DecenterAds

by BidsCube

Media Kit 2024

Agenda

About DecenterAds

DecenterAds is a one-stop programmatic advertising platform offering efficient solutions for advertisers and publishers. We have been providing comprehensive services for ten years, and more than 250 companies already use our programmatic and digital technologies.

Our technology solutions target customers in various sectors like automotive, IT, entertainment, telecommunications, e-commerce, and finance, helping increase revenues. Our tools effectively manage advertising flow for businesses of all sizes. We started as a DSP for brands, companies, and service providers, later expanding to include an SSP for website and app owners and an AdExchange for ad buying and placement processes.

We prioritize our partners' needs, building an ecosystem that balances traffic demand and trust. With personalized service, we understand our partners' challenges and tailor solutions accordingly. We deliver the best results by collaborating closely with advertisers, publishers, broadcasters, and rights holders. Our oRTB technology is up-and-coming in the programmatic industry, supporting all versions of the OpenRTB protocol for faster bidding and transparency.

Today, we evolve while maintaining the familiar values of our partners, and we've become part of the Bidscube ecosystem.

10+ years	100%	200+
Years of market experience	Brand safe solution	Premium demand and supply sources worldwide

Ready to build a programmatic agenda?
support@decenterads.com

DecenterAds Products

Explore our technologies for Exchanges, Inventory Monetization & Direct Advertising. Everything you need is here.

DecenterAds DSP

A platform for brands, companies, service providers, and product owners to run targeted ad campaigns. DecenterAds DSP provides you with all cutting-edge advertising technologies combined into one user-oriented solution.

DecenterAds SSP

Monetize your inventory with top-tier brands' demand. DecenterAds helps publishers maximize revenue through effective inventory monetization in real time. Use our Supply-Side Platform to connect with direct publishers.

DecenterAds Ad Exchange

We offer transparency, legitimacy, and efficiency in ad transactions with minimal intermediaries via Supply Path Optimization (SPO) and ads.txt lines. Our partners enjoy transparent pricing, full control over ad formats, and direct access to top-tier advertisers. DecenterAds' platform delivers the best fill rates and advanced targeting capabilities, making it a comprehensive solution for successful ad campaigns.

100%
Proven quality advertisers

100+
Premium sources of demand
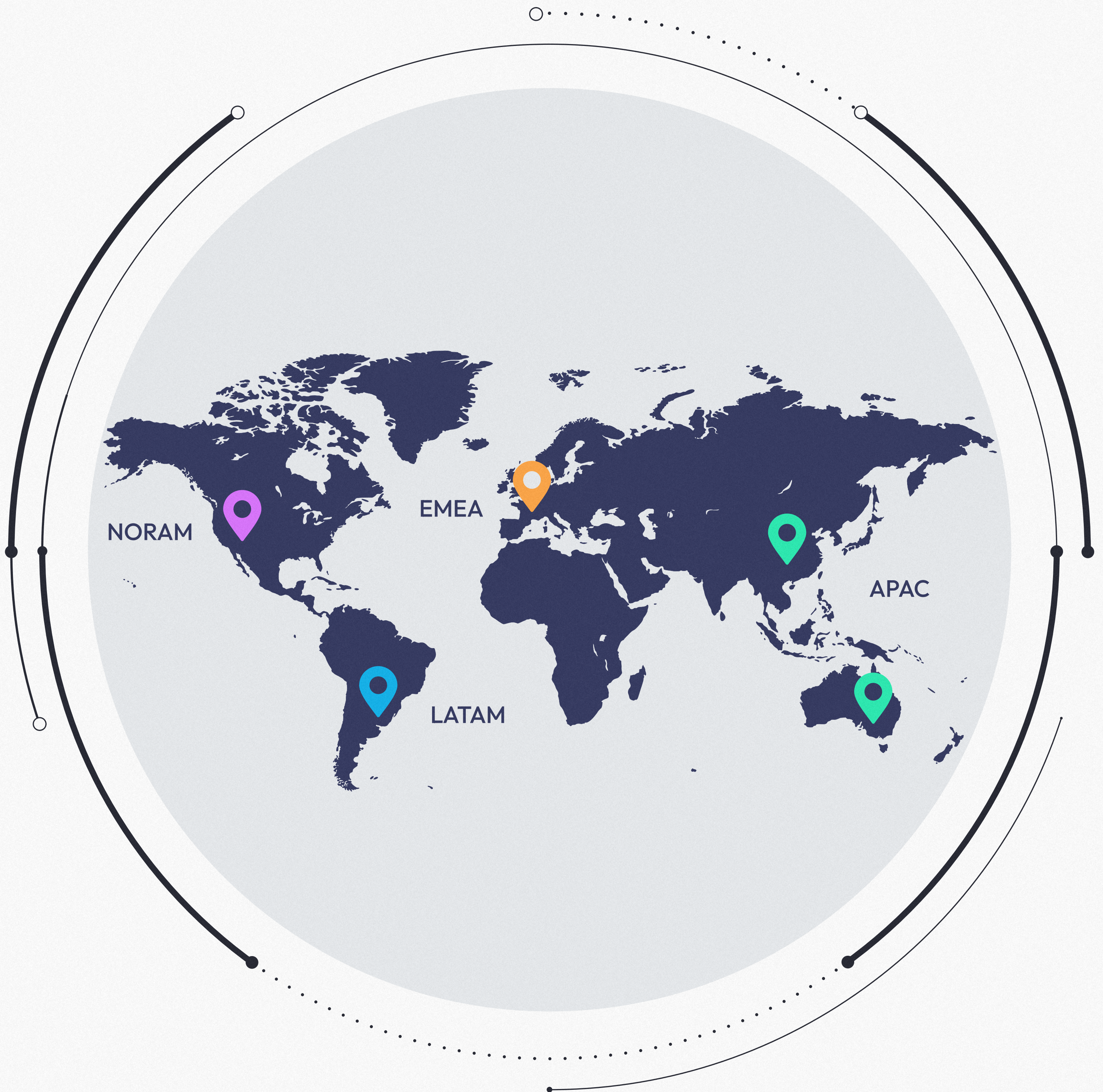
3 bn+
Ad impressions running per month

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4

Global Reach

500+ million unique users monthly

NORAM

EMEA

APAC

LATAM

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Technology

Open RTB

We support all current versions of the OpenRTB protocol for faster bidding and complete transparency for partners.

VAST

By embracing VAST (Video Ad Serving Template), we provide a standardized format that empowers seamless deployment of video ads across diverse video players and platforms.

Header Bidding

With the use of Prebid.js, we provide publishers with an industry-leading technology for maximizing monetization revenue.

SDK

We provide IOS, Android, and Unity developers with a flexible solution for better app monetization.

Programmatic Solutions

Brand-Safety&AntiFraud

DecenterAds guarantees a secure advertising ecosystem for your brand and campaigns through cutting-edge industry standards and advanced traffic-validation technology. What sets our approach apart in ensuring top-tier traffic quality? We employ a comprehensive strategy, including Whitelisting & Blacklisting, Private Marketplace & Programmatic Direct options, and an additional manual traffic verification while adherence to IAB standards, ensuring unparalleled standards in traffic quality.

Mobile advertising

Unlock the power of mobile advertising - connect with your audiences wherever they are in a world where smartphones are always on. DecenterAds platform offers the capability to launch various mobile ad formats according to the advertiser's strategy, including Banner Ads, Native Ads, Video Ads, and Interstitial Ads.

Omnichannel advertising

Drive your omnichannel strategy forward effortlessly with DecenterAds' intuitive platform, enabling seamless campaign launches. We ensure your message reaches audiences across every touchpoint with our versatile array of ad types, spanning Mobile Web, Desktop Web, In-app, and Connected TV Ads.

Geo-Targeting

We provide the demand side with the opportunity to deliver ads to relevant audiences. Our platform excels in delivering tailored performance, specifically optimized to elevate brand awareness and drive engagement for your campaigns. Extend your media buying capabilities with DecenterAds' DSP solution, unlocking new avenues for campaign expansion and optimization.

Ad Formats & Types

With our platform, you can reach your target audience using any ad type and format, ensuring maximum exposure.
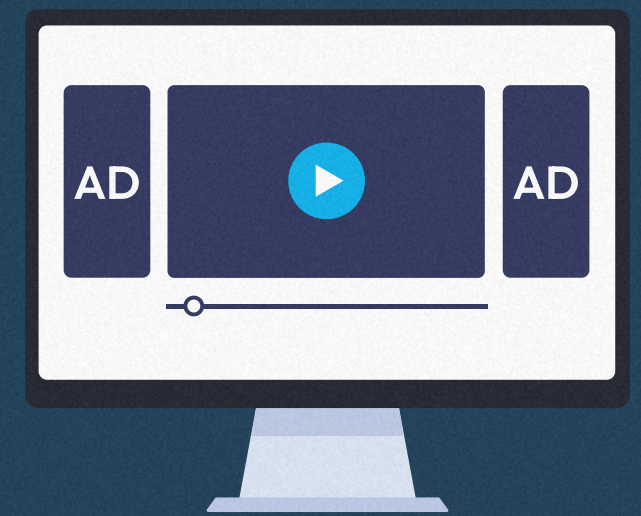
Banner

- Gain insights into your banner ad's reach and click-through rate.
- Pinpoint your primary audience accurately and employ a sustainable method for attracting customers with visuals.
- Utilize banners repeatedly for consistent brand exposure and reinforce brand awareness through banner placements.

Video

- Elevate your message within a video-centric environment.
- Your video takes center stage when the app is in the viewer's gaze, ensuring exceptional viewability metrics.
- Your ads seamlessly integrate with top-tier, premium content, guaranteeing an association with high-quality engagement.

Native

- Elevate your brand with a high level of consumer trust.
- Benefit from cost per click, optimizing your budget effectively.
- Gain access to an extensive network of publishers, maximizing your reach seamlessly.

Audio

- Engage with your audience during screen-free instances.
- Tap into the power of streaming to connect with users deeper.
- Craft personalized communication that resonates individually, sidestepping the competition posed by other advertisements.
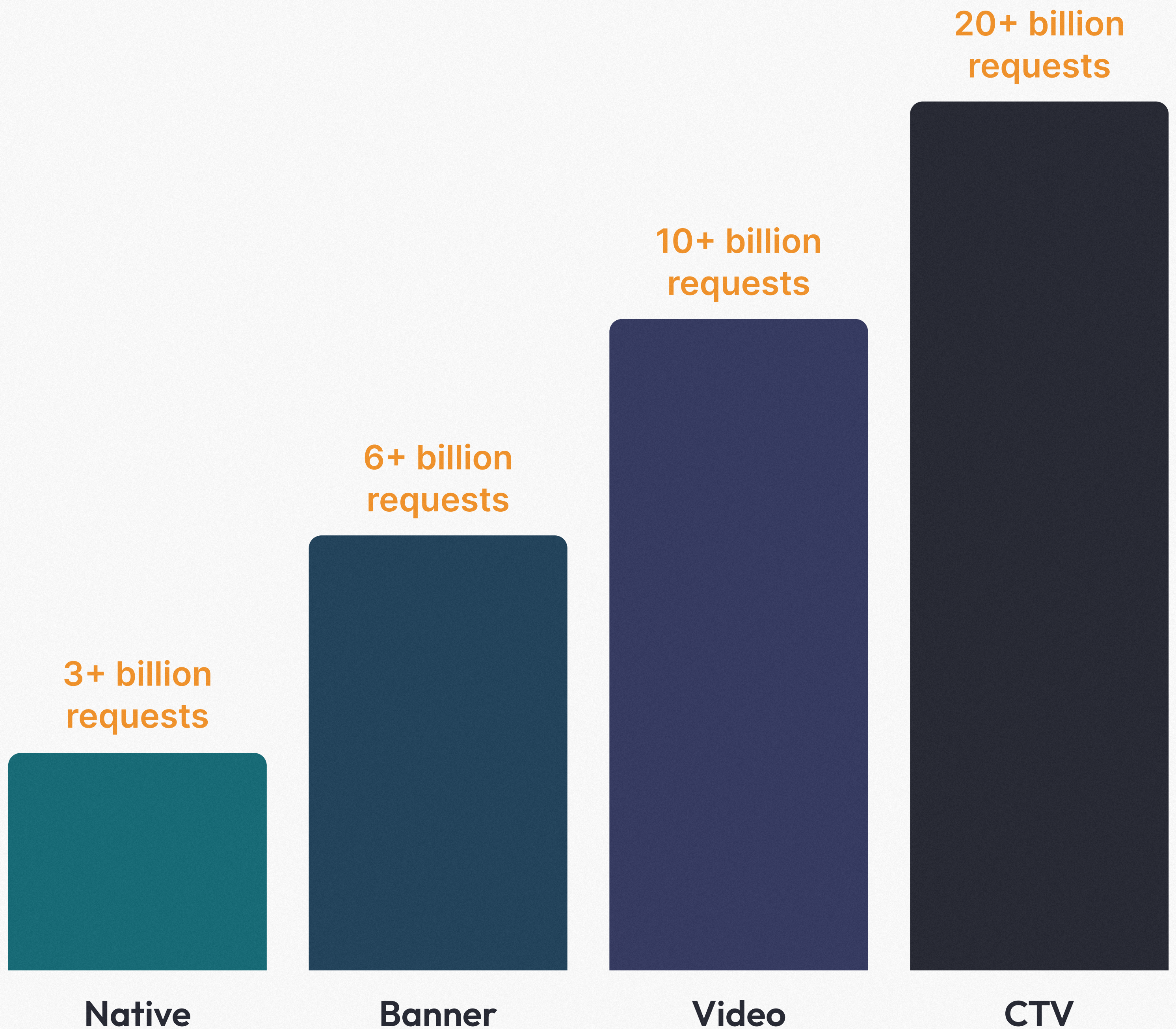
Ad Types

| In-App | CTV | Mobile Web | Desktop Web |

Metrics & Benchmarks

What do we offer Buyers/Advertisers?

Drive your rules and algorithms to select the most relevant ad for each viewer. Our ad server is equipped to support top pricing models, including CPM and fill rate.

20+ billion requests

10+ billion requests

6+ billion requests

3+ billion requests
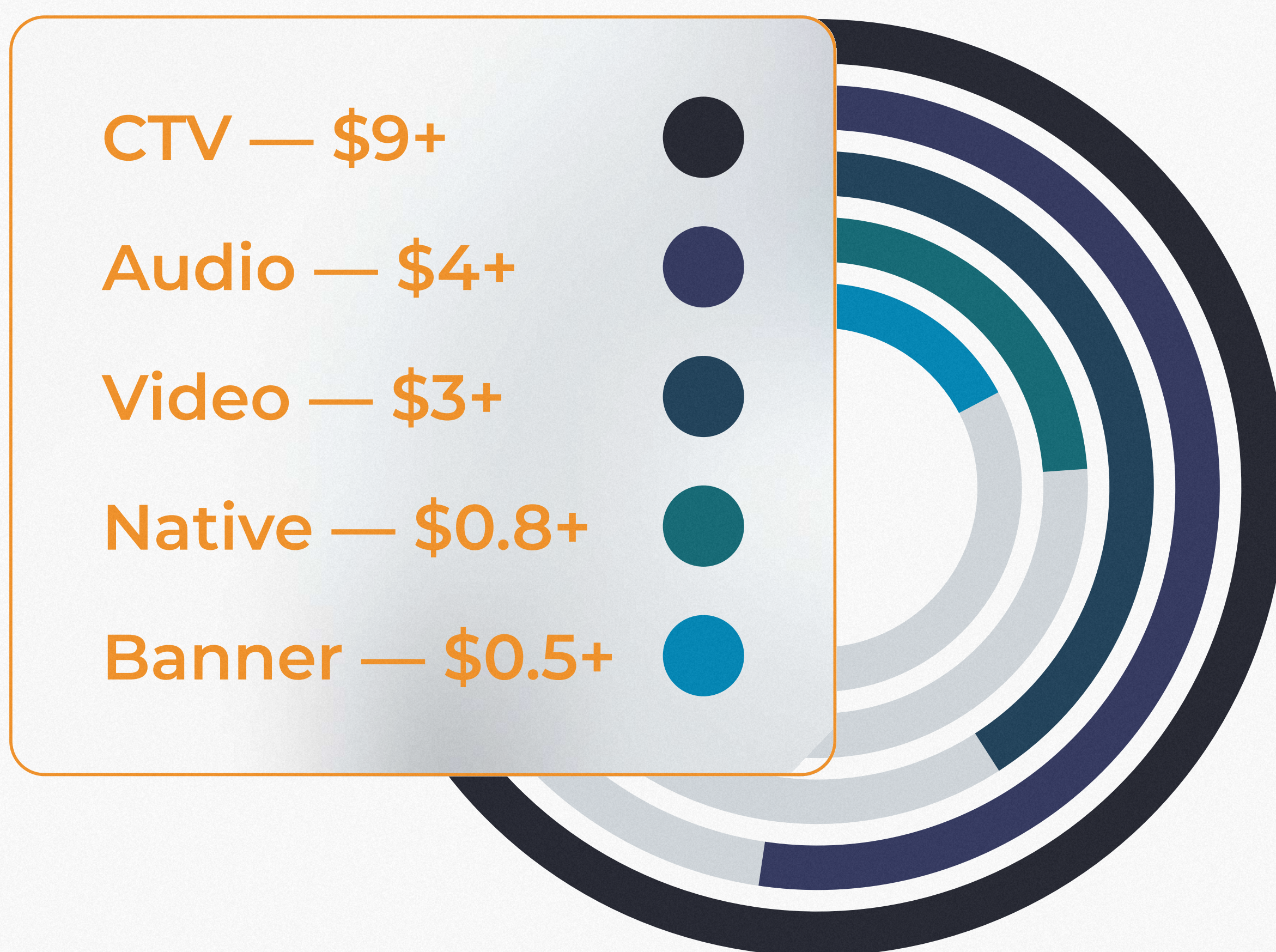
Native   **Banner**   **Video**   **CTV**

What do we offer Publishers?

Start illuminating the profitability of specific ad placements, applications, online platforms, and various other parameters.

Partnering with Decenterads can lead to unlocking higher eCPMs:

- Reveal pathways to relevant demand, seamlessly connecting your inventory with generous advertisers.
- Integrate seamlessly to minimize hassle while maximizing efficiency.
- Set ad quality benchmarks to safeguard the user journey.
- Leverage DecenterAds's expertise to elevate eCPMs.

By combining the strengths of DecenterAds with a well-defined monetization blueprint, your eCPMs can reach new heights, influencing your revenue landscape.

CTV — $9+

Audio — $4+

Video — $3+
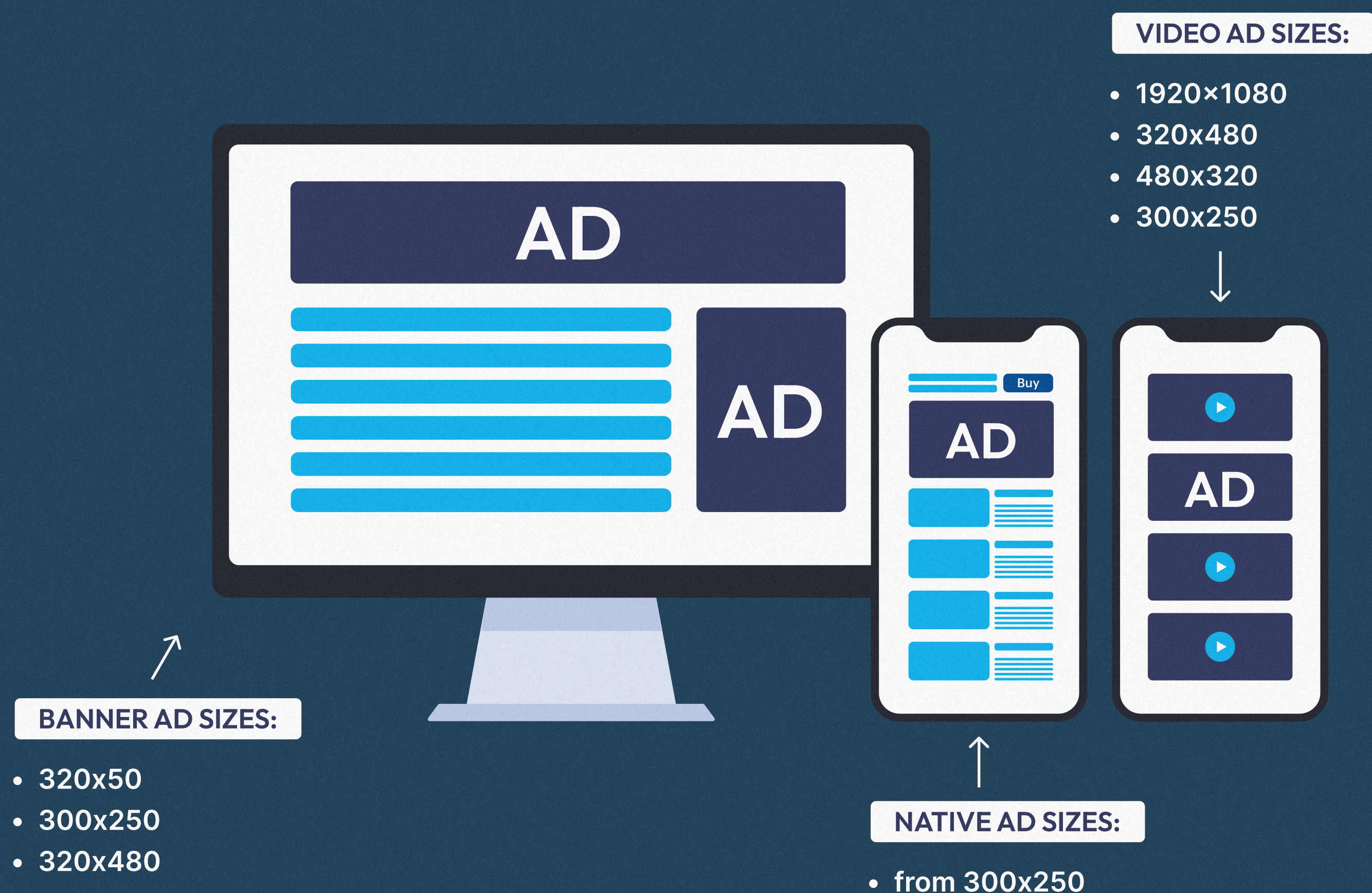
Native — $0.8+

Banner — $0.5+

Technical Requirements

We at DecenterAds derived and standardized the creatives' sizes that drive the highest traffic:

- 320x50, 300x250, 320x480 for banners;
- starting from 300x250 for native ads;
- 1920×1080, 320x480, 480x320, 300x250 for videos.

The textual part, however, is essential, especially a good CTA. The basic requirements are the following:

- Use imperatives to indicate the desired action clearly;
- Don't pressure: create value rather than urge commitment;
- Combine persuasive language with great design to make it pop.

VIDEO AD SIZES:

- 1920×1080
- 320x480
- 480x320
- 300x250

AD

AD

Buy

AD

AD

BANNER AD SIZES:

- 320x50
- 300x250
- 320x480

NATIVE AD SIZES:

- from 300x250

Our Coverage

Join us alongside these empowered partners

NHN ACE	Opera	mobupps
GADSME	MetaX	AD+PRIME
epom	BidsCube	bidinfluence
TCL		

Our commitment to the transparent and safe programmatic environment

CCPA & GDPR Compliant Platform

THE MEDIA TRUST	iab. sea+india 2023 MEMBER

DecenterAds
by BidsCube

Let's make things happen!

Contact us to get started

🌐 support@decenterads.com

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