

# Smaato's Digital Ad Tech Platform Puts You in Control

Fully optimize your monetization strategy, tailor your audience's experiences, and increase revenue on our omnichannel platform.

**We helped revolutionize in-app advertising. But we didn't stop there. At Smaato, we're constantly evolving to help you anticipate and meet every opportunity.**

Our newest Digital Ad Tech Platform is an ad server and omnichannel self-serve monetization solution, all in one. Publishers bring their first-party data and manage display, native and video inventory on one self-serve platform. Marketers access premium publishers and audiences within a publisher's own environment, ensuring the highest quality inventory.

**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



## Meet Our Ad Server

Manage direct, in-direct and programmatic campaigns, all in one place. We offer full flexibility and monetization control – for free. Our powerful ad server gives you control over creative approvals, lets you set ad placement fill priorities for specific buyer(s), floor prices, and networks, and comes with built-in demand. By increasing competition, we help increase your eCPMs.

Publishers who switch to Smaato's ad server see a ~30% uptick in revenue.

When you use Smaato as your primary ad server, you can also integrate with our in-app header bidding solution, Unified Bidding, to see a minimum of 10-20% increase in revenue.

## Why Smaato?

### Build It Your Way

Smaato gives you the tools you need to create your own walled garden. The Smaato Platform offers a completely customizable solution. You can also choose how you monetize: whether through open auctions, programmatic direct deals, or private exchanges. Plus, our NextGen SDK is modular, so you can select just what you need.

### Deliver Outstanding User Experiences

We are truly environment, ad-format, size, channel, screen, and device agnostic, and we are constantly innovating to provide even more monetization opportunities. Whether you want to make a splash in-app or reach viewers through OTT/CTV, we can help you deliver highly relevant and engaging ads.



## Tap Into New Revenue Sources

We offer endless integration options. With our **Prebid adapter**, you can connect with additional marketer demand sources to maximize revenue and increase your fill rates. You can also connect to global marketers through our robust **API integration**.

“ Smaato has opened our inventory up to premium demand worldwide, allowing us to tap into additional revenue streams from markets such as Japan.

- Howard Lam, Senior Mobile Advertising Manager at PicsArt

## Work Smarter

Get real-time data and insights at a granular level. Smaato's **competitive intelligence and reporting** gives you the insights you need to make better decisions more quickly.



## Feel Supported

With offices worldwide, we're always available to help when you need it. **We offer unparalleled support.** Consult with our monetization experts to get customized reporting and recommendations to meet your revenue goals.

## Protect Your Brand

With a dedicated team of experts and automated AI solutions, we stop fraud in its tracks. We offer a clean, **protected marketplace**, so you can confidently deliver a brand-safe user experience.

## See for yourself

Ready to get started? Request access [here](#), or give us a shout – we're here to help! Learn more at [www.smaato.com](http://www.smaato.com).