

# **EXADS** MEDIA KIT 2024

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

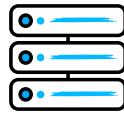
Our team of developers maintains, optimizes, and develops brand-new features for you and your clients to use.



## A Complete Self-Service Solution

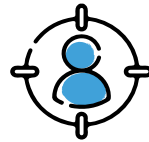
Your publishers and advertisers can work with you in a fully self-service capacity with our easy-to-use interface.

# 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.



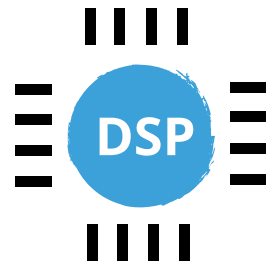
## Intuitive Interface

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 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



```
Automation API
```

```
1 public void test_ScenarioRetrieveFirstCircuitFor2020SeasonAndGetCountry_ShouldBeAustralia() {
2     // First, retrieve the circuit ID for the first circuit of the 2017 season
3     String circuitId = given().
4     when().
5     get("http://ergast.com/api/f1/2017/circuits.json").
6     then().
7     extract().
8     path("MRData.CircuitTable.Circuits.circuitId[0]");
9     // Then, retrieve the information known for that circuit and verify it is located in Australia
10    given().
11    pathParam("circuitId",circuitId).
12    when().
13    get("http://ergast.com/api/f1/circuits/{circuitId}.json").
14    then().
15    assertThat(
16    body("MRD", Circuits.Location[0].country", equalTo("Australia"));
```



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.

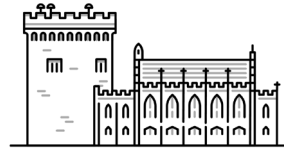
- **Always updated**

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

- **Always available**

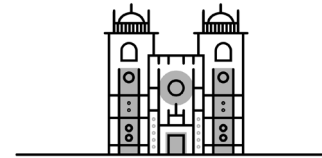
Our team is here to help with anything you need from technical integration to business advice.

# Contact



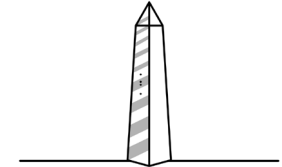
## **Dublin, Ireland**

Workhub, Office 1.6  
6 Fern Road  
Sandyford  
D18 FP98  
Dublin, Ireland



## **Porto, Portugal**

Av. de Boavista, nº 1837  
8º Piso - Escritório 8.1  
4100 - 133 Porto  
Portugal



## **Buenos Aires, Argentina**

Humberto Primo  
n. 985 6°C  
C1103ACS CABA  
Buenos Aires, Argentina

Contact [info@exads.com](mailto:info@exads.com) for more information

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

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