REINVENTING DIGITAL ADVERTISING EXPERIENCE THROUGH RADICAL AND INNOVATIVE SOLUTIONS.
With Digital Advertising world becoming more vast and complex, right and smart advertising is a simple solution to this web. Adzmedia believes offering our clients performance driven, result-oriented and self-serve advertising platforms. With simple yet exceptional interfaces, our platforms enable clients to purchase inventory from our highly distinguished mobile advertising network and all major mobile RTB exchanges. Mobile ad campaigns can be easily created & managed, detailed analytics can be drawn up and accessed, and all efforts can be optimized for greater results using a patent-pending tool - this is the present and future of mobile advertising as we know it. Adzmedia is made up by a team with an unparalleled background. The management, founders and team have built and directed important successful entertainment and mobile marketing companies, as well as online advertising networks worldwide.

www.adzmedia.com  sales@adzmedia.com  +91-80-65-605888
Say Hello to
Digital Advertising

“Adzmedia’s conversion rates are 3X-5X times higher than any other mobile advertising network around.”

In a world that's rapidly going mobile, Adzmedia’s powerful and unmatched Demand-Side Platform (DSP) gives every app advertiser a certain edge - Impact! Accurately targets users and manages campaigns while taking strategic decisions supported by consistent reporting.
GLOBAL TRAFFIC 15+ Billion Impressions Worldwide
Maximize the earning potential of your mobile inventory with ad campaigns from major brands across the globe. Adzmedia granular reporting and analytics enables publishers to track and optimise the performance of ad slots in real time.

**Global Ad Campaigns**
- Brand and performance campaigns
- Thousands of campaigns per month
- Active campaigns in over 200 countries

**Higher eCPMs Earnings**
- Stringent advertisers guidelines
- Control the campaigns and advertisers that run on your sites
- Apply filters and block intrusive ads

**Quality And Control**
- Support for all possible integration options
- Multiple APIs for automation
- Full customer support available
We do not believe in bragging, but we are simply the best with some coolest tech geeks in the house!

Performance based advertising
Personalized and optimized campaigns
Higher revenues delivered on inventory
Daily tracking and analysis

Competitive pricing
Right advertisers right users
Highly customizable DSP
Reduced wastage of impressions and increased conversion metrics

Attract more users with advanced advertising
Reach- Geography
Buy premium inventory in minutes
Over 3000 plus publishers and billions impressions served everyday

Make your every single penny spent count and enter the world of future advertising with us. Adzmedia provides the perfect environment which has a tendency to maximize the potential of micro segmentation by utilizing targeting capabilities such as geographic location, device factors, carrier choice and many more.
Supported Ad formats

Banner Ads
In-App Banner Ads are a staple of mobile advertising. Combined with Adzmedia advanced ad types, banner ads enable advertisers to reach consumers at every stage of their mobile lives.

Rich Media Ads
Rich Media Ads enable advertisers to deliver interactive content that drives dramatically more engagement than traditional static ads.

Appwall Ads
Appwall Ads are displayed at natural breaks in an app session and display a variety of offers that self-optimize for maximum performance. Appwall ads can deliver rich media such as video, app downloads and more.
Adzmedia’s Video Ads are optimized for device type and connection speed, enabling dramatically higher conversions and an improved consumer experience. 30%+ higher conversion rates 5% - 15% CTRs Fully opt-in for consumers billions of impressions across 9 formats, from a single interface.

Landing Page Ads
Build rich and interactive experiences such as forms or animation directly into an ad. Landing Page Ads allow you to create cohesive cross-channel campaigns that create perfect branding for your organization.

Supported Ad formats
Mobile demand side platforms (DSPs) are the services that allow mobile advertisers to buy inventory across a variety of ad exchanges, networks and publishers. They are usually used with real-time bidding or programmatic trading.

A Supply-side Platform (SSP) is a technology platform to enable web publishers to manage their advertising space inventory. It is used to automate and optimize the selling of the online media space.

Acts as an intermediary between publishers and merchant affiliate programs. It allows website publishers to more easily find and participate in affiliate programs which are suitable for their website and allows websites offering affiliate programs to reach a larger audience.

Media Planning entails sourcing and selecting optimal media platforms for a client’s brand or product to use. Since last 5+ year Adzmedia has provided expertise in planning the entire media buying from Brands to SME for various kind of objectives at a global level.
Adzmedia enables brands to enjoy the benefits of programmatic mobile advertising without worrying about technology. Operating as a Demand Side Platform (DSP), we purchase in-app ad-space on Real Time Bidding (RTB) platforms and ad-exchanges. We do so the smart way: our proprietary machine learning algorithm is able to identify behavioral patterns, seek valuable inventory, bid intelligently, and optimize in real time.
Key features of DSP

**Real-time bidding**
With an OpenRTB 2.2-based platform, manage and optimise ads from multiple traffic sources.

**A/b testing**
Set aside a low budget to test a creative. Depending on results, choose ‘A’ creative over ‘B’ creative, where the real convenience lies in how the entire process can be automated.

**Detailed real-time reporting**
Make informed decisions - check and analyse creative and campaign performances based on detailed real-time reports.

**Global coverage**
Giving your ads global visibility and a greater reach, communicate to high-quality users while building your application the right way up.

**Advanced targeting**
Precisely and programmatically target and retarget users based on geographies, demographics, type of device used, nature of applications downloaded, IP addresses, etc.

**Multiple ad formats**
If it’s relevant, Adzmedia’s DSP supports it. From rich media ads to advanced overlays, promote your kind of ads for your kind of users.
Real Time Bidding

Programmatic refers to the use of software (programs) to purchase digital ad-space (impressions), as opposed to the traditional human process. Real-Time Bidding (RTB) is one of programmatic advertising main streams, and refers to the buying and selling of digital ad-space through auctions that occur in the time it takes a (mobile) webpage or app to load.
Integrated DSPs

ajillion  |  appnext  |  widdit  |  Fyber

mobusi  |  appTV  |  avazu  |  smartyads

www.adzmedia.com  sales@adzmedia.com  +91-80-65-605888
Key features of SSP

Greater Monetisation
Effectively monetise your app with Adzmedia. Increase revenue by displaying banner ads, rich media ads, native ads and more.

Managed Inventory
Manage your entire inventory on a single interface - it’s efficiency and transparency guaranteed.

Extensive Demand
With Adzmedia’s DSP, optimise your inventory while banking on a large and reliable network of demand partners and in-house sources.

Higher Fill Rates
Combining high demand side integrations with in-house demand sources, our fill rates are the highest across the world.
Supply Partners

appTV | Avazu | smartyads

INMobi | MobFox | BuzzCity | vServ

smaato | Opera MediaWorks | SmartRTB | Yeahmobi

mopub | AOL | epom ad server
Advertiser Faq’s

• What Kind of campaigns does Adzmedia support?
  We support CPM, CPC, CPI and CPA (Subscription) & Click2call campaigns.

• Which are the Integration options available at Adzmedia?
  You can integrate via Js Tags, S2S (API) and SDK.

• In case of any problems, who can we write in to or contact? Will Adzmedia provide tech support in case needed?
  You will have a dedicated account manager to work closely for single point of contact. Additionally, you can also write an email to helpdesk@adzmedia.com.
Can the end to end campaign management be done by Adzmedia?

Yes !! Adzmedia team will work on the end to end campaign management and optimize the campaign for the better conversions.

What are the payment terms Adzmedia work on?

Strictly Net 30 days !!!

Which banner sizes do you support?

We support all IAB mobile standards (300x250, 300x75, 320x50)

Do the advertiser have to share the marketing collaterals for the campaign?

Yes !! Adzmedia will strictly use the banners shared by the Advertiser and entire marketing collaterals have to be shared by the advertiser for better conversion.
Hunt down your right target audience and increase your conversions with advanced analytics and grow quickly with increased conversions.
Get in Touch

📞 +91-80-65-605888
✉️ sales@adzmedia.com

INDIA
#189, 2nd Floor, Adjacent To HSR Club,
22nd Cross Rd, Sector 3,
HSR Layout, Bengaluru,
Karnataka - 560102

SINGAPORE
1, Raffles Place, # 20-61, One Raffles Place,
Singapore - 048616
Thank You For Watching