medialink

STARX

Build your ideal ad platform

Ad exchange and Demand side platform solutions

Our Solutions

Platform Deployment Service

- 10-day platform deployment
- iOS/Android APP monetization SDK
- Platform Training
- Server hosting

Operation & Business Services

- Initial Income Planning
- Programmatic cooperation process support (e.g. contract, technical questionnaire template)
- medialink-X alliance partner connection
- Direct sales, operational services: assist in revenue growth, partner communication

SDK open-source Service

- 1-year maintenance and update guarantee
- SDK Technical Consultant Support

Technical Support

- Daily technical support
- Third-party inspection tool implementation
- Customized development
- Special Ad Slot Support

Showcase 1- One Dot Mobile

Cilent Type - Owned & Operated Traffic

Client Needs - Focus on self-developed APP monetization, looking for monetization methods other than Network
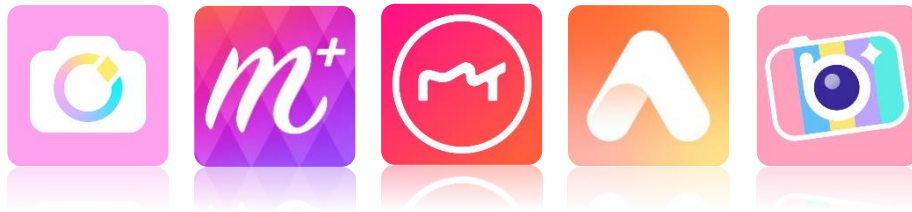
medialink-X Service：

✔ **Platform Deployment Service**
✔ **Alliance Member Integration**
✔ **Technical Support**
✔ **Customized function development**
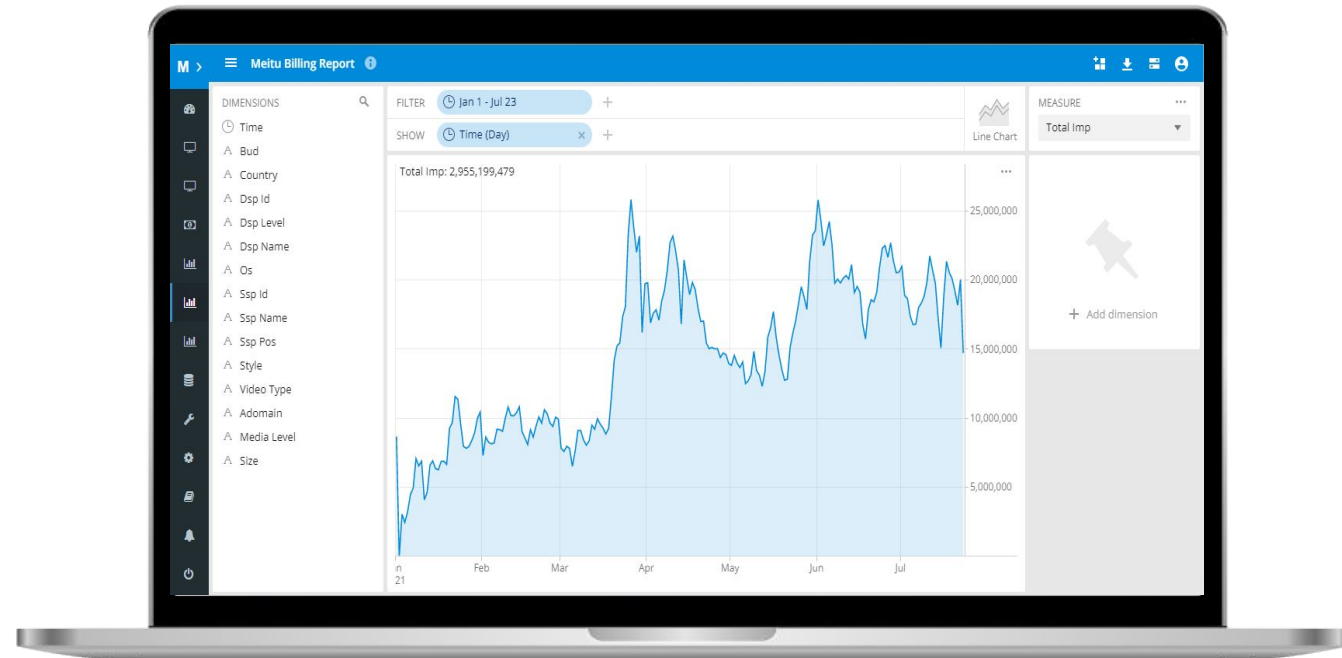✔ **Open Source SDK**

Showcase 2 - MeituEve

Cilent Type - O&O Traffic+SSP Integration

Client Needs - Break through the ceiling of own ad requests monetization

medialink-X Service：

✔ **Platform Deployment Service**
✔ **Alliance Member Integration**
✔ **Technical Support**
✔ **Server hosting**

Platform Function

ADX - Programmatic monetization

✔ Corporate identity

✔ Risk Control - Anti-Fraud and Transparency

✔ Ad slot management

✔ DSP management

✔ Black and white list

✔ PMP

✔ Integration

✔ Report

DSP - Direct Delivery

✔ Audience Targeting

✔ Advertising management

✔ Budget spending management

✔ Media buying

✔ Report

ADX Platform Introduction

Corporate Identity

☐ **Platform naming for corporate identification**

☐ **Deploy the login page with the customer's Domain**

☐ **Corporate-identified node identification (Endpoint)**

https://www.realtimebidding.smartnews.com
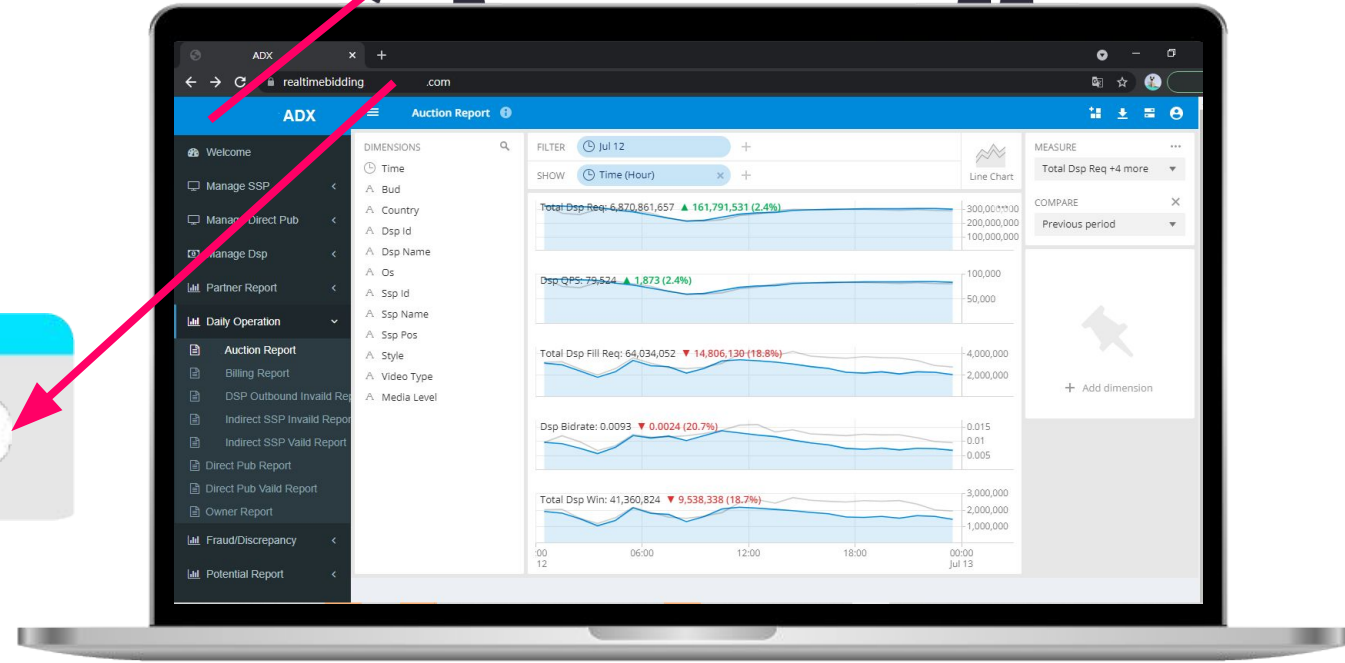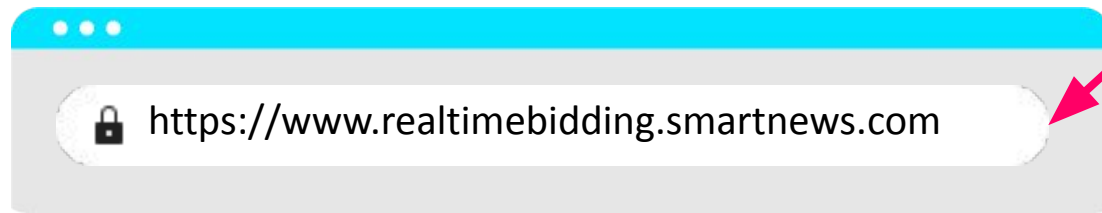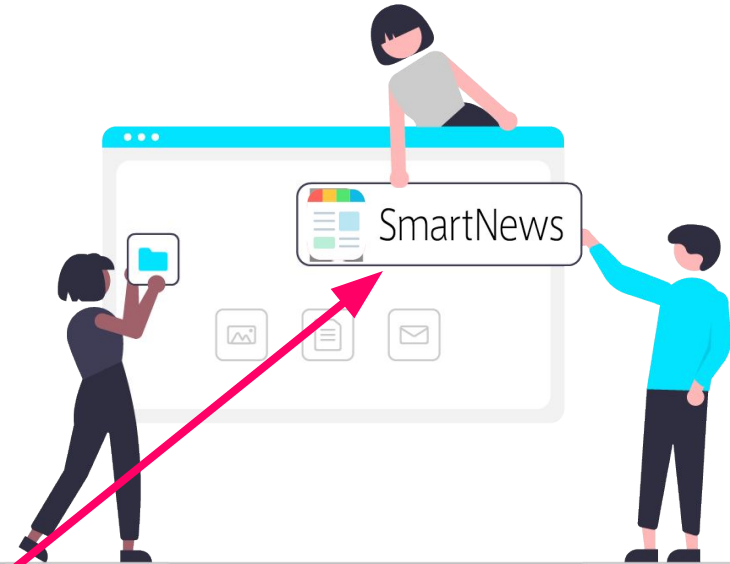
Report

☐ **Real-time bidding report: Show more than 20 metrics, with various dimension filters**

☐ **Pre-bid filtering report: Show various filtering reasons why requests were filtered out**

☐ **Transaction Reports: Detailed insights into transactions with various dimensions and metrics**

Risk Control - Anti-Fraud and Transparency

□ **Anti-Fraud and Transparency: High-Risk Request Filtering Report**

□ **Sellers.json/ads.txt Infrastructure Support**

□ **Supports any 3rd party scanning solution integration (on request)**

□ **Traffic Monitoring: Pixalate Deep Integration (Resale Program)**
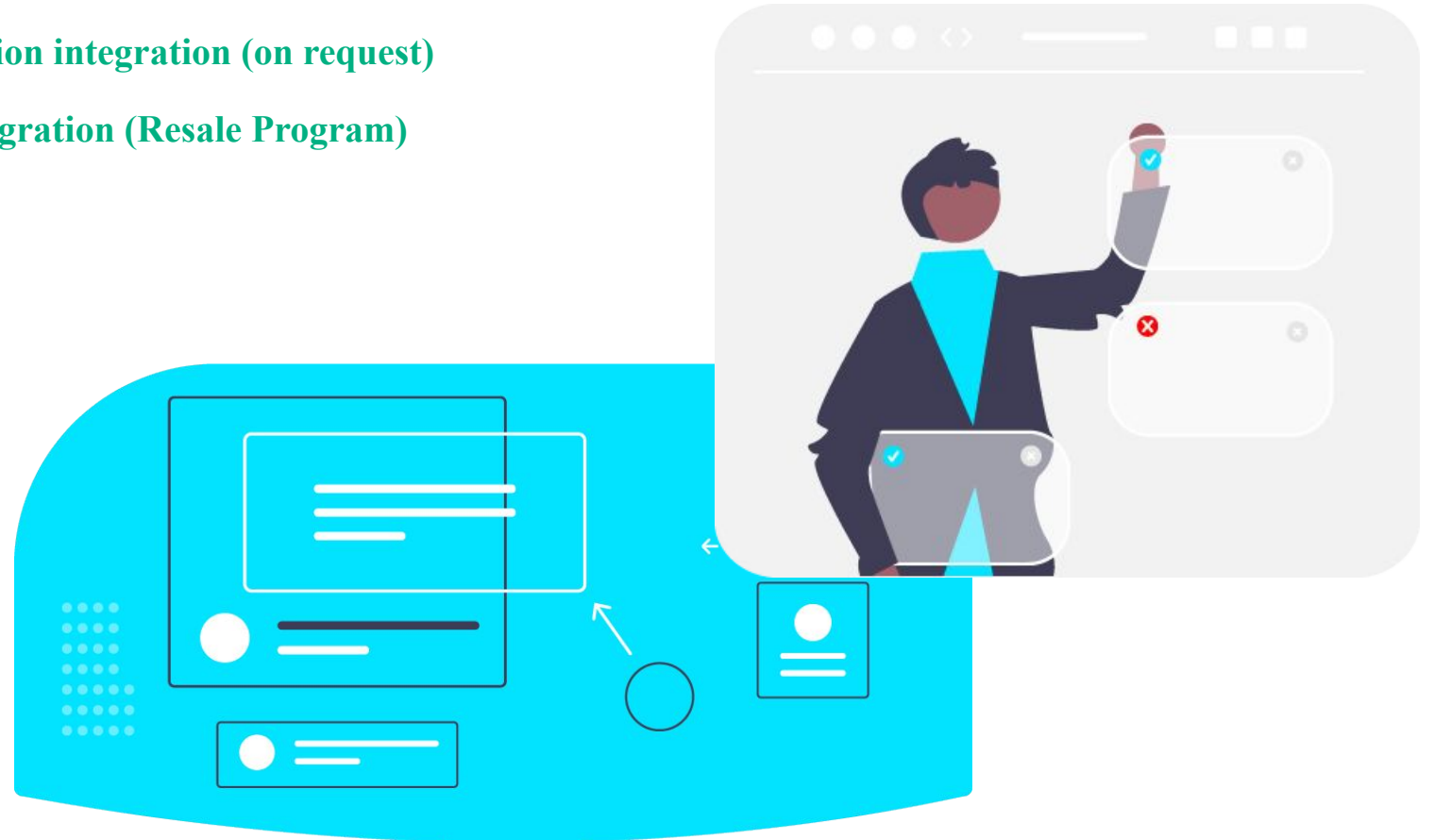
Supply-Side Function

Setting

◆ **Placement Management**
  ✔ Margin (profit margin)
  ✔ Geo
  ✔ Ad format
  ✔ Floor price
  ✔ Revenue cap
  ✔ Black and white list
  ✔ Third-party traffic detection ratio

◆ **Switch**
  ✔ Data Center(Endpoint)

API

◆ **Report API for Partner**
◆ **Dashboard for Partner**

Demand-Side Function

Setting

- **Consumption limit**
- **Placement black and white list**
- **Extensive Targeting Options**
  - Geo
  - Ad Format
  - Ad Size
  - OS
  - IDFA Consent Filter
- **Minimum bid price setting**

DSP Buying

- **Manage which DSPs to buy which inventory**

Switch

- **First Price Auction**
- **Second Price Auction**

Private Marketplace

Advertisers can buy premium specific ad inventory from media

- ◆ **Private Auction_GFP (First Price)**

- ◆ **Private Auction_GSP (Second Price)**

- ◆ **Preferred Deals**

- ◆ **Programmatic Guarantee**

Integration

Demand Partners
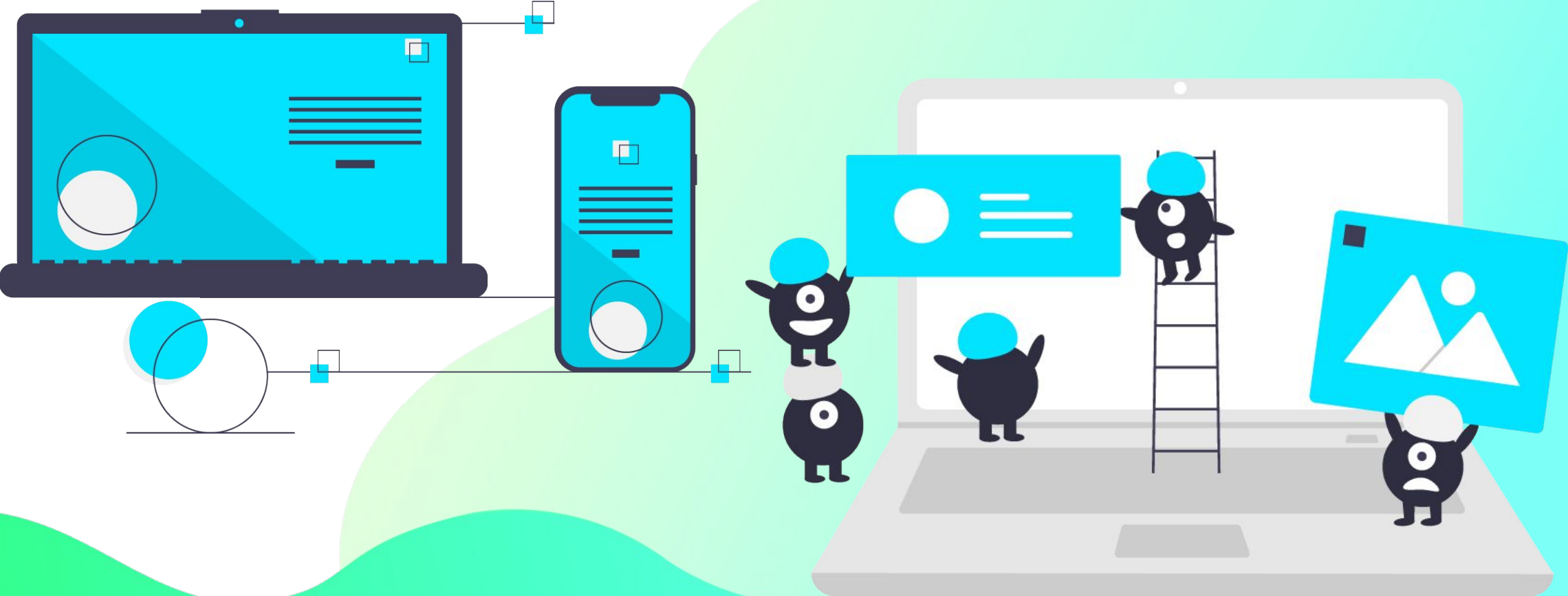
✔ oRTB

Supply Partners

✔ oRTB 2.5

✔ VAST Tags (Max, IrosSource, GAM)

✔ JS Tags (Max, GAM)

✔ SDK

Third-Party Monitoring Tool

✔ Pixalate (prebid)、(post-bid)

✔ Protected Media (prebid)、(post-bid)

✔ Forensiq

✔ TMT

✔ GeoEdge

✔ White Ops (post-bid)

✔ Scalarr (post-bid)

✔ Botman(prebid)、(post-bid)

Demand Side Platform Introduction

Advertising Management

Budget management

- Marketing campaign budget and schedule setting
- Budget consumption model
  - ✔ Standard delivery
  - ✔ Accelerated delivery
- Revenue pricing model
  - ✔ CPC
  - ✔ CPM
  - ✔ CPI
  - ✔ CPA
- Frequency Cap for Standalone Devices

Media buying

- Placement White List
- Bid fluctuation adjustment based on Key-Value

Creative

- Banner
- Native
- Video

Tracking Link

- Impression Tracking
- Click Tracking

Various Audience Targeting Options

Precisely filter the audience to be exposed to by the following methods

- **Geo**
- **Device-Related**
- **APP**
- **Custom Audience Pack**
- **RTA (Real Time API)**

Report

- Various data metrics and dimentions provide you the deep data analysis

- Real-time reporting allows you to view the performance and optimize it in real time

Quickly Connect with Network/DSPs/SSPs

- **Fast integration via oRTB**

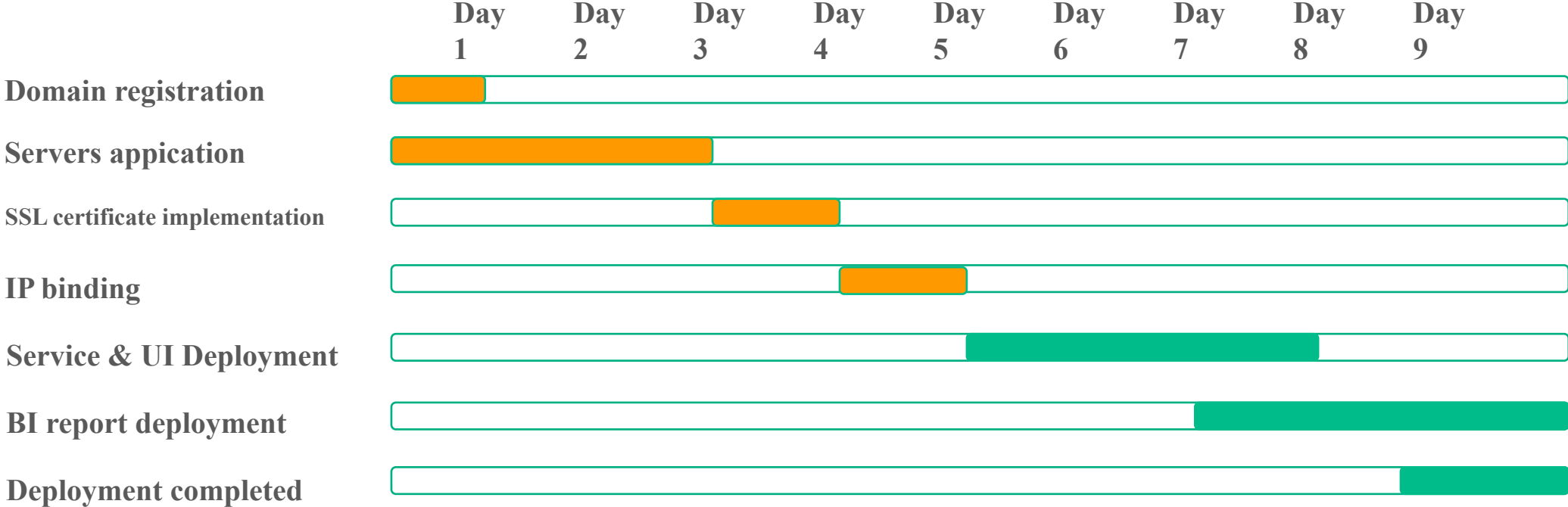- **Support customized integration to expand bidding rate**

Our alliance partners

☐ **Publisher can connect with our alliance partners to get abundant advertisment resources in priority to speed up the business and ROI**

Deployment Timeline

Test Account：
https://realtimebidding.medialink-x.com/?page=login
Account：testdemo   Password：test123

Thanks!

Any questions?
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