S2S Header Bidding Suite

Enterprise Level Header Bidding Management Suite for Networks and Publishers. AdKernel provides an effective suite for managing publishers and connecting them to programmatic, tag-based and direct campaigns in a unified admin console with macro features and granular tools to make business work.

Business-Building Benefits:

- **Supply features for managing direct publishers** via Prebid.js and Prebid Server whitelabel support and support for OpenRTB and Prebid Server adapters along with direct Javascript tags that support OpenRTB/S2S
- **Demand side integrations** with 400+ DSPs and select Prebid Server demand; direct campaign management for tags and hosted banners as well as direct advertiser features
- **Analytics including multi-level drill down reports**, IVT reports from all major providers built in, Ad scanning solutions (GeoEdge, AdSecure, TheMediaTrust and more) and a Prebid Stats adapter built in
- **Analytics and Optimization features** for realtime eCPM optimization and KPI goals
- **Contextual tools** for direct publisher monetization (Realtime Intent)

AdKernel Supports You:

- **100% API access** to all console features including a dedicated Publisher API and Advertiser API
- **White-label interfaces** −All hosted by Adkernel and pointed to your domain. Fully featured Publisher dashboards, Self-Serve Advertiser access and multi-level roles for admins, account managers, accountants, publisher managers and more
- **100% stats aggregation** −import all your remote partner stats into a unified admin console
- **Log-level data access** −Export log data for analysis or setup regular report exports
- **Advertising CDN built in** −Supports direct banners, native campaigns and video campaign hosting

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ADKERNEL PRODUCT SUITE

AdKernel is a leading advertising technology company that offers a fast, efficient and feature-rich universal white-label ad serving solution for publishers, advertisers, and networks. Thanks to the company's industry-leading role in providing enterprise-class solutions for pay-per-click, display and video, mobile and desktop markets, which help clients to achieve advanced traffic and revenue maximization.

Learn more!

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

WORLD-CLASS HOSTING INFRASTRUCTURE RESPONSIBLE FOR HANDLING OVER 200 BILLION REQUESTS PER DAY

adkernel

ADVANCED ADVERTISING TECHNOLOGY
FOR OPTIMAL PERFORMANCE