



# OrbitSoft DSP

Automated ad buying in real-time mode

# Audience Buying

Whether brand promotion or product sales, all advertisers want one thing: **to display ads to the right customers at the right time.**

## How It Works

Technological breakthroughs and the availability of all kinds of audience data have led to a qualitative shift in how advertisers reach their audiences online.



### Content

Advertisers used to reach audiences with thematic content on websites, where the content was produced in hopes of hitting a target's tastes and preferences. It was an educated guess, at best.



### Audience

Data about different audiences soon became widely available and more extensive. Advertisers could then target based on segmenting detailed information into audience interests, demographics, purchasing behavior, and many other criteria.



### Audience Buying

Now, advertisers can build extremely accurate profiles of customer segments and reach them with specific advertising—all the way down to the level of the individual consumer.

# Ad Targeting

Data received from advertisers' websites and customers' databases—as well as data aggregated from huge networks, partnerships and registration inventories—allows today's advertisers **to get a much more full understanding of all aspects of an audience segment and the individuals within it.**

## Key Types of Audience Data Used for Targeting Internet Ads



*This data is available for advertisers who need to buy already-known target audience information*

# Real-Time Bidding

Real-time bidding (RTB) is a new technology that allows advertisers to evaluate, set bids and buy ad inventories by setting an **individual price for every visitor**.

*"20% of all media ad spending goes thru an RTB (real-time bidding) system".*

eMarketer

## How It Works

RTB was created to manage workflow for new ad features based on extended data.



### Markets

Advertising markets were established to provide advertisers easy access to more advertising space than ever before.



### Data

Data dissemination gave advertisers a huge amount of audience information with more depth and breadth than before.



### RTB

RTB emerged at the intersection of the vast ad market and preponderance of consumer data—to process and manage selling the advertising space in relation to audience data pairing for maximum efficiency, pricing, and effectiveness.

# How Real-Time Bidding Works

## RTB consists of two components: the Pipe and the Brain

### RTB API

RTB API (real-time-bidding, application-level programming interface) is the Pipe, which connects to ad inventory and pushes the flow of ad impressions in real-time.

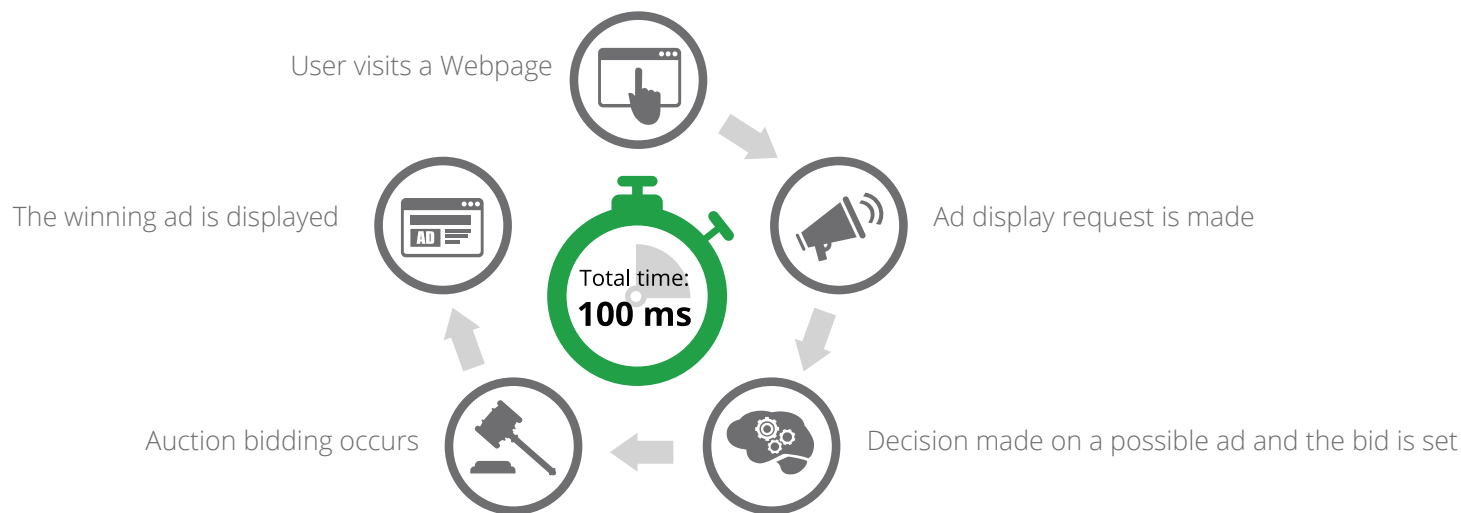


### Real-Time Bidder

Real-time bidder is the Brain, connecting to the RTB API and deciding how to apportion every requested ad impression. Real-time bidding activates every time the Pipe requests ad display, like a Brain making a good choice. And a very fast choice, too.

## 100 milliseconds—from the start of a page download to the ad display

RTB leads to better performance for advertisers, more earnings for partners, and greater relevance and profitability of ads for consumers.



## Who Works with RTB-technologies

Technology providers who make demand-side platforms (DSP) combine real-time bidders and RTB API to integrate with different sources of ad inventory on ad exchanges. Some ad networks use a DSP solution to participate in real-time bidding; some ad networks develop their own real-time bidders.

**Because of our work in all phases of RTB-technology development, OrbitSoft can help you in either case.**

OrbitSoft is pleased to present OrbitSoft DSP, which allows customers to apply optimized media purchase approaches to any ad exchange while participating in the bidding process using an automated system of dynamic rates.

### How It Came to Be

As a single source for ad inventory aggregating and audience data, OrbitSoft DSP helps advertisers evaluate, set bids, and optimize ad display levels in real time. It solves three major problems traditional ad networks had.



#### Lack of Transparency

Arbitration practices like ad buying for resale on traditional ad networks created a lack of transparency into true cost and the places where the ad would be served.



#### Fragmentation

The formation of hundreds of ad networks and ad exchanges caused ad fragmentation.



#### DSP

As a key component of RTB, DSP was created to provide advertisers options for more transparency and control over a traditional ad network.

# Orbit DSP

## How It Works

OrbitSoft DSP (Demand-Side Platform) has three levels of technologies:



### User Interface

The user interface allows customers to set bids faster, optimize them, manage a lot of campaigns easier, and report on all of their inventory sources instantly.



### Integration

OrbitSoft DSP ensures integration with major DMP (data management platform) providers, data exchanges, ad exchanges, and other required technological platforms.



### Real-Time Bidder

Real-time bidder consolidates data from a vast number of ad inventories and allows buyers to evaluate and set bids on available ad impressions in real time.

## Who Uses OrbitSoft DSP

### Centralized Buying Systems and Advertisers

These are big market players who use DSP as their technological platform to buy inventory for their ads.

### Service Teams

Some DSPs have teams that trade and manage ad campaigns on behalf of advertisers and agencies.

### Ad Networks

Ad networks use DSP to increase their ad inventory.

## About Us

More than 30 **highly skilled professionals** work at OrbitSoft. Our partnerships with over 1,000 advertisers and publishers from more than 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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