

OpenX Ad Exchange

Where the world's top advertisers compete for your inventory



The OpenX Ad Exchange remains unrivaled in its performance and ability to optimize yield on your inventory. We help you maximize monetization on each impression by opening up access to a broad complement of demand sources across a variety of screens and ad formats, providing you with the scale of a platform that processes 140B ad requests per month and 100K auctions per second. You can optimize revenue by tapping into quality demand sources, including all AdAge top 100 advertisers, and utilizing ad quality controls and safeguards that ensure compliance with your quality standards. We layer extensive reporting features on top of this engine to give you transparency and insight into the performance of demand partners, in order to measure and refine results over time.

WHY OPENX?



Optimize Your Yield

We use a real time auction to make sure you get the highest bid for your inventory.



Maintain Control Over Your Inventory

Sell your inventory on your terms with pricing & ad quality controls that eliminate bids outside of your business & brand standards.



Capture Buy Side Visibility

Evaluate each demand partner's performance as well as the demand landscape for each ad request.



Execute Private Marketplace Deals

Set up private auctions and preferred deals on high-value inventory at a premium price.



Easily Implement the OpenX Ad Exchange and Drive Up Demand Immediately

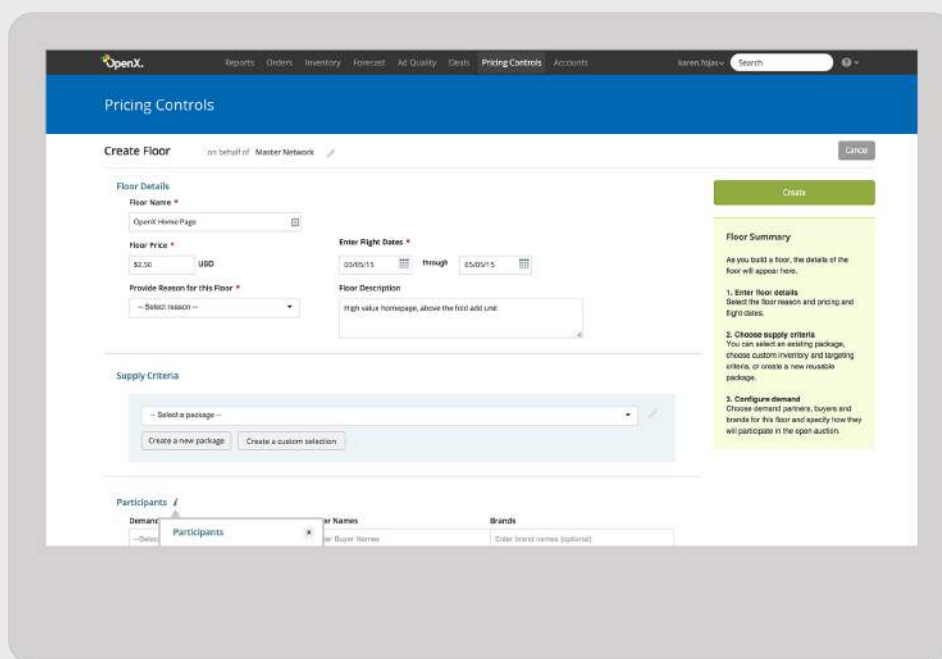
Simply insert a tag and start increasing competition immediately.








Harness Your Data to Make Informed Decisions

Integrated reporting features give you visibility into the performance of your inventory across granular and macro-level metrics.

A FEATURE-RICH PLATFORM THAT'S EASY TO NAVIGATE



Features	Functionality
 <p>Reporting Understand and optimize performance</p>	<ul style="list-style-type: none"> • Set up custom reports that allow you to track revenue, CPM, impressions, requests and fill rates with period-over-period comparisons • View daily trend reports • Evaluate demand with macro and bid level insights • Track and manage preferred relationships and private marketplace deals • Visualize performance with a suite of illustrative tools
 <p>Ad Quality Safeguards and Tools Maintain protection and control</p>	<ul style="list-style-type: none"> • Rest assured that all buyers are vetted to ensure that they meet our strict quality standards • Have OpenX's in-house ad quality experts review and monitor creative for compliance • Increase protection with third-party vendors, including The Media Trust, continuously scanning tags for malware and other malicious activity • Manage channel conflict and ad quality standards with multiple layers of filtration • Report and block low quality ads
 <p>Pricing Controls Find the right price to maximize yield and fill</p>	<ul style="list-style-type: none"> • Set a floor price across multiple packages of inventory or demand partners • Create inventory packages by content category, adsize, page position, screen type and other targeting criteria (e.g., geo, day parting, referral URL and key-value pairs) • Quickly search, sort, and enable/disable any profile • Monitor revenue impact on any floor price and adjust accordingly
 <p>Usability Make sure your exchange is working for you, not the other way around</p>	<ul style="list-style-type: none"> • Empower your Ad Operations team with a consumer-grade user experience • Maintain multiple user profiles • Easily navigate and run reports that provide extensive data • Setup the OpenX Ad Exchange by simply inserting a tag
 <p>Flexible Selling Models Execute private marketplace deals</p>	<ul style="list-style-type: none"> • Sell high-value inventory at a premium price • Select between multiple selling models including: preferred deals, private auctions and preferred insights • Package and prioritize deals by price or strategic value • Set access controls for unsold impressions that reach the open auction