



# CPASuite Overview

*Connecting digital media buying and performance marketing is always terrifying and labor intensive. CPASuite automates the difficult parts.*

Testing countless traffic sources, killing non-performers, figuring out fair bid price, managing multiple campaigns in numerous geo locations and many more tasks - all this is capital and labor intensive. This is why automation and optimization of every stage of this game is the key to run a profitable operation.

We help our clients to achieve the highest level of workflow efficiency in CPASuite, which includes an ad serving platform paired with a best-in-class real-time optimization engine based on innovative machine learning algorithms and set of automation features.

It will reduce test budget waste, reacts with milliseconds precision to ever-changing performance KPIs, reward performing and eliminate underperforming traffic segments, relieve your operations managers from routine tasks and reduce overall labor expense.

## Features included

- Advanced Drill Down Reporting for analyzing performance in 100s of dimensions
- Integration Hub - Automated Stats Import for **every** 3rd Party stats source. Integrated with all major IVT solutions and in-app conversion tracking (Kochava) and more.
- Easy Import and Export of Data and Offers
- Advanced API - Configurable, Granular Advanced Bidding Controls
- Self Serve interfaces for Direct Publishers and Advertisers included
- CPA-to-CPC mode
- CPA-to-CPM mode
- CPA only mode

Read more at: <https://adkernel.com/white-label-cpa-suite>

## About Adkernel:

Since 2010, AdKernel has focused on building core technology to power the ad tech world. We provide white-label ready fully-hosted advertising solutions with advanced admin, publisher and advertiser self-serve interfaces. With a global combined network management of over 250 Billion inbound requests per day, we are one of the largest technology providers for the industry.

Our business model is simple - we provide the technology, tools and technical understanding and you bring the business. We're here to empower your business and make sure you have a reliable technical partner to achieve those goals.

Interested to learn more? Please contact our sales at [sales@adkernel.com](mailto:sales@adkernel.com) to schedule an introduction call or to ask any questions.