About us

One stop solution for Brands & Advertisers!

- Daily Ad Requests: 20+ Bn
- Campaigns: 1000+
- Ad Exchanges: 15+
- Ads Specialist: 40+
- Customers: 600+
- Ad Tech Experience: 10+ Years

Bidsopt

- 5 Years
- 70+ Countries
- Location: Singapore, India (Chennai & Bangalore), Australia & UK.
Vertical Offerings

- FMCG
- Retail
- Healthcare
- Banking
- Real Estate
- Automotive
- Telecom
- Manufacturing
- Education
- Hospitality
- E-commerce
- Professional services
Platform Capabilities

Programmatic Platforms
- Bidsport DSP
- Display & Video 360
- Google Ad Manager

Video Platforms
- Bidsport DSP
- SpringServe

Affiliate Platforms
- Bidsport DSP
- AFFISE

Creative & Audience Platforms
- Bidsport Affinity
- NEXD
Self serve

- Full visibility into every campaign detail in real-time
- Total transparency of bids, wins, impressions, eCPMs and more on publishers and exchanges
- Unconditional cost transparency
- Log-level data access

- Optimized bidding models for CPM (Bid shading), CPC, CPI and CPA
- Mobile ecosystem optimized - S2S clicks, mobile specific creative optimization, integration with mobile focused exchanges, advanced real-time integration with MMP's and more

AdCenter self-service platform

Configure and control the pace of the promotions by yourself on Real-time

- Fully self-serve UI enabling marketers to take control of their campaigns
- API integrations to pull real-time data directly into reporting dashboards or push data into Bidsopt in real-time
- Powerful granular reporting showing real-time data across 10 metrics

- Full visibility into every campaign detail in real-time
- Total transparency of bids, wins, impressions, eCPMs and more on publishers and exchanges
- Unconditional cost transparency
- Log-level data access
Managed Service

Display & Video 360

Campaigns
Build and execute a cross-channel media plan

Audiences
Manage your audiences alongside your media buys

Creatives
Tie your creatives strategy to your data and your media plan

Inventory
Discover high-quality inventory from top broadcasters and publishers

Insights
Get all the campaign metrics you need, in one place

SpringServe Solutions

Blazing fast real-time reporting

An intuitive UI

Integration with top IVT & viewability partners

One-step tag management

A pure video ad server

Auto-optimization logic
Campaign Capabilities

Brand Campaigns

- CPM – Cost per Mile/ 1000 Impression
- CPC – Cost Per click
- CPV – Cost per visit
- CPCV – Cost per completed view (Video)

Performance Campaigns

- CPA – Cost per Acquisition
- CPR – Cost per registration
- CPL – Cost per lead
- CPL – Cost per lead
- CPT – Cost per transaction
- CPI – Cost per Install
- CPS – Cost per sale
Technical Capabilities

Campaign Viewability
MOAT, IAS, IVT,

Fraud Protection Solutions
To ensure user quality Bidsopt offers distinct layers of fraud protection and an anti-fraud mechanism which function on 3 levels

- Impression Level
- Click Level
- Install Level
Tracking Capabilities

Pixel Tracking
Custom built pixel to track user journey on websites

Post Back
Custom built code for server integration

Mobile Tracking

- TUNE
- KOCHAVY
- AppsFlyer
- Apsalar
- adjust
<table>
<thead>
<tr>
<th><strong>Targeting Capabilities</strong></th>
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<tr>
<td><strong>Time of Day Scheduling</strong></td>
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<tr>
<td>Run your campaign on a specified hour of a day</td>
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<td><strong>Exchanges/Publishers</strong></td>
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<td>Target your campaign for particular exchanges or direct publishers</td>
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<tr>
<td><strong>Category</strong></td>
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<td>Select between all IAB standard categories</td>
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<td><strong>Cherry Pick App/Site</strong></td>
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<td>Blacklist or whitelist a site or apps from any exchanges</td>
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<td><strong>Frequency Cap</strong></td>
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<td>Limit the frequency a user needs to see your ad in a day</td>
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<td><strong>Devices</strong></td>
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<td>Choose the brand and model among Mobile/Tablet</td>
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<td><strong>WiFi/Carrier Targeting</strong></td>
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<td>Target your campaign for specific mobile carrier or between wifi or carrier traffic</td>
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<td><strong>Device OS/Browse</strong></td>
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<td>Android, iOS, Windows etc for OS and chrome, safari etc for Browser</td>
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<td><strong>Geography</strong></td>
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<tr>
<td>Choose country and location to target the user with specific IP list</td>
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<td><strong>Hyper Local</strong></td>
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<td>Latitude &amp; longitude targeting</td>
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# Mobile Ad Formats

## Standard IAB Ad Units
- 300 x 250
- 320 x 480
- 728 x 90
- 160 x 600

## Rising Star IAB Ad Units
- 970 x 90
- 970 x 250
- 300 x 600
- 300 x 1050

## Video Formats
- Instream / Pre-Roll /Mid-Roll / Post Roll
- Outstream Video

## Video Formats
- 320 x 50
- 300 x 250
- 320 x 100
- Interscroller
Traffic & Audience Sources

SSP
- PubMatic
- InMobi
- RhythmOne
- mopub
- BID Switch
- mobfox
- GENIEE
- brave
- waardex
- AXONIX
- Xendiz
- rubicon
- mobupps
- AdRev

Audio & Video Platform
- Spotify
- Jio Saavn
- Wynk Music
- Amazon Prime Music
- Google Music
- Deezer
- SoundCloud
- TIDAL

OTT channels
- ozee
- voot
- WeTV
- Viu
- Vidio
- Viki
- Tubi
- Telenovela
- FilmRise

Connected TV
- Roku
- ESPN
- Amazon Fire TV
- YouTube TV
- Hulu
- AT&T TV
- Showtime
- HBO

Audience Platform
- AdSquare
- Bluekai
- Eyeota
- 180
- Bytwo
- Alike Audience
- Datatonic
- Airtel
- airtel digital.TV
- airtel stream
- Haystack TV
- Chromecast
- kii
- sling
- FOX
- Viacom
- Vizio
- Chromecast
- YouTube
- Netflix
Key Differentiator

We help you setup campaign by providing you

- Self Service UI
- Built for Mobile
- Advanced Inventory discovery
- Advanced Audience Ingestion
- Customizable dashboard & reporting
- Log level data access
- Measurable engagements

With

- Dedicated account manager
- Quick response time (1-2 Business day)
Premium US Geo

[Image of logos of various websites]
Premium APAC Geo
Premium EU Geo

[Image of various premium EU Geo logos and names]
Clientele
Spice Up Your Campaigns With Bidsopt!