



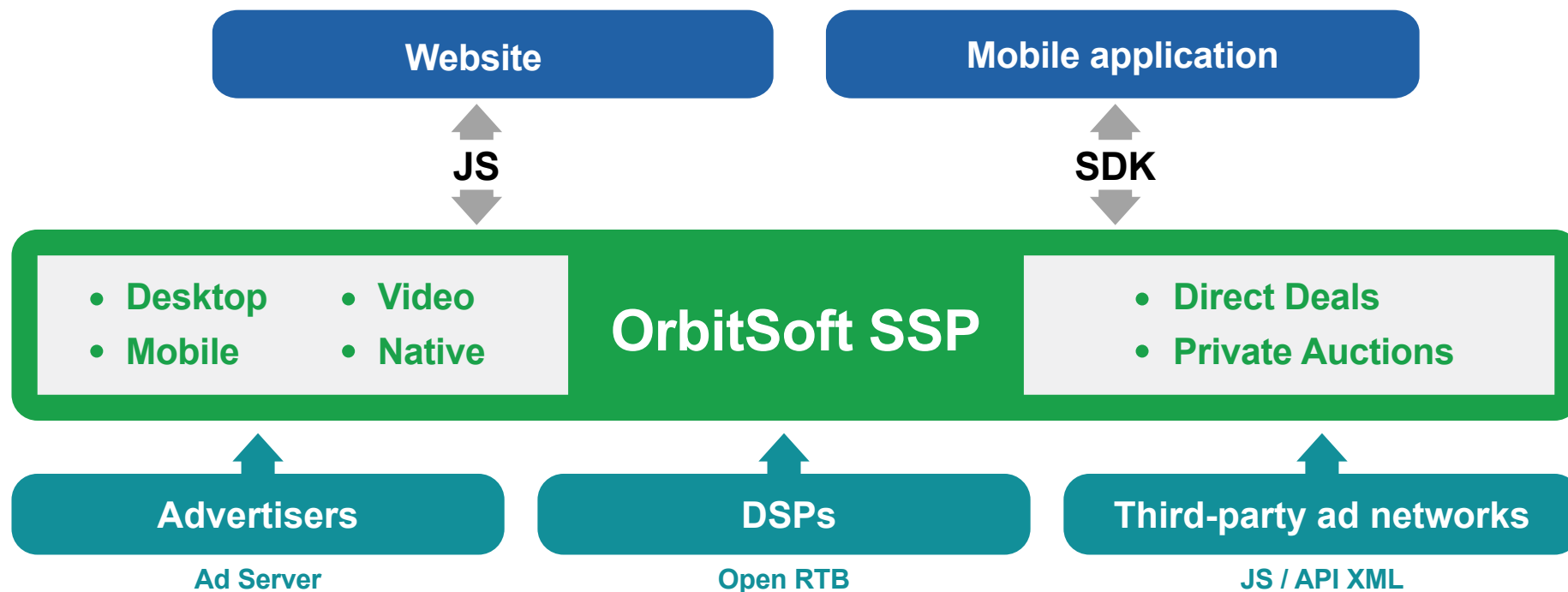
# OrbitSoft SSP

OrbitSoft SSP is a programmatic platform for real-time inventory sale for owners of advertising networks

## OrbitSoft SSP Platform

The OrbitSoft SSP platform can help you increase your profit margin by sending each request for ad viewing to several purchasing systems simultaneously (DSP), and selecting the ad that will yield the greatest profit. The system can display ads in various formats on all platforms and devices. That way, you are creating organic competition between advertisers.

OrbitSoft SSP offers you accountability, capabilities of audit and quality control, as well as managing of revenue and a participation in private auctions and direct sales.



Traditional SSP platforms work only with purchasing systems and are limited in determining viewing price. Our solution allows you to work with purchasing systems, as well as directly with advertisers and traditional advertising networks, receiving ads from all sources and selecting the most effective ones for viewing.



## Features



### Increase revenue without compromising time:

- Access the biggest DSP platforms and systems of inventory purchasing
- Connect to third-party advertising networks to increase the fill rate of your inventory
- Attract direct advertisers by offering various advertising formats and targeting parameters
- Use effective internal algorithms and mechanisms for selecting and displaying ads



### Quality control and ad auditing:

- Be confident that all advertisers will be scrutinized for quality control
- Analyze ads based on technical requirements
- Obtain statistics and block low-quality ads



### Reports and analytics – make the data work for you:

- Create unique reports, which enable you to track revenue, CPM, ad views, requests, and so on
- View daily statistics and analyze trends
- Monitor and control the list of high-end advertisers and private auctions
- Receive feedback on the effectiveness of the system through graphs and diagrams



### Flexible selling models:

- Wide spectrum of payment models, including: CPC, CPM, flat rate, CPA, CPV
- Sell high-quality inventory for premium prices
- Set up direct sales and private auctions
- Create your own selling strategy

# 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.



## 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).

OR

## 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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