

EXADS MEDIA KIT 2025

Welcome to your new white-label ad server

What is EXADS?



EXADS is a white-label ad tech provider that offers a comprehensive range of self-service and customized solutions. The EXADS ad server empowers publishers, agencies, and advertisers or brands, to take full control of the management, serving, and tracking of their advertising.

- Secure & Reliable
- Easy Setup
- A White-Label Solution
- A Self-Service Solution
- Go Programmatic
- Advanced Targeting
- Wide Variety of Ad Formats
- Advanced Statistics
- Customizable Dashboards
- Intuitive Interface



EXADS Features



Secure & Reliable

99.9% uptime with lightning-fast ad responses.
Robust platform serving +13 billion ad impressions daily.



Wide Variety of Ad Formats

We offer a [large range](#) of quality and high-performing IAB standard ad formats to cater to a diverse range of client needs.



Easy Setup

We can get your ad server up and running instantly, so you can concentrate on growing your client list.



Constantly Innovating

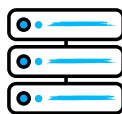
Our team of developers maintains, optimizes, and develops brand-new features for you and your clients to use.



A Complete Self-Service Solution

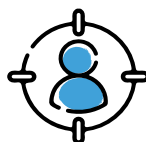
Your publishers and advertisers can work with you in a fully self-service capacity with our easy-to-use interface.

EXADS Features



Go Programmatic

Easily plug in all your demand and supply partners with OpenRTB and Custom RTB integrations.



Advanced Targeting

Our ad server helps you and your clients target audiences with accurate precision, using over 15 different criteria, and 1st party data.



Advanced Statistics

Real-time statistics provide detailed analytics across multiple dimensions to help you maximize your advertising revenue.



Customizable Dashboards

Your advertisers and publishers can customize advanced analytical dashboards to evaluate data quickly and in real time.



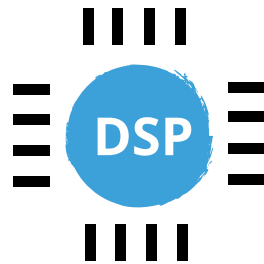
Intuitive Interface

Our ad server was designed so that our clients can easily utilize all the available features and functionalities.

EXADS Products



White-Label Ad Server



White-Label DSP



White-Label SSP

EXADS

EXADS Business Cases



EXADS Ad Server can be used by a variety of businesses from different verticals:

- Publishers
- Membership Websites
- Retailers and Marketplaces
- CTV
- Email
- In-App
- Agencies
- Ad Networks

Verticals:

- | | |
|--------------|-----------------|
| • News | • Fin-tech |
| • Lifestyle | • Video Content |
| • E-Commerce | • Gambling |
| • Dating | • Educational |
| • Gaming | • Travel, etc. |

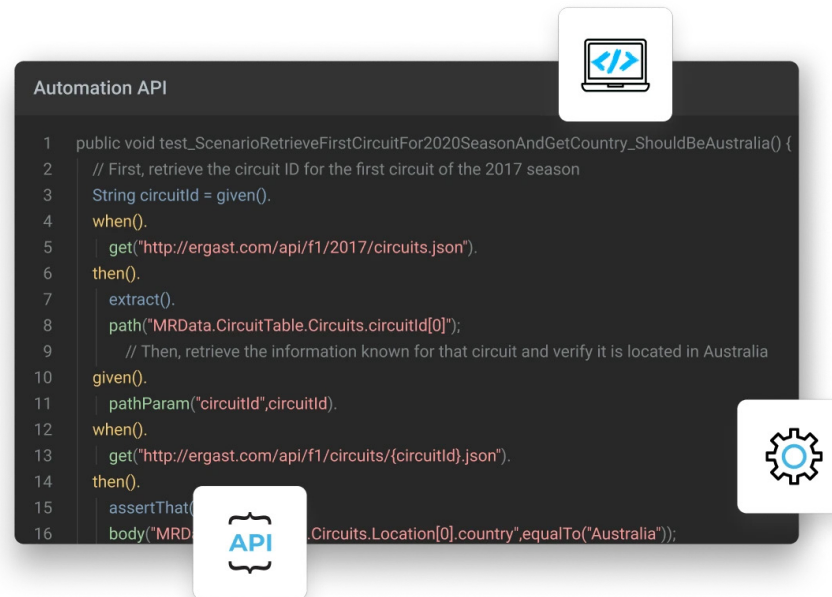
EXADS Ad Server Benefits



Our ready-to-go ad serving products allow you to:

- Manage all your advertising business from one platform
- Full control of your platform's settings for your teams & clients
- Scalable solutions that allow for fast growth and expansion
- Monitor performance for 50+ Metrics, 28+ Dimensions, and 28+Filters
- Deliver seamless and personalized ad experiences
- Protect your brand and audiences from malvertising

Developer First



EXADS' full range of ad server APIs allows you to build your own ad serving platform exactly the way you want it: Statistics API, Ad Placement API, Admin Panel API, and Automation API.

[Check our documentation](#)

24/7 Customer Support

Team EXADS believes that it's important to work closely together with all our clients.

- **Onboarding**

You will be onboarded by one of our Customer Success Managers.

- **Lifetime support**

You will get full technical support throughout your lifetime with EXADS.

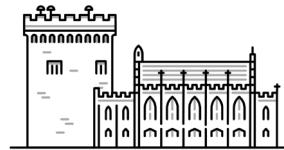
- **Always updated**

We will update you about any new platform upgrades and provide documentation for your advertisers and publishers.

- **Always available**

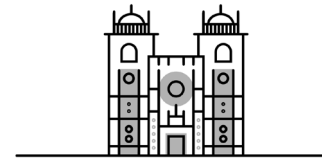
Our team is here to help with anything you need from technical integration to business advice.

Contact



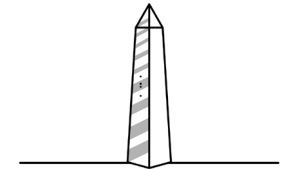
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