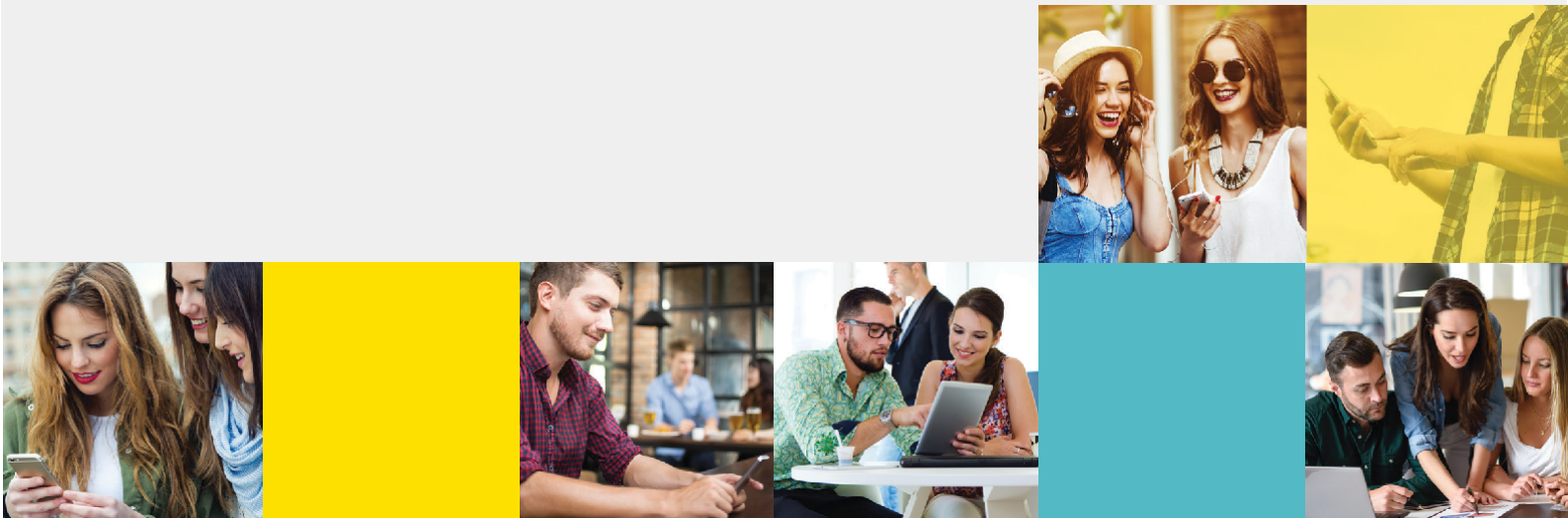




Digital Advertising Hub



Media Kit 2019

■ Mobile DSP ■ SSP ■ Video
Ads

www.digitalmediasolutions.eu

About Us

Know us better and how we operate



Our guiding goal is delighting customers

"Creative without strategy is called 'art.'
Creative with strategy is called advertising"
- Jef I. Richards

Who We Are

Out of today's rapidly evolving mobile advertising market arose DMS in 2014 which is Headquartered at Australia and has its presence in Europe.

DMS is fully-compliant digital advertising network that brings security and durability to your campaigns, while guaranteeing the highest levels of performance. We've partnered with leading advertisers and publishers to give you access to the top demand and supply world wide.

What We Do

We allow advertiser and publishers to connect their inventory to multiple Ad exchanges, DSPs, SSPs and Networks at once. This allows a huge range of potential buyers to purchase ad space and for publishers to get the highest possible rates. We are a self-regulating programmatic advertising technology platform dedicated to delivering global audiences at scale through a powerful monetization and advertising solution.

Mission & Vision

To carry a positive action we must develop a positive vision



Our Mission

- » Integrity and Client Satisfaction.
- » Sustain an enduring relationship with all our Partners
- » Innovation and Engagement

Our Vision

To be a preferred, trusted and respected partner for providing advanced digital media solutions in the mobile advertising ecosystem.

Our Core Values

- » Shielding advertiser brand value
- » Relentless service, Integrity & Transparency.
- » Commitment towards advertisers goal



Our Products & Services

Bidsopt provides a comprehensive advertising suite

1 MOBILE DSP

A demand-side platform (DSP) is a system that allows buyers of digital advertising inventory to manage multiple ad exchange and data exchange accounts through one interface.

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2 SUPPLY SIDE PLATFORM

A supply-side platform is a technology platform which enable web publishers to manage their advertising space inventory, fill it with ads, and receive revenue.

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3 VIDEO ADS

DMS offers industry's leading video solution for advertisers to maximize brand exposure through advanced technological tools, Real-Time Bidding capabilities etc.

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Mobile DSP

Reach top quality users, precisely.



40+ Bn Daily
Ad Impression



Access to 50
+Exchanges



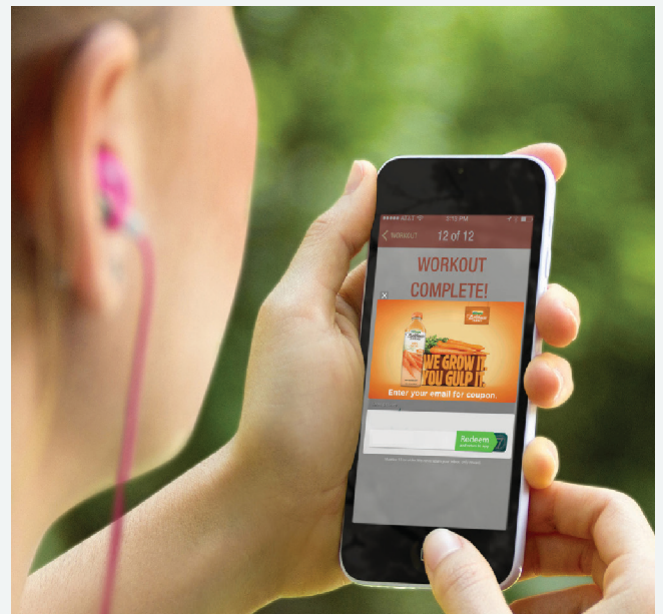
1000+
Campaigns



100+
Advertisers

Demand Side Platform

Real-time bidding for displaying online advertising takes place within the ad exchanges, and by utilising a DSP, marketers can manage their bids for the banners and the pricing for the data that they are layering on to target their audiences. DSP allows users to optimise based on set key performance indicators such as effective Cost per click (eCPC), and effective Cost per action (eCPA). DSP creates a unique opportunity for advertisers to truly control and maximise the impact of their ads.



Self Serve UI

You control every aspect of your campaign. You can make changes as you wish to the campaign targeting.



CTR Prediction

Our bidder bid on CPC while the bidder predicts CTR and bids on CPM on the exchanges.

Ad Format

Indulge your audience with multiple ad formats such as banner, native, rich media and video.



Global Inventory

We integrated with multiple supply sources like exchanges, app developers, websites and ad network.

DSP Features

Enterprise grade software for media buying and optimisation

At DMS we believe that successful execution starts with a sound strategy. We work with our customers to understand their business needs, goals and targets to create a compelling strategy that recognizes mobile as the growing force that it is.



ROI Optimised Results

The DMS DSP provides extensive targeting across multiple RTB exchanges and direct publishers. Using machine learning predictive algorithms and Big Data analysis, DMS DSP identifies and targets high quality mobile users your searching for, in real-time.



World wide inventory

Gain programmatic access to leading mobile exchanges, including Mopub, Rubicon, Mobfox, Pubnative, Pubmatic, Oath etc. Deliver highly targeted campaigns, to a broad audience with pinpoint accuracy, and engage them with the most relevant campaigns.



Flexible Pricing

Choose your desired pricing model from options including CPM and CPC. There's no need to risk paying for unqualified impressions. Instead pay only for the high quality clicks you received. Our Bidder allows to bid on CPC while the bidder predict the CTR and Bids on CPM on the Exchanges.

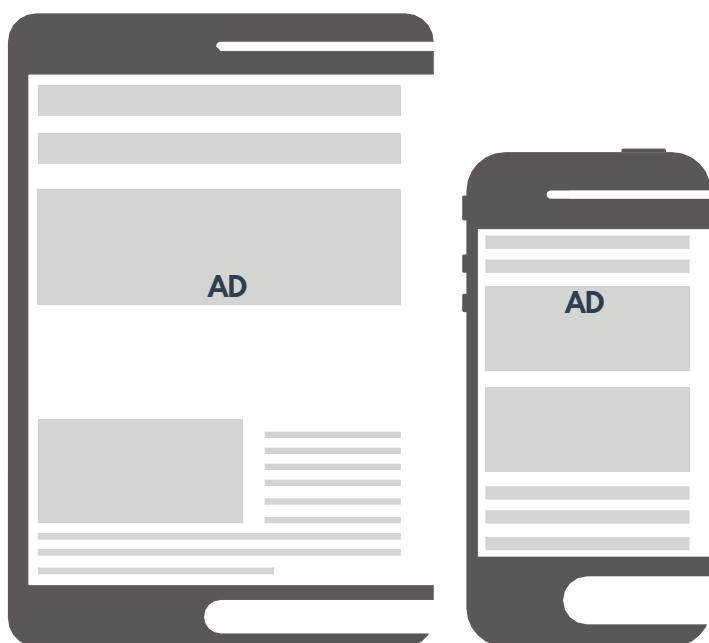


Automated Optimization

The DMS DSP automatically optimizes your mobile campaigns based on multiple data points from historical analysis, real-time information, and predicted campaign outcomes.

DSP Targeting

We support the most advanced targeting features



Reach top quality users, precisely.

Being able to understand what works best for each campaign, we at DMS work closely with brands and agencies to deliver high impact ads across the devices. Real-time performance reports can help you understand how your audience is engaging with your brand through their mobile devices.



Geography

Choose country and location, latitude-longitude or target the user with specific IP list.



Category

Select between all IAB standard Category.



Device OS/ Browser

Android, iOS, Windows etc for OS and Chrome, Safari etc for Browser.



Exchanges / Publishers

Target your campaign for particular exchange- es or direct publishers.



Device

Choose the brand and model among Mobile/Tablet.



Time of Scheduling

Run your campaign on a specific hour a day.



Wifi / Carrier Targeting

Target your campaign for specific Mobile Carrier or between Wifi or Carrier Traffic.



Cherry Pick App/Site

Blacklist or Whitelist a Site or Apps from Any Exchanges.

Supply Side Platform

Unlock the true value of your inventory



We've created a powerful SSP connected to the world's leading demand sources and a broad range of selling options that help secure the maximum value for every impression.



Fully Independent Publisher platform and ad serving infrastructure. No extra cost or fees for 3rd party ad server.



Real-time bidding platform smartly combines programmatic and direct demand within a global auction. The publisher gets the highest bid.



Cross-screen monetization. Variety of channels: Banner, Native, Rich Media and Video Ads



Powerful Advertiser and Content Controls to choose who bids on your inventory



We provide the tools needed to get detailed reporting and analytics to secure maximum value for your inventory.



Understand, track and fully monetize your audience with our extensive DMP integrations

SSP Features

Maximize your revenue. Engage your users.



Earn the best possible price for each impression

The DMS SSP is connected with world's leading demand side platforms to yield better rate for your inventory. We also have direct demand from different brands and agencies worldwide..

Drive revenue with header bidding

Drive incremental revenue and access new sources of demand by using header bidding in conjunction with the DMS SSP. Header bidding provides efficient access to demand on the BidSpot platform while increasing bid density in your primary ad server.



Video

Gain DMS top expertise for Pre-Roll and In-Page ad units.



Display

Expand the reach and effectiveness of your display campaigns through DMS display Marketplace.



Native

Integrate DMS native video and display ad units to expand your revenue model.



Rich Media Ads

Increase your CPMs through our rewarded video and rich media ad units.

Why video advertising ?

Video is a familiar and effective format for brand advertising



On an average an individual consumes more than 6 hours of video content across various screens in a day



Video is quickly replacing static display advertising on mobile



The most effective way of informing & educating your potential prospects



Higher engagement with video content induces the purchase consideration of the user



Diversified and cross-screen mix of media plan enhances brand reach



Time spent on mobile & desktop is higher than that is spent on TV in a day

Video Targeting


Bidsopt's targeting features to guarantee that every ad is spot-on

Advanced Targeting Options

DMSVideo
platform uses IAS
for Brand Safety
and Fraud
Prevention

IAS Integral
Ad Science


Frequency
Capping


Day
Parting


Devices


Geo
Targeting


Whitelist &
Blacklist


Category
Targeting

Video Features

DMSvideo platform leverages



Our Platform

Our Platform delivers 40 Million Video ad impressions per day across the screens



Global Scale

Single operating window to reach global audience to run multi-screen video campaigns



Reports

Advanced reporting options and detailed analytics



Targeting

Precise targeting such as country, devices, browsers etc.



Optimization

Options to run campaigns on white-listed & blacklisted sites



Audience Profiling

Audience profiling-Gender targeting, city & age group targeting

DMS Deliverable

Insightful thinking, purposeful making

01

Data driven approach to run campaigns, based on historical data, performance & case studies.

02

Proactive campaign management & media plan by expert account management team to ensure ROI.

03

24X7 availability of operational resource to optimize the campaign strategy and make sure campaigns are run in accordance to the plan.

04

Our account management team provides you an efficient & effective budget plans to achieve relevant KPI

05

Assurance to safe-guard advertisers brand value & image in accordance to IAB guidelines.



Our Partners

Some of our top advertisers and publishers

Advertisers & Agencies



Publishers & Exchanges



Technology Partners





Web

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Thank You

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