Smaato's Digital Ad Tech Platform Puts You in Control

smaato

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	**1.3 Billion**	**150 Billion**	**470 Million**	**1**
Monthly Ad Requests	Monthly Unique Users	Monthly Video Ad Requests	Monthly Unique Viewers	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.
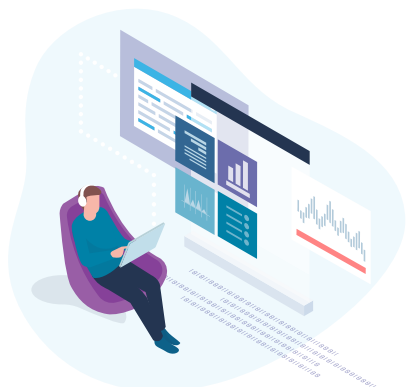
Tap Into New Revenue Sources

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.

Smaato's digital ad tech platform offers an omnichannel, self-serve solution. 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. Learn how advanced analytics, industry-leading market quality, and total transparency help set Smaato apart.