



AdForgeInc.com

Get the AdForge Edge™

THE ADFORGE EDGE PLATFORM

A complete ad stack for the supply side that includes:

Edge AdServer:

a fully unified ad server that can handle display and video across both desktop and mobile.



EdgeX: our Exchange—which can transact on all display and video ad types as well as mobile in-app and native ad units.



EdgeDSP: our soon-to-be-released OpenRTB 2.4 compliant DSP platform that's designed to meet the needs of mid-and long-tail advertisers.



Inside AdForge Edge™

Until now, ad serving has been disjointed. Publishers have had separate display ad and video ad servers and sold inventory to a display exchange or video SSP. AdForge is changing all that by bringing these and other capabilities together in one place to optimize the entire stack with greater speed, efficiency and revenue-boosting power.

AdForge Edge is the platform of choice for mid-size and long-tail publishers and ad networks—built to maximize yield with a unified ad server and ad exchange. We're making video and display interchangeable—something no one else has yet done—and giving mobile and video the emphasis they deserve. Here's what we have operational with existing clients, with much more on the way.

Edge AdServer (Edge AS) is the first truly unified ad server on the market. It handles both display and video across desktop, mobile and tablet. It includes a universal passback system for display and both a VPAID Flash Ad Manager and VPAID Javascript Ad Manager for video.

Edge AS also includes our unique “blended tags”—ad tags that can serve either video or display interchangeably. With SSP functionality built in, Edge AS is deeply coupled with our Exchange—EdgeX. It's a sophisticated platform that makes complex systems simple to use, giving you complete control with clarity and full transparency.

Instead of toggling between reporting interfaces, now you can use just one for all your ad serving needs.

ADFORGE

AdForgeInc.com

Put the AdForge Edge to work for your organization...today!



Display is the killer app for video. With automatic display backfill for video, you can still monetize unfilled video impressions.

EdgeX is the ultimate exchange—one ring to rule them all. It supports every ad type: display and video on desktop, mobile and tablet, mobile in-app, and even native. It's all right here in EdgeX and is OpenRTB 2.4 compliant as well.

EdgeX is lightning fast with 20-millisecond auction time and a 70-millisecond serving time. And it's growing rapidly, from zero to 45 billion bid requests monthly in its first few months. Recent enhancements include:

- **Private marketplace and Deal-ID support** that provides first-look and exclusive access to special inventory for qualified buyers.
- **Third Party Data Targeting:** AdForge has synced over 320 million cookies with LiveRamp and will soon support demographic, behavioral and B2B targeting sets in EdgeX.
- **Pre-bid and traffic quality filtering:** Filter bid requests by users (cookies), device and ad sizes & types. Screen bid requests by 3rd party quality vendors-DoubleVerify, Integral Ad Sciences and Forensiq.

EdgeDSP With our soon-to-be-released standalone DSP platform, advertisers can place bids via EdgeX as well as 23 other major SSPs including Google, Rubicon, Index Exchange, Pubmatic, OpenX, Sovrn, PulsePoint, Altitude Digital, AvoCarrot, BeachFrontMedia, Blabwire, Gamut, LKQD, Optimatic, Pulsepoint, Smaato, SmartyAds, Sovrn, TheMediaStreet, VertaMedia, VidRoll, VRTCAL and XapAds.

Did we mention it supports display and video? Yes, it does! Targeting options include geo, browser, OS, page position, device type, WiFi or mobile network, demographic, behavioral and B2B, along with frequency capping.

Want more information or a demo?

Just want to talk ad tech? We'd love to show you the future of ad serving technology!

Contact us now:
(415) 688-4345
info@adforgeinc.com
AdForgeInc.com