



# Power Up Your Ad Stack

Drive higher ad yields and increase revenue from buyers who value your unique inventory.

## Benefits

**9K**

Active campaigns per day

**25**

Direct DSP integrations

**US/EU/CA/APAC**

Global sales team covering all regions

### Omnichannel solution

Optimize your cross-channel revenue and user experience across online display, video, mobile, web, in-app, CTV.

### Increase bid density to drive revenue

Additional exposure to premium bidders will increase the value of your ad supply.

### Proprietary attention technology

Automatically package up high-value inventory into attention deals based on engagement metrics.

### Global demand team

Helping you showcase the value of your highly engaged audience to premium DSPs, agencies, and brands globally.

### Access to PMP bundles

Deliver against audience segments across multiple pages, domains, and ad units.

Powering 60K+ Websites

VOX MEDIA

**Newsweek**

**GANNETT**

LOVE KNOW

**PMC**

**Daily Mail**

## Boost Ad Performance with Signal

Maximize ad inventory performance and command higher rates by tapping into the value of attention. By integrating with Sovrn Signal, you can:

- + Identify, segment, and broadcast the value of your most engaged audiences.
- + Segment high quality inventory and set optimal price floors for your most valuable ad units.
- + Package high viewability and high engagement inventory into attention deals to sell through direct channels to agency partners at a premium rate.



## Multi Integration Support

Choose how best to reach your preferred advertisers:



## Omnichannel Solution

Optimize your revenue opportunities and user experience across online display and video, mobile web and in-app, CTV, and more.

## Premium Demand Partners



## Curated Deals

### Always-on deals

Ensure your ad inventory is top-of-mind with buyers.

### Capitalize on attention

Deliver high quality, highly-engaged ad inventory to buyers seeking engaged audiences through unique Deal IDs.

### Sell the season

Optimize seasonal content and capture top dollars for trending IAB categories.

## We're Certified



## Next Steps

Discover how Sovrn Ad Exchange can help you power up your ad stack.

[Contact Sales](#)