

# We're changing the video ad serving experience.

**You're about VIDEO, and we're about TECH.** AdKernel's Multi Video Platform(MVP) automates and simplifies the entire buying and selling process, giving you full control. Integrating cross-platform video has never been easier. AdKernel MVP is compatible with all major supply and demand channels.

## The only Video Ad Server you will ever need.

AdKernel MVP leads the way in providing maximum scalability at a minimal cost. With our AdKernel servers strategically placed globally, you'll experience the lowest latency and uninterrupted service to ensure your business's success. AdKernel MVP, the only Video Ad Server you should be using, **understands your needs:**

- Robust, intuitive, and customizable reporting dashboard
- White-Label ready from day one
- Multi-role logins for staff-side and client-side
- 100% ads.txt
- CTV, OTT, IA, In-Banner video, and more
- GDPR compliance
- TAG verified traffic assessment by accredited verification partners
- Proprietary IVT pre-bid verification
- Manual/Automatic screening and onboarding of new advertisers and publishers
- Self-Serve Platform for Advertisers

With all the features you've come to expect, and added tools that your business will thank us!

**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  
[sales@adkernel.com](mailto:sales@adkernel.com)  
to schedule a demo.



# adkernel

ADVANCED ADVERTISING TECHNOLOGY  
FOR OPTIMAL PERFORMANCE

7.

ADKERNEL MULTI-VIDEO PLATFORM