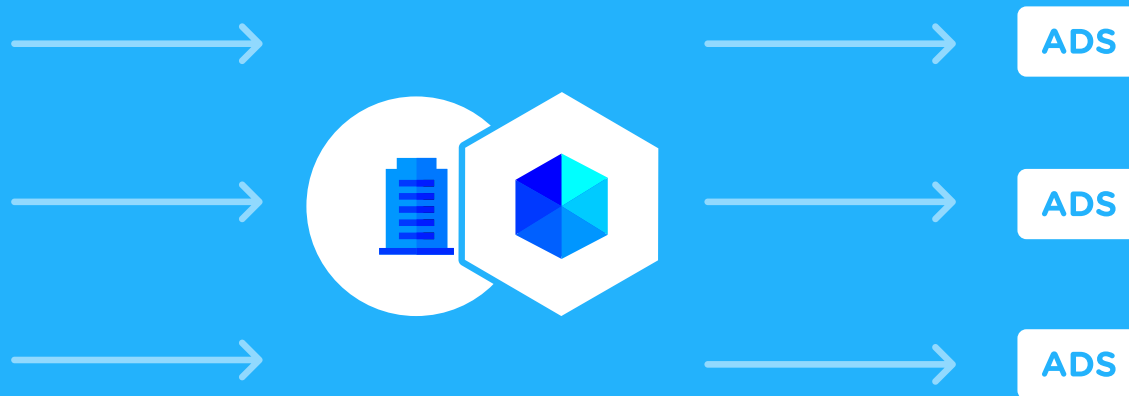


Customer Success Story: Direct media selling



Project

Supply Side Platform/Ad Network/Publisher would like to launch self-serve programmatic Demand Side Platform on their inventory.

Problem

- Lack of media selling infrastructure.
- High development costs
- Low CPMs on open programmatic auctions.

Solution

- Connect inventory to Platform.io DSP using OpenRTB and Header Bidding.
- White-label UI customization.
- Launch in 1 month.

Result

Supply side platform resells traffic by itself without any additional commissions. No time and money spent on new product development.

[Request a Demo](#)