

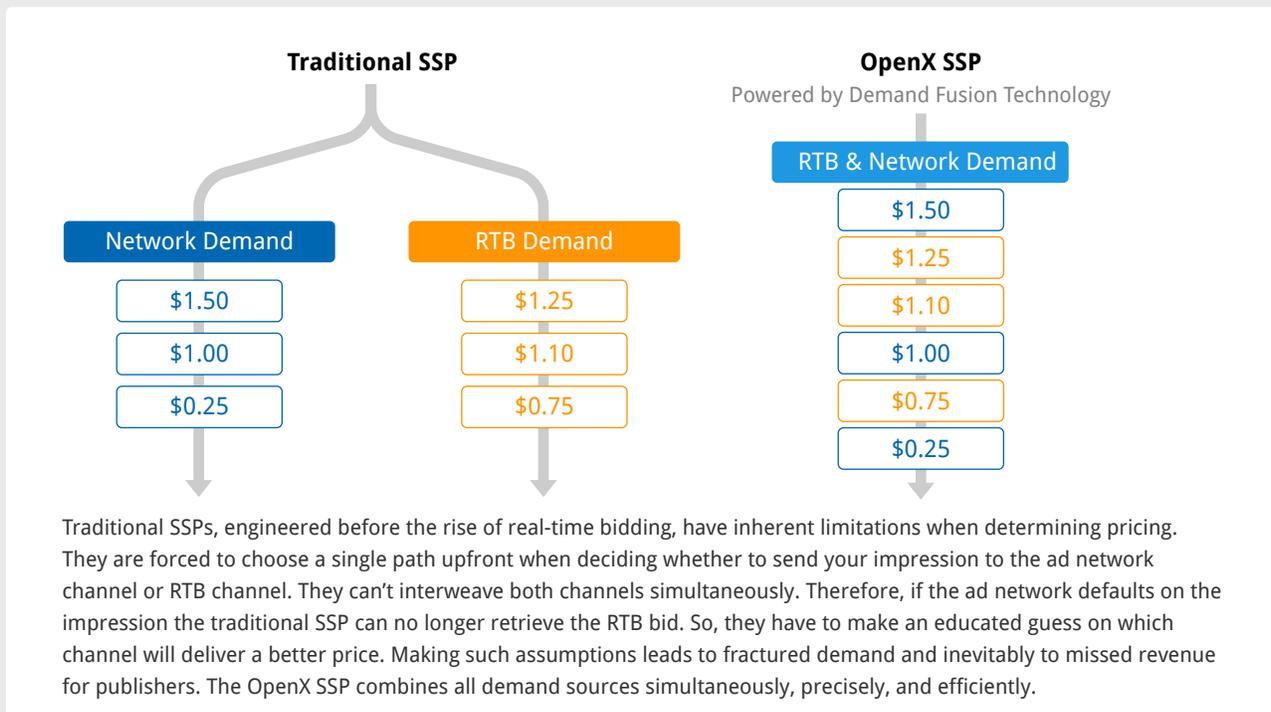
OpenX Supply Side Platform

A Full-Yield Programmatic Solution



The foundation of OpenX's Supply-Side Platform (SSP) is Demand Fusion technology. It maximizes revenue across all screens and ad formats by exposing each impression to all demand sources simultaneously in one comprehensive auction. For publishers, this means increased competition between network and real-time buyers (RTB), and – because it comes from OpenX – the industry's top commitment to ensuring ad quality. All of this is made available in a platform that incorporates extensive reporting, yield management support, and private marketplace deals.

HOW WE ARE DIFFERENT



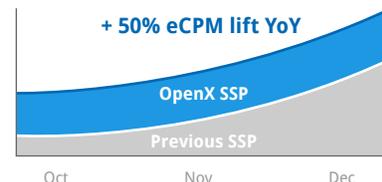
CASE STUDY



- ▶ **Goals:** The Blaze experienced significant traffic growth, however, they were underwhelmed by the performance of their existing SSP. They were looking for a full-yield solution that would streamline ad operations and generate more revenue.
- ▶ **Results:** After switching to the OpenX SSP, their cost per thousand (CPM) increased by more than 50% year over year.

“OpenX offers a style and focus to our publishing business that makes us feel as if we are their only publishing client.”

– **Kraig Kitchin, Chief Revenue Officer**



Features	Functionality
 <p>Yield Generate more revenue without sacrificing time</p>	<ul style="list-style-type: none"> • Access the OpenX Ad Exchange with a broad complement of demand sources including all of the AdAge Top 100 Advertisers • Integrate your existing network relationships and access hundreds of networks already integrated with our platform • Increase competition with our proprietary Demand Fusion technology that runs a unified auction with all demand sources • Benefit from dedicated yield support that analyzes and accurately prices your inventory
 <p>Reporting Put your data to work</p>	<ul style="list-style-type: none"> • Set up custom reports that allow you to track revenue, CPM, impressions, requests, and fill rates with period-over-period comparisons • View daily trend reports • Evaluate demand with macro and bid level insights • Track and manage preferred relationships and private marketplace deals • Visualize performance with a suite of graphic tools
 <p>Ad Quality Safeguards and Tools Maintain protection and control</p>	<ul style="list-style-type: none"> • Rest assured that all buyers are vetted to ensure that they meet our strict quality standards • Have OpenX's in-house ad quality experts review and monitor creative for compliance • Increase protection with third-party vendors, including The Media Trust, continuously scanning tags for malware and other malicious activity • Manage channel conflicts and ad quality standards with multiple layers of filtration • Report and block low quality ads
 <p>Usability Make sure your SSP is working for you, not the other way around</p>	<ul style="list-style-type: none"> • Empower your Ad Operations team with a consumer-grade user experience • Maintain multiple user profiles • Easily navigate and run reports that provide extensive data on past performance
 <p>Flexible Selling Models Execute private marketplace (PMP) deals</p>	<ul style="list-style-type: none"> • Sell high-value inventory at a premium price • Select between multiple selling models including preferred deals, private auctions, and preferred insights • Package and prioritize deals by price or strategic value