

# adform

## Unified Buy Side Platform

DMP

Ad  
Server

DSP

### Buy Side Platform

Built as one integrated Buy Side Platform **since 2002**

**MAKE EVERY IMPRESSION COUNT**

# Data, Creativity & Trading

Since 2002, Adform has provided an integrated buy side platform for the buying, managing, and serving of digital advertising. We offer a Data Management Platform, Demand Side Platform, and an Ad Serving Platform with advanced analytics, reporting, dynamic creative optimization, and creative tools that drive high impact digital advertising campaigns globally.

## One Platform: A World of Opportunities



### Machine Learning and Artificial Intelligence

Our next generation Artificial Intelligence and Machine Learning capabilities draw on unique data only available due to our fully integrated buy side platform. This provides rich data for custom tailored algorithms that give you a powerful edge.



### Insights Designed to Drive Action

We provide a user experience that automates your most common activities, proactively highlights issues and identifies opportunities as they arise in real time. Using the buy side platform means you train our technology and proprietary algorithms once and then we deploy that knowledge for all of your future buying needs.



### Banish Cookie Loss

By using the Adform buy side platform you benefit from an organic ecosystem that banishes cookie loss and discrepancies. Consider that hybrid setups often experience cookie loss and discrepancies as high as 20-30%.

# Empowered Storytelling

Advanced Dynamic Creative Optimization tools empower your storytelling while our Dynamic Ads capability provides extensive scale, reach, and customization designed to inspire your audience, wherever they are.

# 1

## Think It

Identify opportunities with advanced data signals, brainstorm ideas, mock-up decision trees and chart the path for your campaign

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# 2

## Build It

Build stunning creatives with minimal work due to our unrivaled creative tools and templates designed for beautiful creatives, including using advanced data signals

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# 3

## Test It

Leverage extensive proofing, approval, and testing capabilities for added peace of mind with better results

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# 4

## Activate It

Deploy, track, and optimize your campaigns across all existing and emerging channels with our omni-channel support via the DSP and Ad Server

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# Built on Privacy

Adform's long history of specializing in data security and privacy pair with our European heritage to deliver a privacy first, GDPR-centric approach present in everything we do. The end result is added peace of mind for our clients and a platform built with the ever evolving privacy needs of regulators and our customers in mind.

## Full Control Over Your Data



Advanced Data Reporting available (including Log, event level data)



We never store Personally Identifiable Information (PII) and only process pseudonymous data



Full support for the IAB GDPR Transparency and Consent Framework

# Measurement You Can Trust

Adform is committed to the highest standards for accurate measurement to deliver trustworthy and transparent insights. To support this goal, we are accredited by the industry's leading 3rd party validation authority, the Media Rating Council (MRC):

- Accredited for Display and Video Served Impressions plus Viewability (Desktop, Mobile Web & In-App)



## Fraud Resistant and Brand Safe

Bearskin, Adform's proprietary protection technology, is heavily enhanced by high-quality data, and key integrations with market-leading brand safety and anti-fraud providers to give robust protection against threats to your media budget:

- TAG Certified Against Fraud
- Advanced built-in viewability and brand safety
- Industry leading fraud protection

# Flexibility and Choice Tailored to Your Needs

Unlock the true potential of Digital Advertising. With Adform, put your data to work, build meaningful creative experiences, and reach your ideal audience with our wide range of trading tools.

## All Your Buy Side Needs in One Place

- Own your Data
- Advanced Machine Learning and AI-Driven tools
- Highly responsive customer support
- Buy with confidence
- Advanced Cross-Device Path-to-Purchase
- True Omni-Channel buying including Audio, CTV and OOH

Use Adform's DSP, DMP or Ad Server as robust standalone products, or choose the full buy side platform and enjoy added benefits such as real-time activation, universal reporting, and unified workflows.

The result is the hybrid of flexibility and choice, perfectly positioning you to **make every impression count**.

Learn how we can help you achieve your goals at [Adform.com](https://adform.com).

**adform**