CPASuite™ by AdKernel:
A powerful and flexible system for performance marketing at scale

A comprehensive trading desk solution for performance marketers, brands and affiliate networks from a proven leader in advertising technology. We've built a performance marketing solution based on AI driven automation techniques that optimizes bidding and organizes buying and performance data in one management console.

What we focus on:

- **Multi-Channel Management:** Smart Links, Contextual, Native, Banner, Push and beyond. (Supports CPC, CPV, CPM and CPA-only publisher integrations)
- **Automated Optimization:** Battle-Proven Machine Learning and Neural Network implementations that will automate bid targets for performance and cost
- **Universal Tracking:** Use Postbacks, Pixels, Multi-step and In-App integrations to track from first touch to checkout
- **Data Accessibility:** Raw log access. Exportable - API, CSV, SQL query-able data
- **Tried and Trusted Reporting:** Ou r multidimensional DataKernel statistical engine generates customizable performance reports in 250+ combinations
- **API First Design:** Full Access REST API for every component
- **Integration Toolbox** A toolbox to integrate leading Fraud and Viewability services, conversion tracking integrations with Kochava, Google Analytics and more.
- **Third-Party Stats Aggregation:** Automatically integrate net statistics from third-party reporting sources
- **Your Data is Your Data:** Siloed data infrastructure design at heart. User data privacy features allow for opt-in and opt-out for privacy compliance

Simple integration methods:

- **Smarter Smart Links:** An AI-based optimization engine that offers deeper level of insights and better performance. This unique real time engine has millisecond reaction to an ever-changing traffic landscape.
- **Integrate Push Notifications:** Push notification traffic offers a shorter path to conversions than any other Vad format. We offer a full cycle solution for push notifications - collecting and managing subscriptions the tools for buying

Import and Sync Reports with Cake, Tune/HasOffers, Affise or via standard formats.

With all the power of AdKernel's White-label Ad Solutions: Self-serve Publisher interface, Self-Serve Advertiser interface, APIs and moreare all included.

6.

ADKERNEL PRODUCT SUITE

WHO WE ARE: A Reliable Ad Tech Service Provider since 2010. AdKernel serves as a leading white-label technology provider for hundreds of active ad networks, exchanges, trading desks, SSPs, DSPs and performance marketing solutions that drive over 200 billion ad transactions per day.

- **Scalable Ad Stack - Best in Class Software and Custom Network Architecture development for the advertising industry.**
- **A Leader in Click-Based Ad-Serving**
- **DataKernel.io - Our Microservice framework, Open Sourced in 2015**
- **Straightforward Pricing, No Monthly Minimum Spend**

Learn more!

Contact our sales developer theng@adkernel.com to schedule a demo.

adkernel
ADVANCED ADVERTISING TECHNOLOGY
FOR OPTIMAL PERFORMANCE