



# Advanced Demand-Side Platform DecenterAds

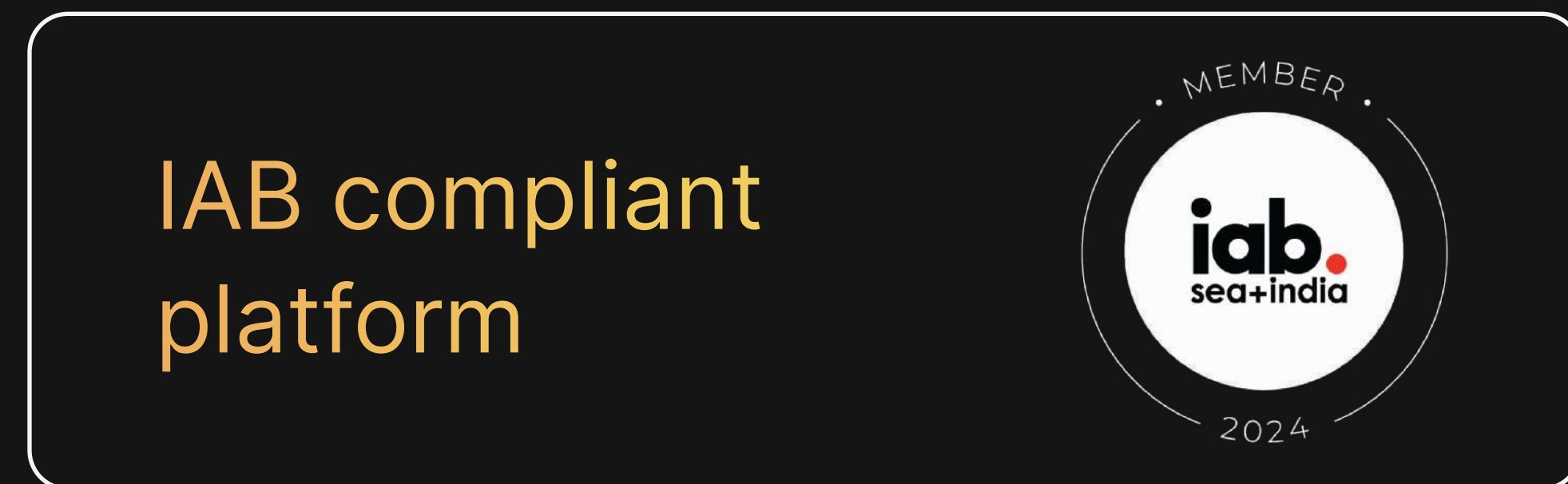
We offer premium inventory, diverse ad formats,  
and various targeting options



# Who we are

DecenterAds is a **global demand-side platform (DSP)** specializing in programmatic advertising. The company operates across multiple regions, including Europe, the Middle East, Africa, North America, Latin America, and Asia-Pacific, providing advertisers with a comprehensive solution to effectively manage their digital ad campaigns.

With a focus on transparency and innovation, DecenterAds provides access to premium traffic sources represented by our **BidsCube SSP**, with multiple direct publishers in various GEOs to deliver outstanding results.



# DecenterAds DSP Partners

DecenterAds DSP is trusted by over 300 companies worldwide, showcasing its reliability and effectiveness in digital advertising.

This extensive network of partnerships highlights the platform's capability to deliver high-quality service and results to its clients.



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



Application  
Developers



Financial  
Services



Travel and Hospitality  
Businesses

# Key Advantages of DecenterAds DSP

## Commitment to Industry Standards

DecenterAds adheres to IAB guidelines, ensuring transparent, reliable, and industry-standard advertising practices

## Fast and Simple Campaign Creation

DecenterAds DSP features a user-friendly interface, enabling advertisers to create and manage campaigns efficiently without extensive training

## Comprehensive Ad Format Support

The platform supports a wide variety of ad formats and sizes in full compliance with IAB policies, ensuring flexibility for advertisers

## Self-Service or Managed Service Options

Users can choose between managing their campaigns independently or utilizing managed services for additional support

## Global Reach

With capabilities extending across multiple regions, DecenterAds DSP enables advertisers to engage with audiences worldwide effectively

## Quality Traffic Assurance

The primary traffic source uses advanced scanners to filter bots and click fraud, ensuring transparency and protecting advertisers' investments

## Additional Traffic Source

Access to Huawei Premium Inventory Source for expanded reach

## Automated Reporting

DecenterAds offers filtered, scheduled reports sent to users' emails, simplifying performance tracking

## 24/7 Support

The platform offers around-the-clock assistance from experienced AdOps and customer success managers

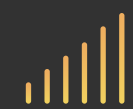
# Ad Formats and Types

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## Ad types



Desktop



Mobile Web



Connected TV

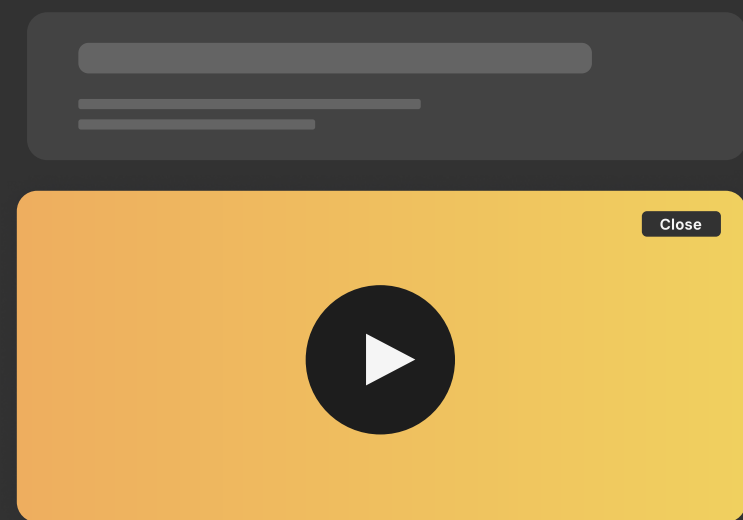


In-App



OTT

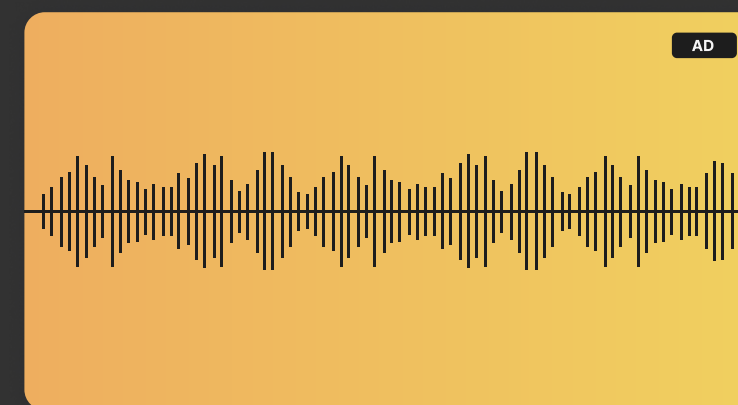
## Ad formats



Video

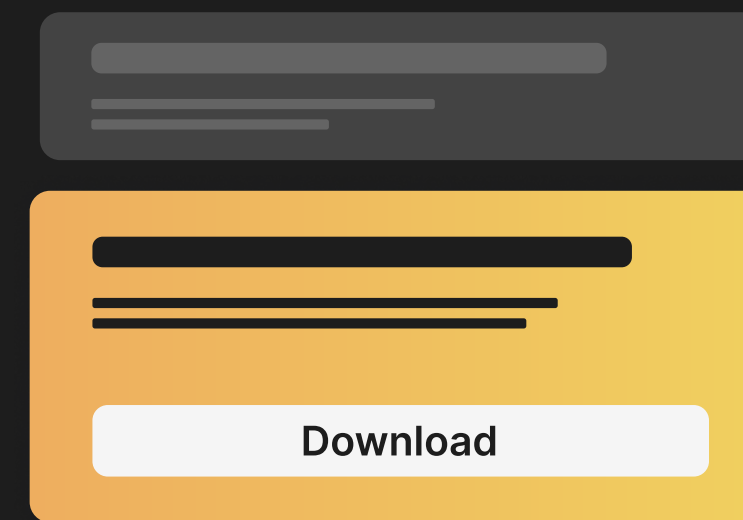


Native



Download

Audio



Download

Banner



Download

Interstitial

# Targeting Capabilities

**Carrier** Targeting based on the mobile operator network used by users

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**Country** Targeting based on the geographical location or country of users

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**Bid price multipliers** Adjust bids using targeting criteria to prioritize bundles or domains with trading coefficients

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**Connection Type** Targeting is based on connection type (Wi-Fi or Cellular), allowing the selection one or both

**Browser** Targeting based on the web browser users use to access the internet

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**GPS** Define coordinates and a radius to target a specific area on the map, or upload the file with a list of coordinates for precise targeting

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**OS** Targeting based on the user's device operating system, such as iOS or Android

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**Time Targeting** Set ad display times by day, hour, and time zone to control when you receive traffic

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**Frequency** Allows to control how often a creative is shown to one user over a certain period

# Advanced optimization to enhance the campaign's results:



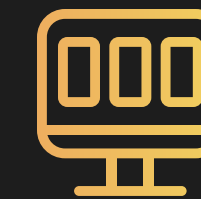
## Autorules

DSP enables programmed campaign optimization. The Autorules section automatically creates white and black lists based on collected data and user-defined conditions



## Event Tracking

We offer both S2S tracking for accurate server-side event tracking and Cookie/Pixel tracking for simpler browser-based tracking



## Traffic Monitoring

Analyze traffic performance per creative with different metrics. Track pre-bid checks to ensure targeting aligns with incoming traffic for effective bidding

# Key highlights



## Unique and Direct Supply

DecenterAds provides access to direct publishers via BidsCube SSP, reducing costs and boosting results by minimizing intermediaries



## Free Managed Service Options

DecenterAds offers a managed service for expert support, ensuring compliance, transparency, and optimized campaign performance



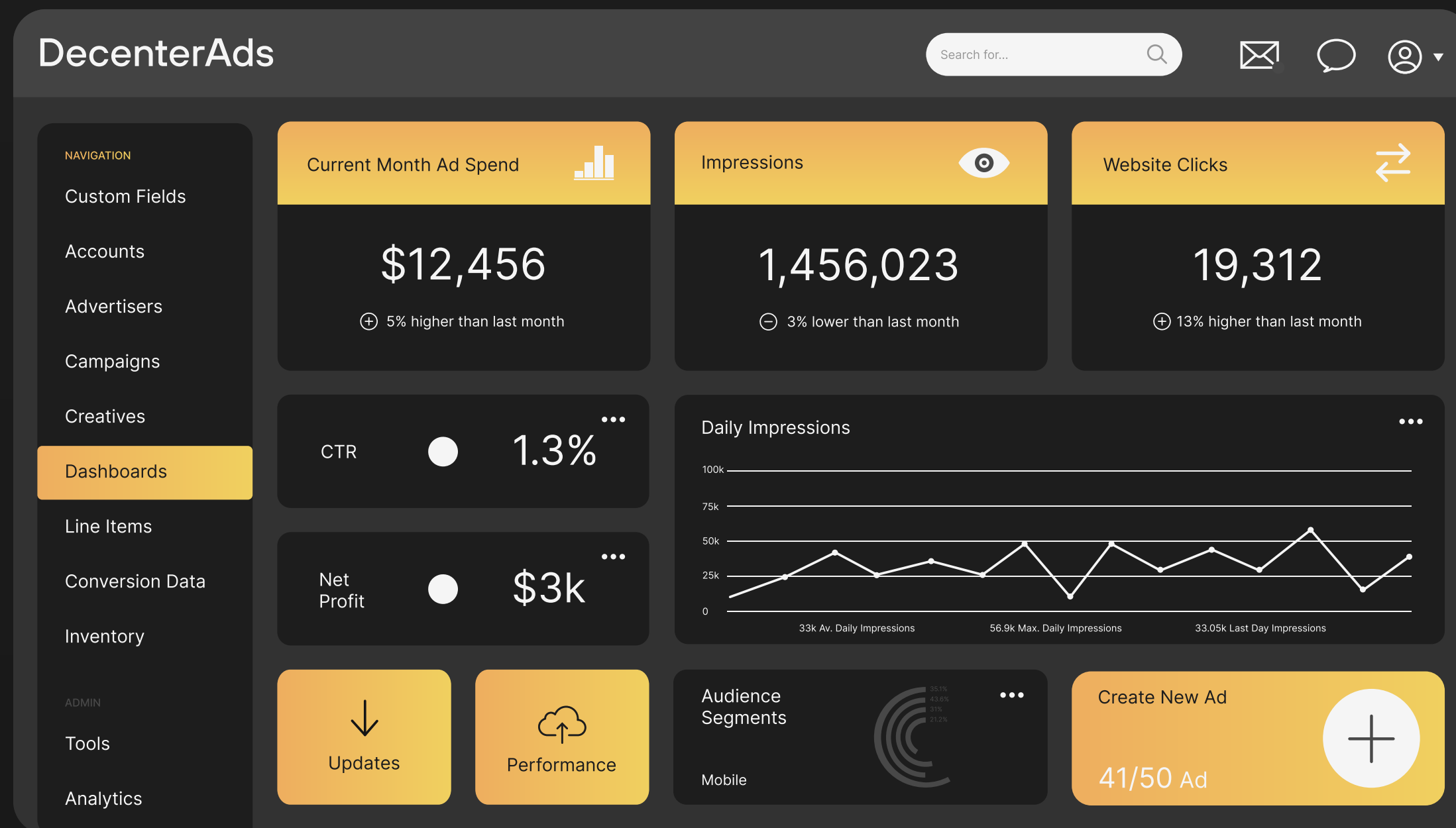
## Retargeting Capabilities

Add users who have interacted with your site/app to the campaigns by uploading their data (IP or GAID/IDFA), or collect data by running ad campaigns on the DSP platform



# Transparency

Complete transparent reports and dashboards



Intuitive data visualizations



Key metrics



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

# 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

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