OrbitSoft Ad Server

Ad serving technology for publishers,
ad agencies, and ad networks

OrbitSoft Ad Server—complete ad serving platform for publishers, agencies, and ad networks

50 milliseconds
of processing and selection of advertising

90+ billions
ad impressions per month

ZEND FRAMEWORK · dōjō · jQuery · elasticsearch. · MySQL · Cassandra · SQLite · C++ · redis · Couchbase · hadoop · php · RabbitMQ · Java

ORBITSOFT AD SERVER SYSTEM
IS SUPPORTED 24/7/365

maintenance

CUSTOM
programming

trainings

99.9%
uptime

With OrbitSoft Ad Server system, advertisers and publishers can concentrate on what they do best. Advertisers can create and manage ad campaigns, and publishers can manage ad sites and ad placements.

OrbitSoft Ad Server is scalable, high-performance and fault-tolerant to process and serve billions of ads.

And the modular architecture of the platform allows us to create new features whenever you need them—easily and quickly—using our expert technical skill to support your evolving business needs.

FOR ALL VARIOUS DEVICES

OrbitSoft Ad Server Main Features

Various Cost Models

Cost per click (CPC), cost per thousand impressions (CPM), cost per action (CPA), cost per view (CPV), cost per hits, and fixed flat-rate pricing. Use the pricing that fits your business model.

Unlimited Targeting

Targeting by demographic, auditory, content, languages, keywords, days of the week and hours, mobile devices, manufacturer, browsers, IP-address, operating system, and more.

Everything Under Control

Flexible scheduling and delivery options with standard tracking by impressions, clicks, and conversions. Revenue tracking and budget control, too.

Advanced and Flexible Reports

Standard and custom reports and report templates, including revenue and performance reports. Scheduled report delivery and executive dashboards, as well.

Flexible Payments Processors

Payment using checks, bankcards, and electronic payment systems. Integration with any payment processor around the world.

User API for Your Convenience

OrbitSoft Ad Server provides integration with any third-party software directly through the program interface.

Easy Interface

Our interface is simple, intuitive and responsive, making it as convenient for beginners as for skilled professionals in the online advertising industry. And our mobile version allows you to manage your system any time, from any location.

Multiple Ad Formats

Banner:

Image, Flash, Text, Text & Logo and JavaScript ads

HTML:

HTML, Pop-up/Pop-under, Direct URL ads

Rich Media Ads:

Expandable, Floating, Page Peels, Interstitial, Banderole, Billboard, Full Screen

Video Ads:

Pre/Mid/Post-roll , In-banner, Overlay

Mobile Ads:

Pre/Mid/Post-roll, In-banner, Overlay
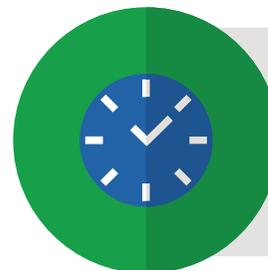
In-text Ads:

Text, Text & Logo, Image, Flash, HTML, Video
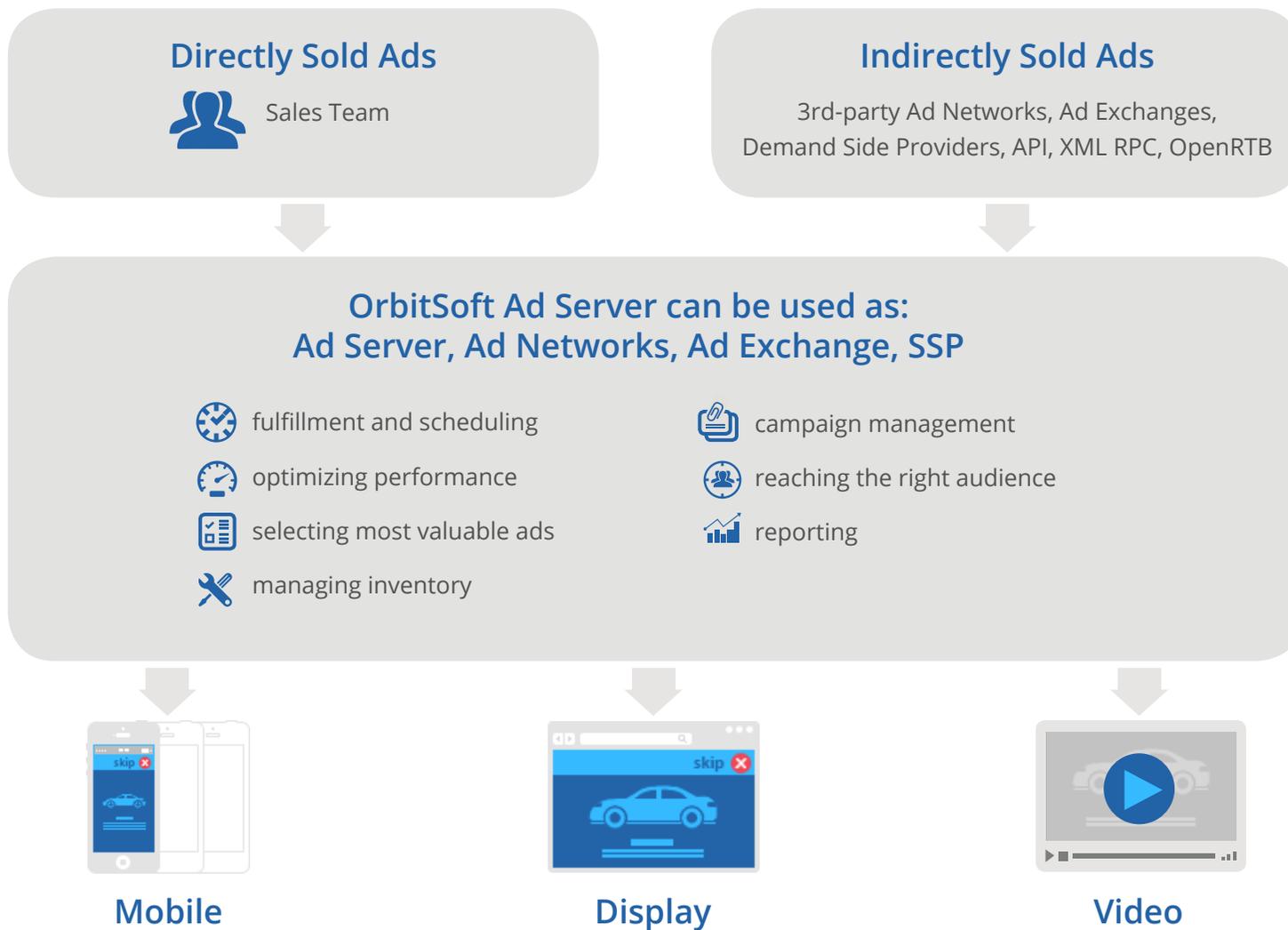
Native Ads:

Content Wall, App Wall, News Feed, Chat List, Carousel, Content Stream

Comprehensive support

We answer all pre-sales questions and handle installation and maintenance, with custom development available for any level of complexity required.

How OrbitSoft Ad Server Works

Directly Sold Ads

Sales Team

Indirectly Sold Ads

3rd-party Ad Networks, Ad Exchanges,
Demand Side Providers, API, XML RPC, OpenRTB

OrbitSoft Ad Server can be used as:
Ad Server, Ad Networks, Ad Exchange, SSP

- fulfillment and scheduling
- optimizing performance
- selecting most valuable ads
- managing inventory

- campaign management
- reaching the right audience
- reporting

Mobile

Display

Video

How Can You Work with OrbitSoft Ad Server

Licensing
one-time payment

OrbitSoft Ad Server License Solution is in-house ad server solution that runs on your own hardware behind your firewall.

You retain ownership of your data. You get a complete ad serving solution for advertisers, developers, and networks that stays under your total control.

Benefits of OrbitSoft Ad Server Licensing Solution:

- You can purchase updates anytime for an additional fee.

- Hardware stays under your control.

- You can buy your own servers or use servers of third-party hosting providers.

- You support your system functionality. That means you manage all system aspects. However, if you don't have your own technical team, we can offer technical support for an additional fee.

- You can modify or customize the system according to the needs of your business.

- You manage system security (If you use 3rd-party hosting, you're subject to that company's security measures).

- You have full access and ownership of your data and retain all rights to repurpose the data in proprietary products and make backups.

OR

Hosted Solution
monthly payment based on CPM

OrbitSoft Ad Server Hosted Solution is a software delivery model that stays on our central hardware. Your business interacts with the application using a web browser.

We take responsibility for all aspects of operating and maintaining your ad server, with no headaches from managing servers, daily backups, monitoring, security, and software updates.

Benefits of OrbitSoft Ad Server Hosted Solution:

- Continual updates and improvements with no financial burden for updating the software.

- OrbitSoft data centers hardware is already included in your monthly or annual payment.

- 24/7 technical support.

- Adjustable design to make it look according to your brand. We manage all system security (Please see your Service License Agreement for details).

- Access to the software via Internet browser. We use state-of-the-art hardware, and all our servers are load balanced and optimized for fast performance.

- If your system load increases, you can buy additional capacity for more ad impressions per day (Subject to availability, our system can handle billions of ad impressions per month).

About Us

More than 30 **highly skilled professionals** work at OrbitSoft. Our partnerships with over 1,000 advertisers and publishers from more then 25 countries help us to improve our products and constantly create unique offers for each customer with a global focus. OrbitSoft offers all our customers the highest quality product, with attention to the finest detail and evolving to meeting the needs of industry leaders and stay at the top of the market in the online advertising world.

Large, worldwide ad networks trust their business to OrbitSoft software. **Join the industry leaders!**

PRESENCE IN MORE THAN
25
COUNTRIES

MORE THAN
1,000
SERVING ADVERTISERS AND
PUBLISHERS GLOBALLY

MORE THAN
17
YEARS OF SOFTWARE DEVELOPMENT

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