



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

SDK open-source Service

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

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

Technical Support

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

Showcase 1- One Dot Mobile

Client Type - Owned & Operated Traffic

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



medialink-X Service:

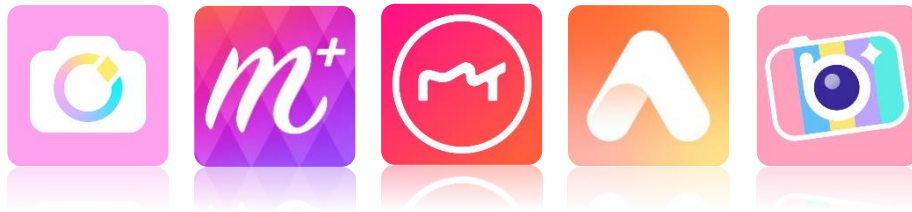
- ✓ **Platform Deployment Service**
- ✓ **Alliance Member Integration**
- ✓ **Technical Support**
- ✓ **Customized function development**
- ✓ **Open Source SDK**



Showcase 2 - MeituEve

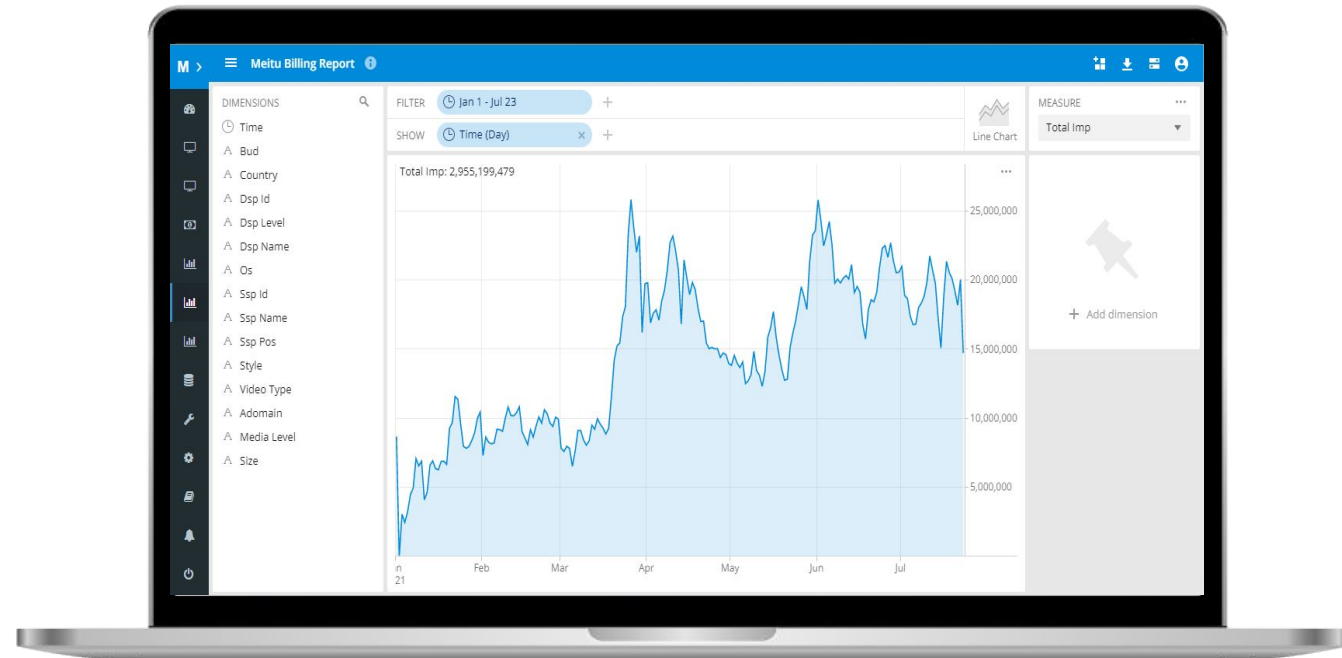
Client Type - O&O Traffic+SSP Integration

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

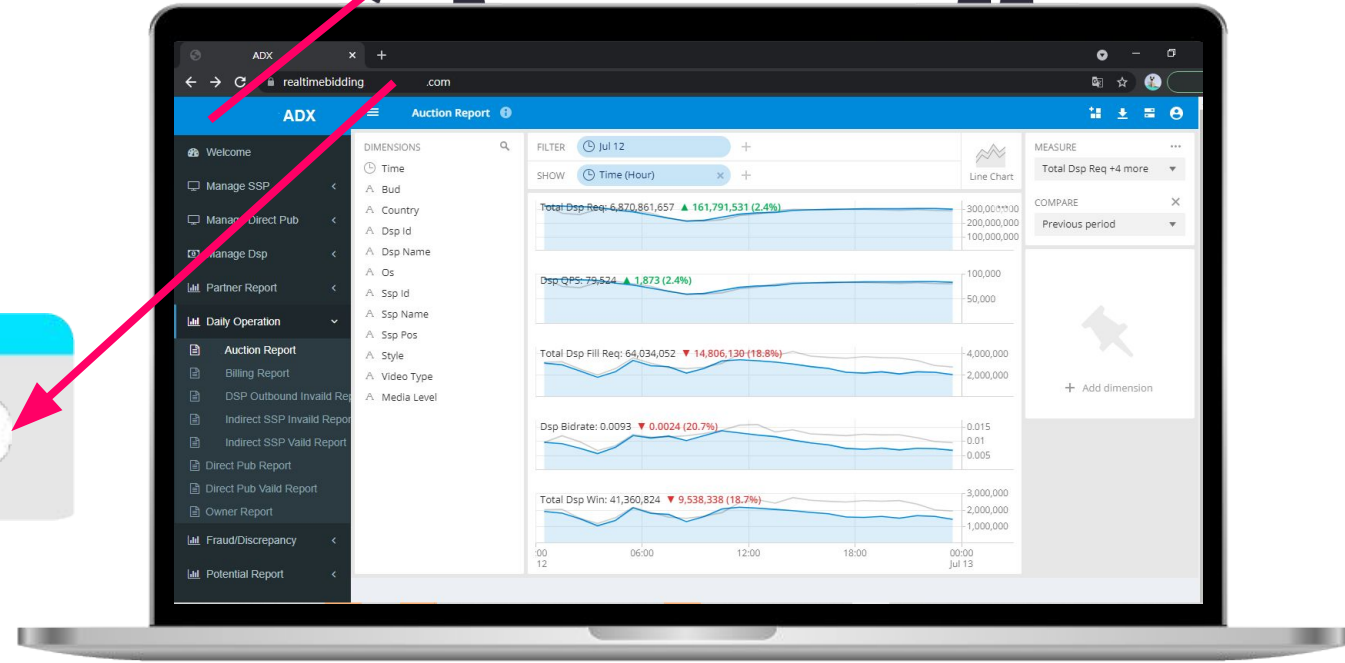
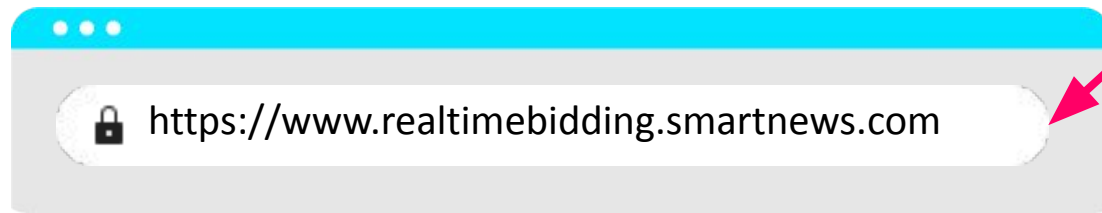
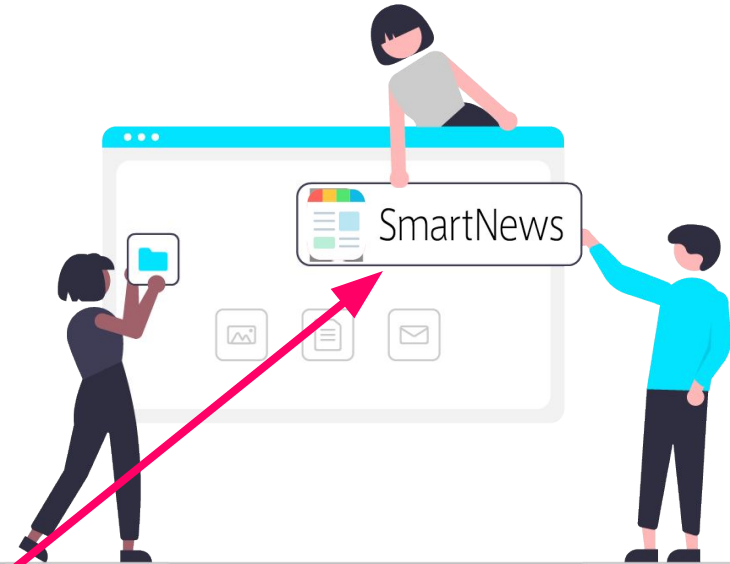
- ✓ Audience Targeting
- ✓ Advertising management
- ✓ Budget spending management
- ✓ Media buying
- ✓ Report

ADX Platform Introduction



Corporate Identity

- ❑ Platform naming for corporate identification
- ❑ Deploy the login page with the customer's Domain
- ❑ Corporate-identified node identification (Endpoint)



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**



Auction Report

DIMENSIONS

- Time
- Bud
- Country
- Dsp Id
- Dsp Name
- Os
- Ssp Id
- Ssp Name
- Ssp Pos
- Style
- Video Type
- Media Level
- Respf Remarks
- Banner Type

FILTER Latest day +

SHOW Time (Hour) x +

MEASURE

Total Dsp Req

Search

Total Dsp Req (+)

Dsp QPS (i)

Total Dsp Fill Req (i)

Dsp Bidrate (i)

Total Dsp Win (i)

Total Ssp Win (i)

Dsp Floor Avg (i)

Ssp Floor Avg (i)

Dsp Vbid Avg (i)

Dsp Win Price Avg (i)

DSP Win tobid Avg (i)

Multi-selection

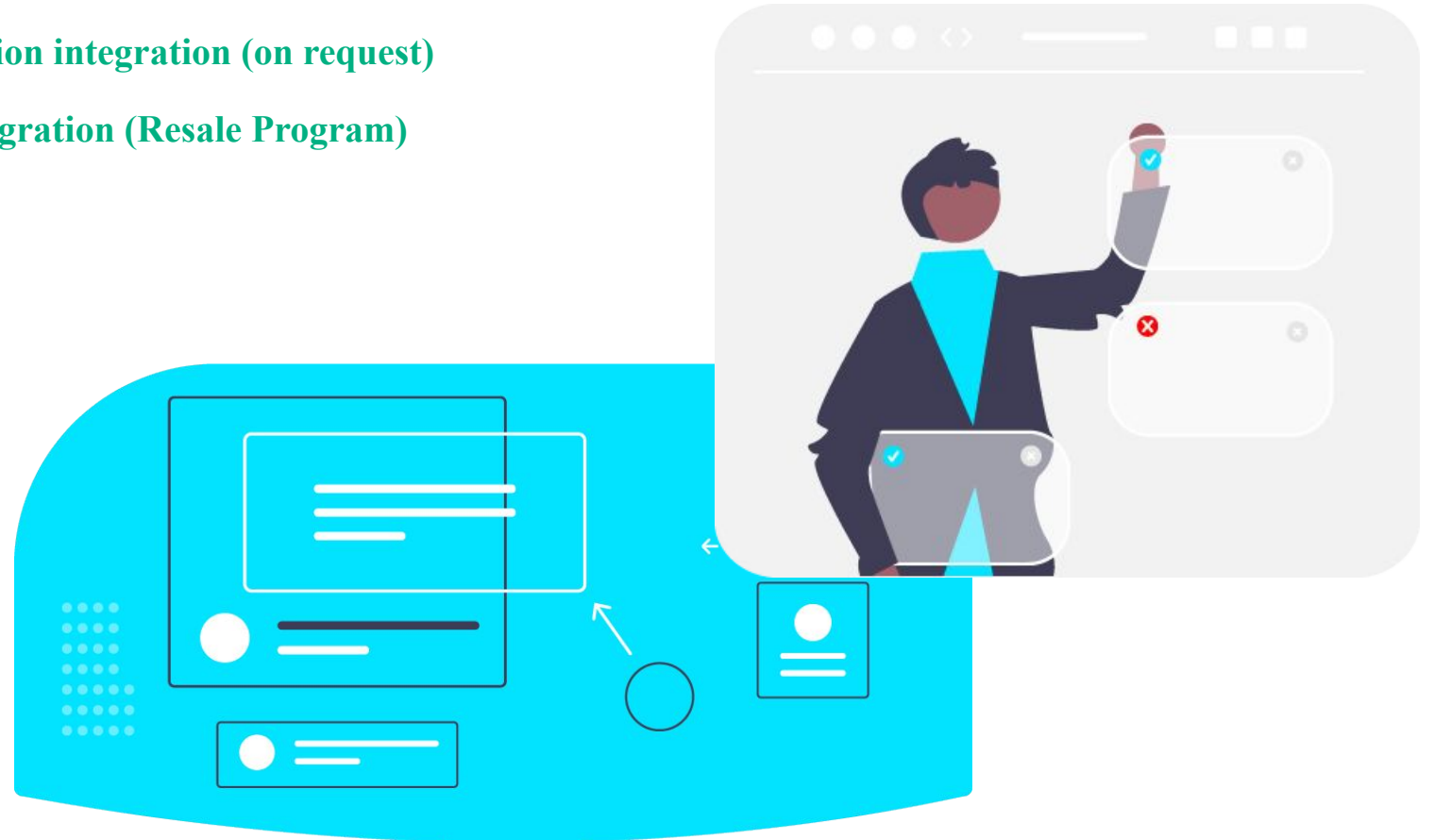
Compare

Filter by measure

Time ↑	Total Dsp Req
Overall	6,175,889,794
Oct 11, 06:00-07:00	243,040,621
Oct 11, 07:00-08:00	236,382,152
Oct 11, 08:00-09:00	224,126,235
Oct 11, 09:00-10:00	219,612,246
Oct 11, 10:00-11:00	231,934,411
Oct 11, 11:00-12:00	251,247,037
Oct 11, 12:00-13:00	260,803,690
Oct 11, 13:00-14:00	260,777,412
Oct 11, 14:00-15:00	259,473,036
Oct 11, 15:00-16:00	267,760,857
Oct 11, 16:00-17:00	268,446,057
Oct 11, 17:00-18:00	266,437,836
Oct 11, 18:00-19:00	252,571,443
Oct 11, 19:00-20:00	248,647,330

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

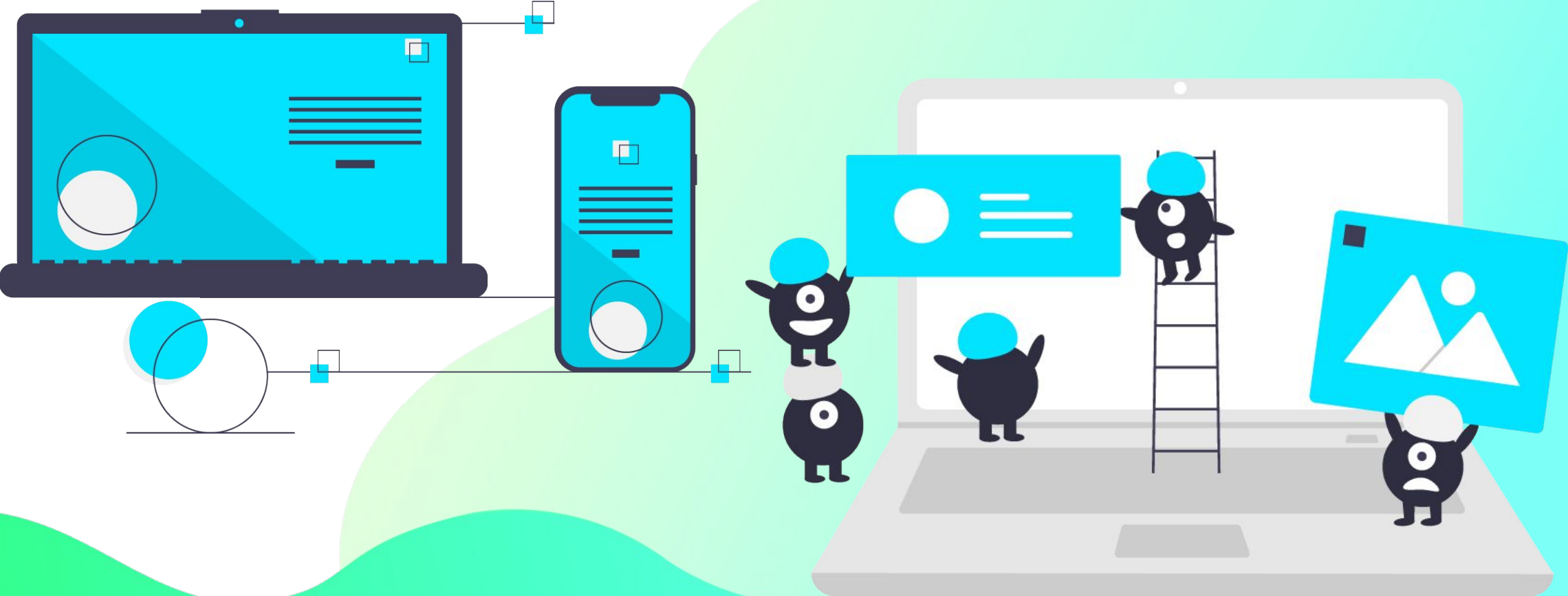
Supply Partners

- ✓ 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)

Select Advertiser

Audience ID	Name	Type	Advertiser	App/Site	Count	Updated
15	RTA_lazada_test	RTA	RTA test	RTA_Lazada	-	2022-05-29 14:24:46
9	0303_test_pmp	Customer List	MakeUpPlus	美圖秀秀Meitu	35	2022-05-26 22:14:50
8	0321_test	Customer List	AA_0303	美圖秀秀Meitu_AA0303	2	2022-05-27 10:05:55
4	Retargeting_RT _ID_Activation_G ateway	RTA	AK_RT	lazada.co.	-	2022-05-27 14:39:51
3	deviceid_ios	Customer List	test123	dfdfsfdf	7	2022-03-01 15:23:24
1	deviceid_test_ios	Customer List	test0222	app2	7	2022-03-01 15:21:54

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Placement Targeting

* Style

Placement

Deal ID

Audience Targeting

* Location

Operating System iOS Android No Limit

OS Version

Device Manufacturer

Device Language

Device MCC-MNC

Device Connectiontype

Data Feed

Report

- Various data metrics and dimensions provide you the deep data analysis
- Real-time reporting allows you to view the performance and optimize it in real time

Medialink ADX > Direct Customer > Reporting

Time 2022-05-30 - 2022-05-30 [Rest] [Search]

Dimensions

- Month Day Hour Country OS Advertiser Campaign
- Ad Group Creative

Metrics

- Requests Bid Responses Bid Price Wins Impression Clicks Cost
- Profit Imp rate Win rate eCPC eCPM CTR Revenue
- Start Played to 2s Played to 25% Played to 50% Played to 75% Played to 100% Activation
- Launch First Launch oCPX Event 3 oCPX Event 4 oCPX Event 7 oCPX Event 8 oCPX Event 10

Filters

Campaign: [Please enter] Ad Group: [Please enter] Advertiser: [Select] Country: [Please enter the country] OS: [Select]

[Export]

Time	Campaign	Ad Group	Creative	Requests	Bid Responses	Wins	Impression	Clicks	CTR(%)	Revenue	Cost
-	-				0						
-	-				0						

Items 1 to 10 of 77



Quickly Connect with Network/DSPs/SSPs

- Fast integration via oRTB
- Support customized integration to expand bidding rate

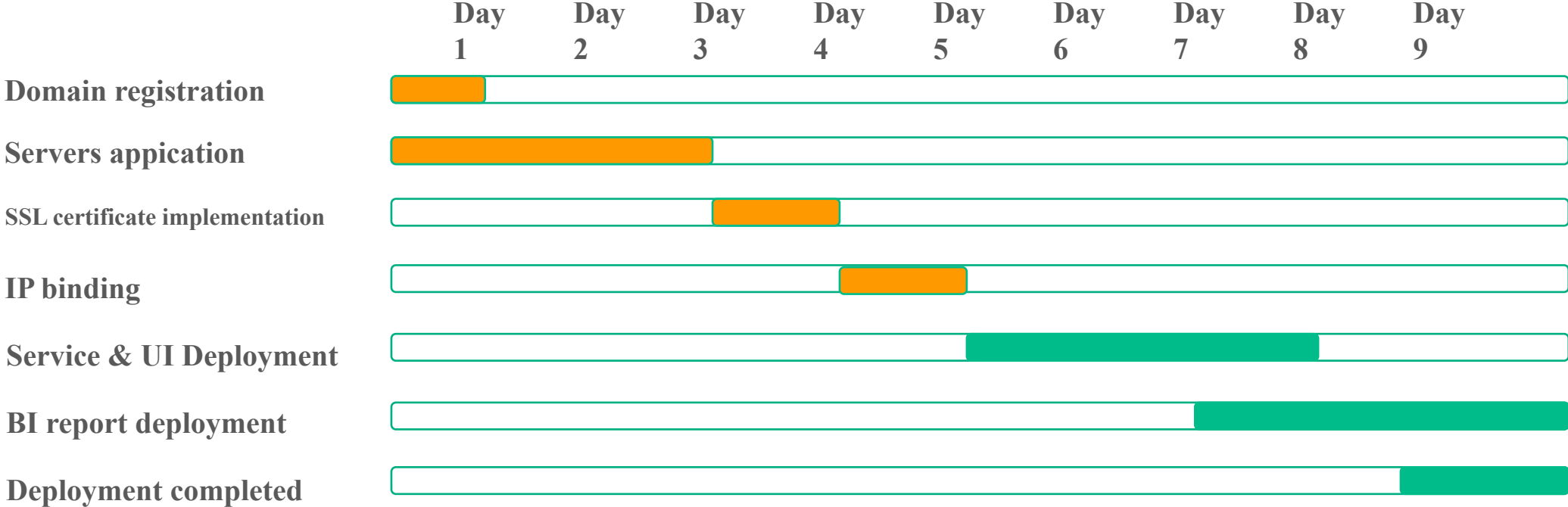


Our alliance partners

- Publisher can connect with our alliance partners to get abundant advertisement 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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