



# Advanced Demand-Side Platform DecenterAds

We offer premium inventory, diverse ad formats,  
and various targeting options

Powered by **FREOWHEEL** | **BEESWAX**



# About DecenterAds DSP

DecenterAds DSP is a programmatic platform offering unified UI, API to build your own integration, and workflows, premium data access, curated omnichannel inventory from over 55 global SSPs. We rely on the principles of transparency, customizability, and control.

Our new DSP offers custom optimization, detailed analytics, and access to premium programmatic inventory for achieving great results.



IAB compliant  
platform



# Trusted by 250+ companies worldwide

DecenterAds DSP beckons to many stakeholders in the dynamic ad landscape.

Whether you're an ad agency orchestrating multifaceted campaigns, an in-house marketing team charting your course, or a media buyer sculpting the perfect ad space, DecenterAds stands ready to elevate your endeavors.

DecenterAds DSP garners interest from diverse industries.



Ad  
Agencies



Brands with In-House  
Marketing Teams



Media  
Buyers



Ad Tech  
Companies



Programmatic  
Ad Specialists



Large  
Advertisers



Tech  
Companies



Media  
Companies



E-Commerce  
Businesses



Mobile and App  
Developers



Financial  
Services



Travel and Hospitality  
Businesses



Let's meet our new partnership



DecenterAds  
by BidsCube



FREOWHEEL

BEEESWAX



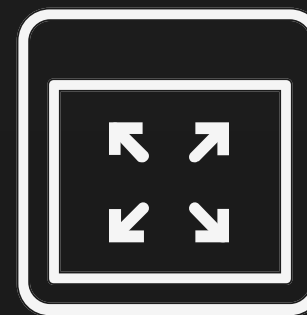


# Navigating the Complexities of Demand Side Platforms

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Limited Data Insight  
& Ownership



One-Size-Fits-All  
Optimization



Hidden Fees  
& Penalties

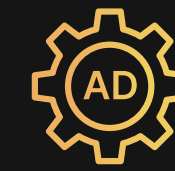
# Key highlights



Advanced  
Optimization



Data transparency  
and reporting



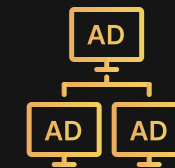
Workflow customization  
and integrations



Control  
Bid Shading



Extensible  
APIs



All  
Ad Types



Self or Managed  
Service

# Main advantages

LiveRamp DMP

16 Third-party Data Partners:

- Nielsen
- Lotame
- Comcast+ Segments

3 Viewability Measurement Partners:

- Integral Ad Science
- DoubleVerify

Supports the following deals:

- Guaranteed deals
- Private auction deals
- Open auction deals
- Preferred deals

Free targeting module:

- Content Category
- Content Rating
- Language
- Predictive Audiences
- Custom

55 Ad Exchanges

Advance Report Dashboard

Bid Models:

- CPM
- CPC
- CPA
- VTR



# Partnerships & integrations

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## 55+ Ad Exchanges



amazon

xiaomi  
**TV+**

**IAS** Integral  
Ad Science

Magnite



SpringServe

DV | DoubleVerify



PubMatic

OpenX

smaato

**UNRULY**

# Ad formats and types

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## Ad types



Desktop



Mobile Web



Connected TV

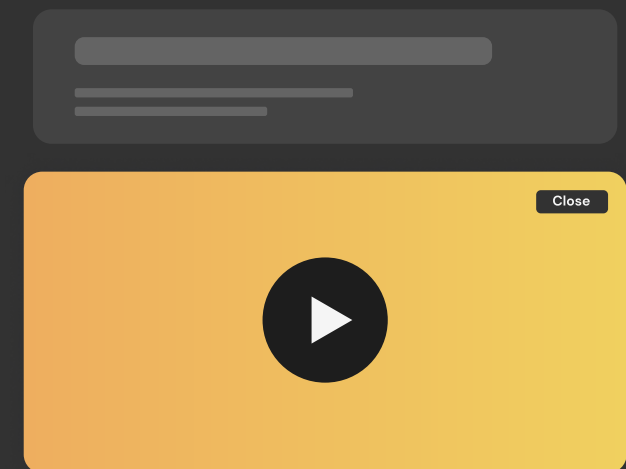


In-app

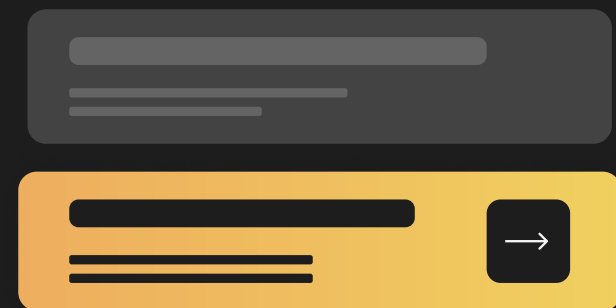


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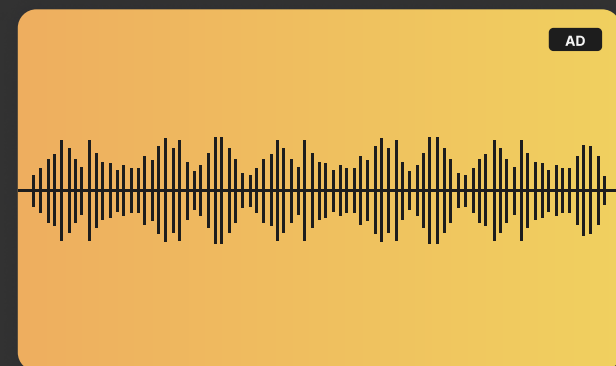
## Ad formats



Video

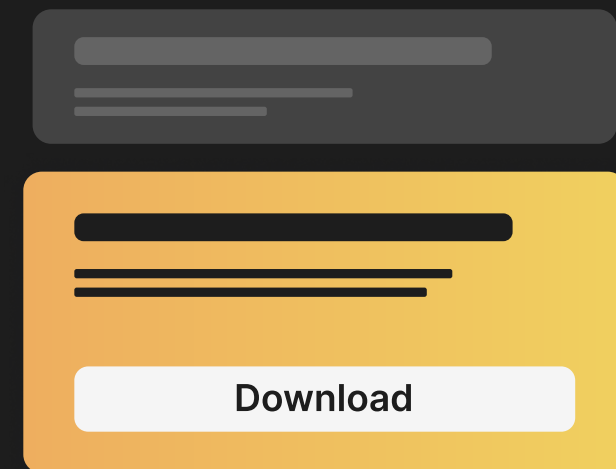


Native



Download

Audio



Download

Banner



Download

Interstitial



Rich media

# Traffic sources & targeting

Place your ads exclusively on trustworthy publishers' platforms.

Choose your supply for unrestricted access to your desired audiences, ensuring maximum reach, and effectively utilize target segments with IAB categories and curated selections divided by:

## APP/Site

- ✓ App AD list
- ✓ App name
- ✓ Deal list
- ✓ Placement ID/Site ID/site name
- ✓ Publisher ID
- ✓ Site list

## Content

- ✓ IAB categories
- ✓ Content rating
- ✓ All audiences
- ✓ Over 12
- ✓ Mature audiences
- ✓ Language

## Environment

- ✓ Ad position
- ✓ Environment type
- ✓ Ads.txt (web-only)
- ✓ Interstitial Type
- ✓ Native Layout
- ✓ Rewarded
- ✓ Top frame

## Exchange

- ✓ Inventory type
- ✓ Action type

## GEO

- ✓ Country
- ✓ Region
- ✓ Metro
- ✓ City
- ✓ Location type
- ✓ Zip codes

## Platform

- ✓ Browser
- ✓ Bandwidth
- ✓ Device model
- ✓ Device type
- ✓ Operation system



# Work with us by the following bidding strategies:

Flat CPM

CPC Goal

CPA Goal

VTR Goal

With the help of global reach in the context of DecenterAds DSP, which refers to the platform's capability to access and serve ads to audiences across the world, leveraging a vast network of digital ad inventory of major SSPs.

## Combining with the data from Live Ramp DMP

It allows businesses to understand media performance in a whole new way, from CTV to programmatic.  
It enhances privacy and minimizes data movements

# Leveraging Advanced DSP Capabilities for a Proprietary Programmatic Solution

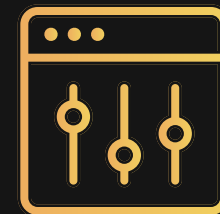
Optimizing Media Pricing with Minimal Percentage Costs



## Transparency

### Transparent Data Access

Harnessing log-level detail for customers to maximize programmatic potential



## Customizable

### Advanced Optimization

Various methods to enhance unique Key Performance Indicators (KPIs) tailored to your campaign, encompassing both manual interventions and algorithmic adjustments at the code level



## Control

### Bid Shading

Regulate the degree of aggressiveness in bidding to facilitate prioritization between cost savings and campaign pacing

# Transparency

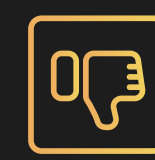
Delve into richer insights leveraging log data



Bid Logs



Win Logs



Lost Logs



Conversion Logs



Access exclusive data unavailable from other DSPs to maintain comprehensive control and adaptability in reporting



Combine data in your preferred manner to reveal tailored insights

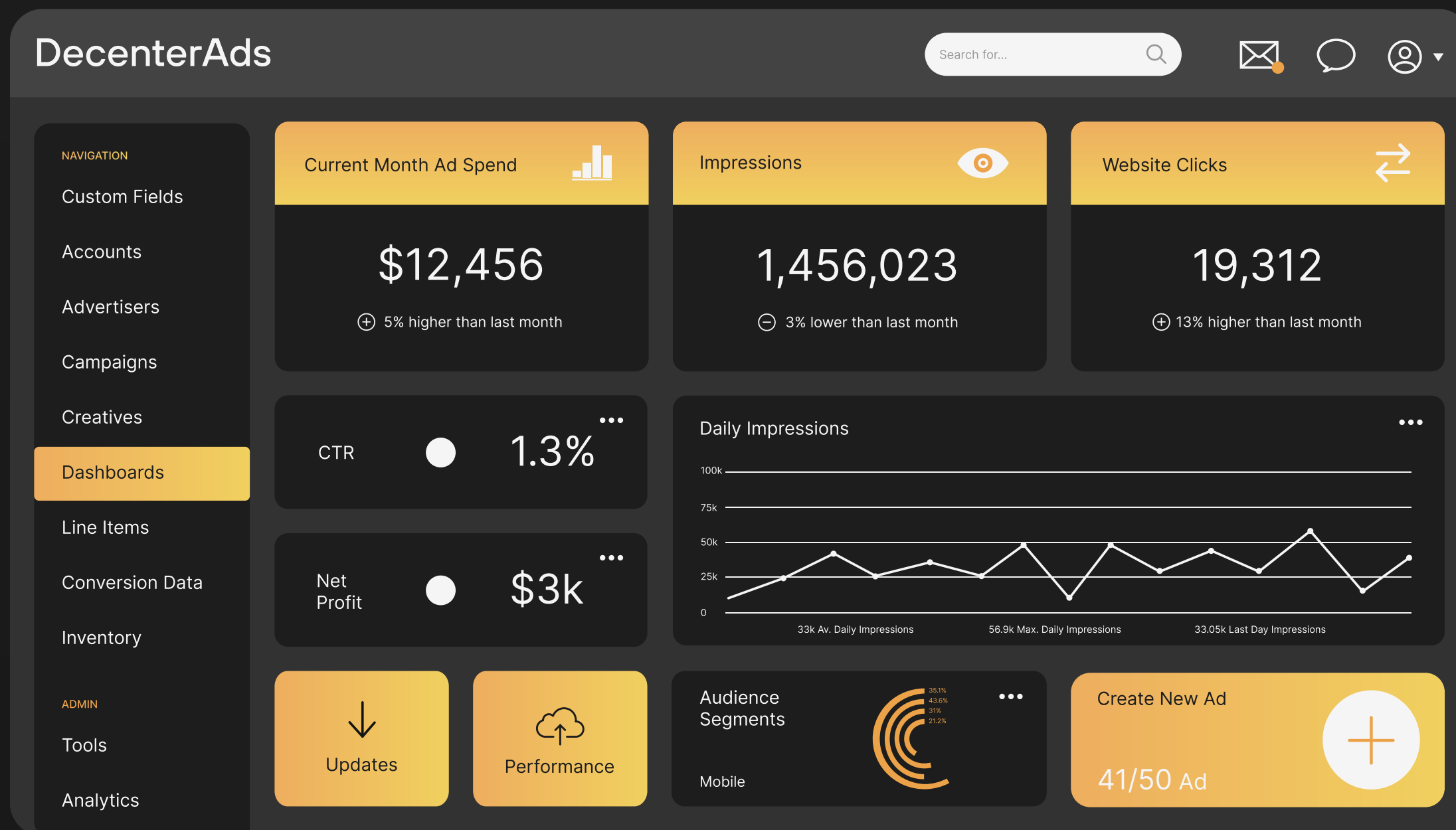


Maximize your investment by delving into the data to pinpoint the most economically advantageous inventory options



# Transparency

## Complete transparent reporting



Intuitive data visualizations



Customizable metrics



Cross-channel reporting to track performance across the entirety of the consumer journey

# Customizable

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Elevate your strategies with cutting-edge custom optimization techniques



Multiple methods to optimize toward unique kpis specific to your campaign



Avoid the “black box” approach and enable transparent optimization based off your campaign performance



Standard strategies



Bid modifiers



Bid models



Delivery modifiers

# Let's make things happen!

## Contact us to get started

 [support@decenterads.com](mailto:support@decenterads.com)

 [www.decenterads.com](http://www.decenterads.com)

## Stay tuned

 LinkedIn

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