

# Meet Smaato's digital ad tech platform

Solving complexity With simplicity.

Smaato's digital ad tech platform offers an omnichannel, self-serve solution for publishers and marketers. Our ad server and monetization platform empowers publishers with the tools they need to thrive, and enables marketers to deliver memorable audience experiences worldwide – and on any device.

**1.8 Trillion**

Monthly Ad Requests

**1.3 Billion**

Monthly Unique Users

**150 Billion**

Monthly Video Ad Requests

**470 Million**

Monthly Unique Viewers

**1**

Complete Platform



## What sets us apart

We are a trusted partner for publishers and marketers worldwide. Why? We give you the tools to make monetization simple, while protecting user privacy. To help you unlock your revenue potential, we offer unparalleled service and personalized support.

Smaato's self-serve Ad Tech Platform and free ad server create seamless and custom-tailored experiences for audiences. Plus, our platform is constantly evolving to anticipate your needs.

## Why Smaato?

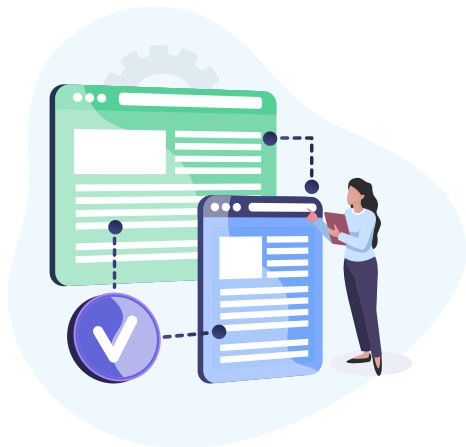
### Reach audiences everywhere

When we say omnichannel, we mean it: We support all channels, devices, environments, ad formats, and sizes. Our platform is completely device and screen agnostic.



### Gain peace of mind

We offer a clean, protected marketplace to give you confidence and ensure a brand-safe user experience. With a combination of the latest technologies and a dedicated team of market quality experts, we stop fraud in its tracks.



## Enjoy total transparency

Our ad server provides **transparency, flexibility, and control**. Knowledge is power, so we equip you with the insights you need to make better decisions and optimize campaign performance.

## Skip the fees

We offer a powerful, free-to-use server – giving you more control and better reach. Publishers who switch to Smaato’s ad server see a ~30% uptick in revenue.



“*The Smaato team consistently proves that they are dedicated to helping us reach our goals. Smaato impressed us with one of the fastest ramp-up periods of any of our new supply partners. We are particularly impressed with the professionalism of the account management team who are always quick to respond and proactively identify new opportunities for our business.*

- **Betty Wan, Business Development & Partnerships at Liftof**

## Pick your position

Our platform supports unified bidding, Prebid, open auction RTB, private exchange RTB, and programmatic direct buys (including preferred deals and programmatic guaranteed). And, our SDK is fully SKAdNetwork enabled for **iOS 14 compliance**.

## Make it yours

One size does not fit all. Our solution allows for greater flexibility, customization, and choice, so you can tailor it to your exact needs and specifications. Whether you are a publisher building your own walled garden your way, or a marketer seeking contextual targeting, our customizable solution lets you make it your own.

## See for yourself

Ready to get started? Visit [www.smaato.com](http://www.smaato.com).