troubleshooting

NAVIGATING THE COOKIELESS FUTURE
- tech-agnostic excellence
- supporting a multitude of user-matching vendors
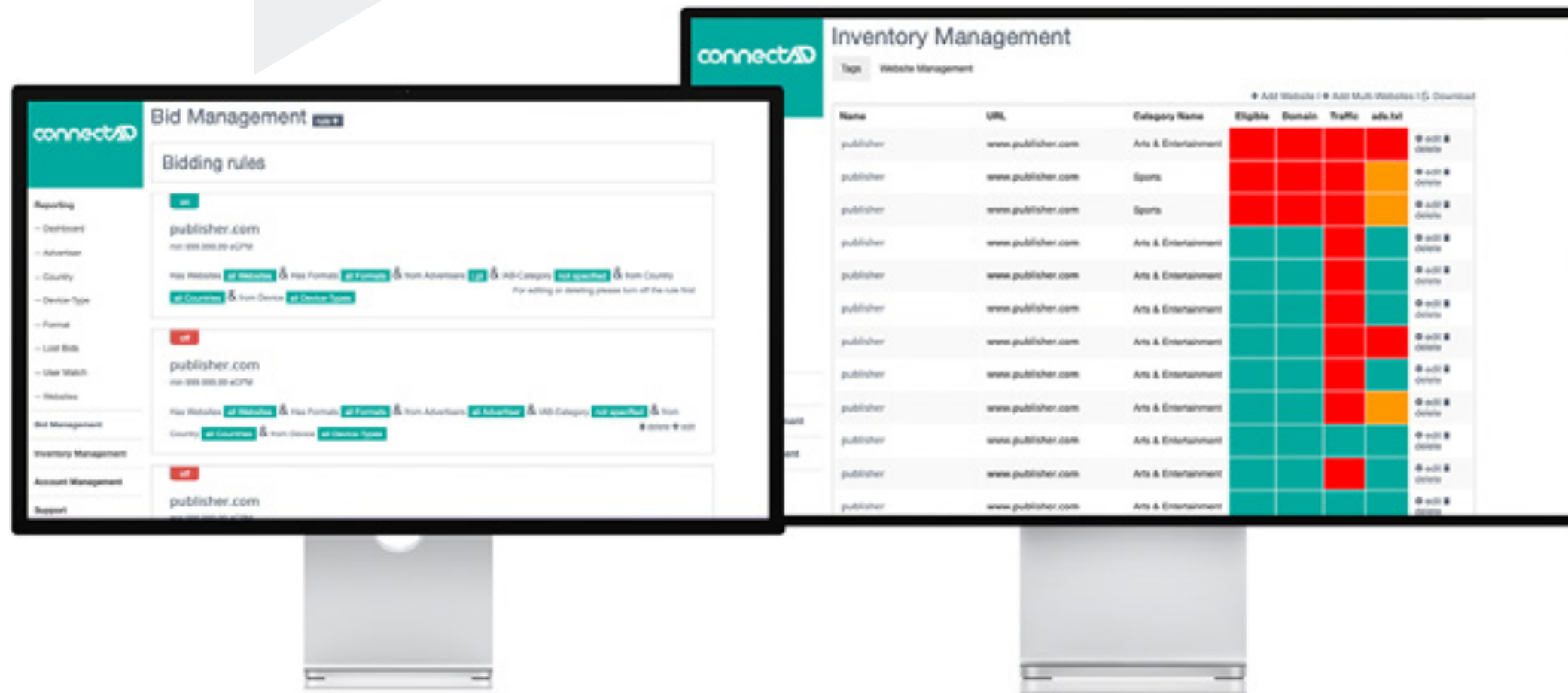
SUPPORTING MEMBERS:

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CONNECTAD INSIGHT
UNPRECEDENTED EFFICIENCY AND TRANSPARENCY

» EASY ONBOARDING

ConnectAd Integration on publisher side is conceptually simple and fast

» REALTIME

Reported revenue and bids are net/net with no further adjustments

» ALWAYS ON TIME

Automated credit notes and payment process (USD or EUR)

» CUTTING-EDGE AI

ConnectAd constantly optimizes its bidding process to increase efficiency and revenue

CONNECTAD INSIGHT
WITH PRIVACY REQUIREMENTS IN MIND

» PROPRIETARY TECHNOLOGY

ConnectAd insight has been developed from the ground up, allowing us to react agile to market needs

» OWN DATA CENTERS

We run and operate our own data centers – Each optimized for minimum response time

» DRIVER SEAT

You stay in charge of your inventory – With our bidding rules you have full control at your disposal

» BRAND SAFETY

We actively work against all types of ad fraud – We hate bad ads! Default Partner:

VARIANTS OF INTEGRATION
INTEGRATION IS CONCEPTUALLY SIMPLE, FAST AND UNCOMPLICATED

PREBID INTEGRATION
Client side or server side

OPEN RTB 2.5

JS INTEGRATION

ONE TAG FITS IT ALL...

| Desktop | Mobile | Video |
| AMP | Native | inApp |

PUBLISHER PMP MODULE → ON REQUEST

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WHAT SETS US APART IN PARTNERSHIP

TRANSPARENCY

Our system works completely transparent. You have a detailed, real-time overview of utilization, income, eCPMs, and trends at all times.

MAXIMUM REVENUES

We work hand in hand with our great demand partners to guarantee the highest possible eCPM by utilizing your inventory in the most effective way possible.
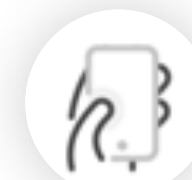
NO RISK

ConnectAd proves itself through performance, continuous increases and incremental revenue. Therefore, we have no exclusive contracts or minimum contract duration periods.

SUPPORT

Our dedicated and pro-active customer support teams monitor and optimize your inventory constantly to maximize your potential.

SIMPLE SETUP

We handle all the heavy lifting. You simply integrate our SSP and we take care of the rest. No dev-team needed!

OPTIMIZATION

Our holistic system allows for a multitude of different advertisers and demand partners to compete against each other, with the result of guaranteeing the best possible monetization.

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CONNECTAD is one of the biggest European based, independent and owner operated Supply Side Platforms focused on unleashing the full economic potential of digital media companies.

Being an SSP of choice for agencies, advertisers, and world leading demand trading desks we help media owners to grow their revenues.

We are a proud industry pioneer with nearly 20 years of adtech experience – from pioneering the use of real-time bidding to actively help shaping header bidding.

Our work touches billions of customers around the globe, as well as the biggest names in digital media and advertising.

READY TO GET STARTED? LET´S TALK!

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