

White-Label DSP Suite

AdKernel's DSP Suite is an all-in-one trading desk solution. A feature rich bidder suite made for agencies, networks, and in-house media buying that need an enterprise level trading desk for connecting SSPs, exchanges and direct publishers and advanced campaign management features.

Business-Building Benefits:

- **Supply integrations.** Fully integrated with Google ADX, AppNexus and built in support for any RTB-based supply. In addition to a self-serve interface for direct management of Header-Bidding publishers via Prebid.js
- **Demand side support** for direct banner, native, video as well as tags and DSPs and powerful targeting categories, and blacklist and whitelisting features to make daily campaign management easy
- **Real-time analytics engine** providing multi-level dimensional reporting for 100s of data combinations with export functionality
- **Integrations** with IVT providers, performance trackers and ad scanning solutions for maximum control of quality and performance
- **Optimization features** for real-time eCPM optimization, postback tracking, Clicks and CPA-to-CPM optimization using true AI models

AdKernel Supports You:

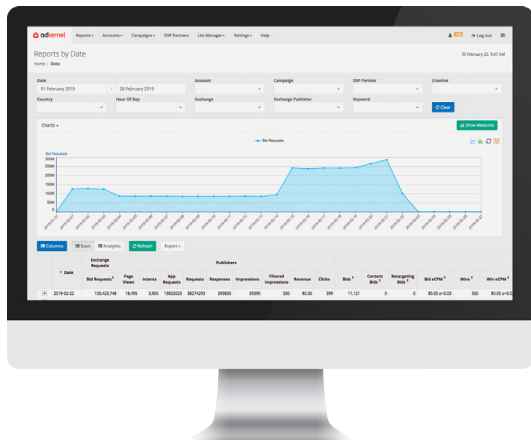
- **100% API access** to all console features including a dedicated Publisher API and Advertiser API
- **White-label interfaces** –All hosted by Adkernel and pointed to your domain. Fully featured Publisher dashboards, Self-Serve Advertiser access and multi-level roles for admins, account managers, accountants, publisher managers and morev
- **100% stats aggregation** –import all your remote partner stats into a unified admin console

- **Log-level data access** –Export log data for analysis or setup regular report exports
- **Advertising CDN built in** –Supports direct banners, native campaigns and video campaign hosting

**WORLD-CLASS HOSTING
INFRASTRUCTURE RESPONSIBLE
FOR HANDLING OVER 200 BILLION
REQUESTS PER DAY**

AdKernel is a leading advertising technology company that offers a fast, efficient and feature-rich universal white-label ad serving solution for publishers, advertisers, and networks. Thanks to the company's industry-leading role in providing enterprise-class solutions for pay-per-click, display and video, mobile and desktop markets, which help clients to achieve advanced traffic and revenue maximization.

Learn more!
Contact our sales developer
theng@adkernel.com
to schedule a demo.



adkernel

ADVANCED ADVERTISING TECHNOLOGY
FOR OPTIMAL PERFORMANCE

2.

PRODUCT SUITE