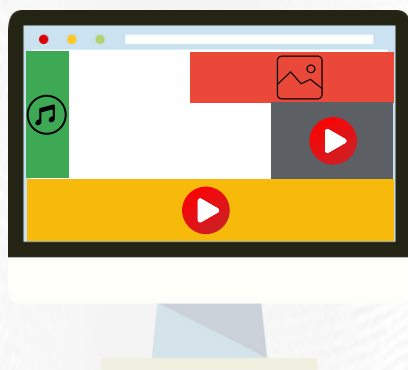# Ad360

NEXT-GENERATION MEDIA BUYING PLATFORM

Ad360 offers:

- Your Ultimate **Media Buying Hub**
- Smart **Programmatic Advertising**
- **Omnichannel** Advertising (search, social, display, video, native, CTV)
- Best-in-class **technology** & **efficiency**
- Built-in **AI** to optimize all media campaigns

DEVICE TARGETING AND CREATIVES FORMATS

Any Ad, any format managed in one place.
Buy programmatic media **on any device.**

ACCESS TO THE BIGGEST AD INVENTORY SOURCES

Direct access to the market by cutting the middle-men.

Ad360 can access billions of impressions per day, across 160M+ websites and apps globally.

Ad360 accesses the **biggest source** of inventory in the world, through the **Google Authorized Buyers** AdExchange (aka Google AdX), and through the OpenRTB protocol, allowing us to bid directly on most of the available ad inventory anywhere.

Authorized Buyers

OpenRTB

BUILT-IN ARTIFICIAL INTELLIGENCE

Ad360 natively includes AI algorithms resulting from years of research, fueled by client feedback & insights

Media Buying Intelligence

- Bid management.
- Intra-day pacing.
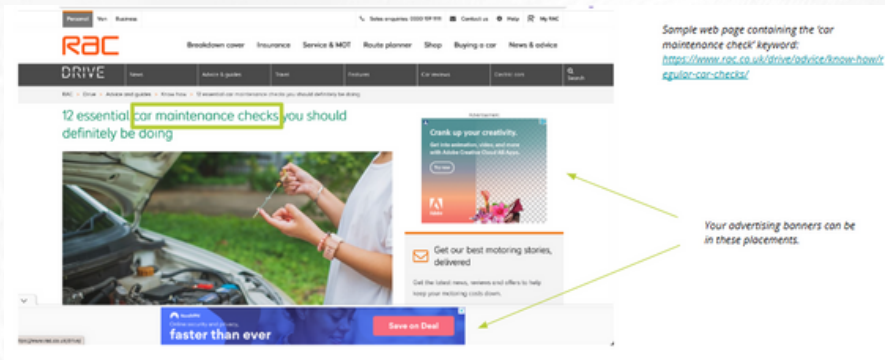- Cross-campaign allocation.

Market Intelligence

- Audience & sites selection.
- Multi-dimensional patterns recognition.
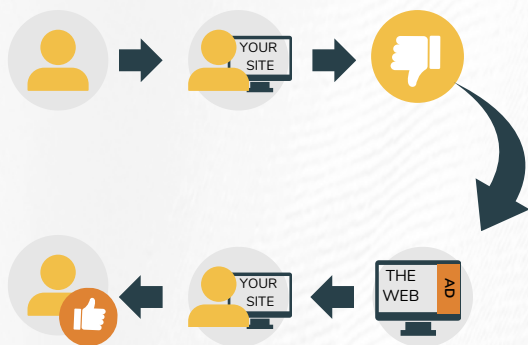- Budget breakdown amongst target segments.

Ad360

- Retargeting
- Geo-Targeting & Hyperlocal
- Device Targeting
- Day Parting
- First Party Audience
- Site Lists (WL and/or BL)
- Viewability Filters
- Historical CTR filters
- Position Targeting
- Languages
- Video Placements

KEYWORD TARGETING

Ads are only displayed in articles containing specific keywords in their content.

RETARGETING

Programmatic advertising allows you to re-engage with the audience that interacts with your website, using a tactic called retargeting.

Retargeting allows you to follow users that visit your website during they internet browsing and show them ads on any other website than yours to re-engage them and get them back to your website.
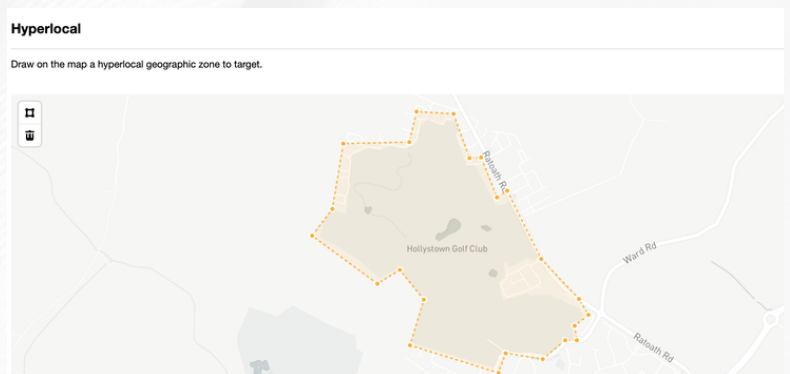
GEO-TARGETING

Implementing granular geo-targeting
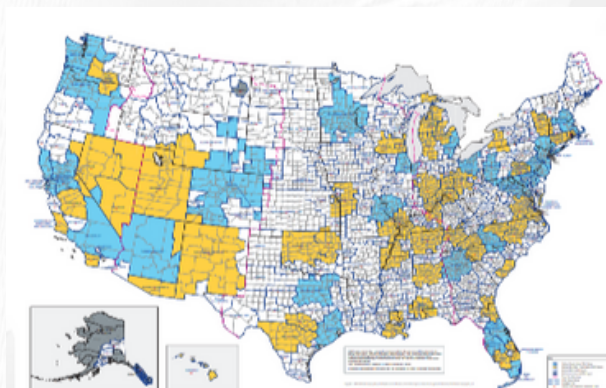
HYPER-LOCAL TARGETING

Draw on a map the specific area you want to target, as accurately as 10m x 10m

BOOK A
FREE DEMO

Unlock your ads and business potential with the Ad360 Platform!

Start today

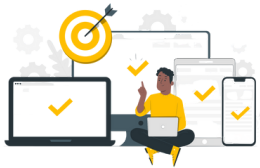# LEARN MORE ABOUT AD360'S UNIQUE FEATURES

Cross-Channel Advertising: Ad360 enables advertisers to run their campaigns across multiple channels:

- Web
- Mobile Apps
- Podcasts
- Connected TVs

Programmatic Advertising: Ad360's programmatic advertising technology allows advertisers to automate their ad buying and targeting process across any ad format, anywhere.

Audience & Contextual Targeting: Based on demographics, interests, behaviors, contexts and specific keywords, which leads to better engagement and higher conversion rates.

AI Optimization: Optimizes campaigns in real-time, based on performance data, to achieve better results and improve ROI.

Book demo today