



More Yield. More Control.

Empower your ad operations team with one platform to drive more revenue, optimize performance, and quickly respond with real-time data.

Make More Money

- + Dynamic price floors
- + Unified page level auction
- + More demand coverage
- + 120+ SSP integrations
- + Zero Fee supply path from Sovrn SSP

Bundle: Ad Management + Ad Exchange

Typical Pricing

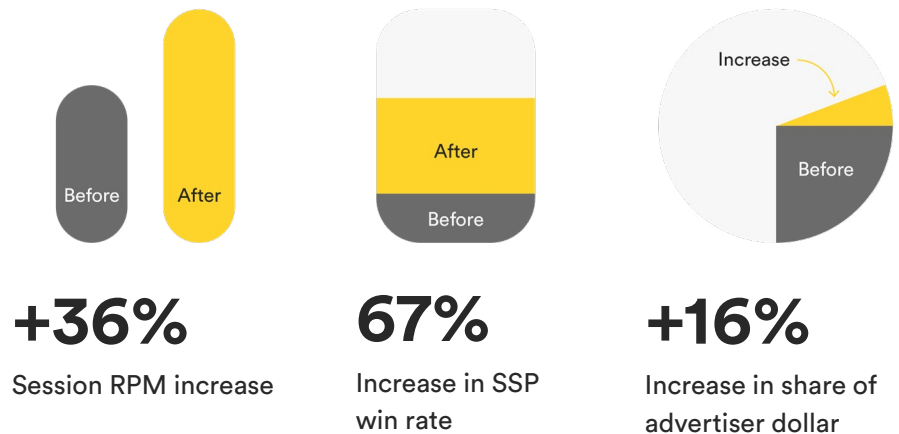


Sovrn Pricing



Improve SPO

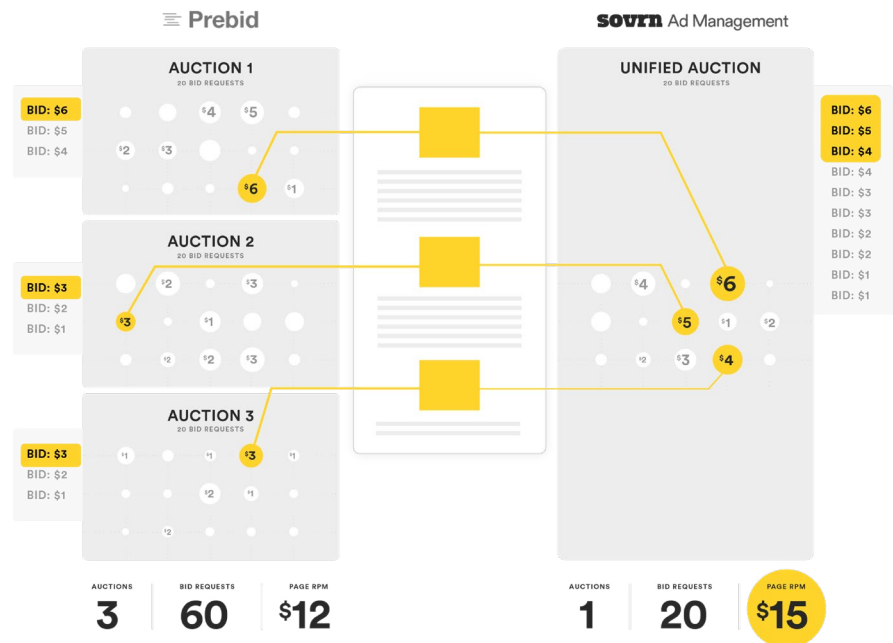
Publisher sees clear ROI within 30 days of integrating Ad Management.





Optimize Performance

- + Smart, fast, bidding technology
- + Reduced latency
- + Improved UX
- + Adblock recovery and Ad quality included
- + Utilizes bid responses more efficiently

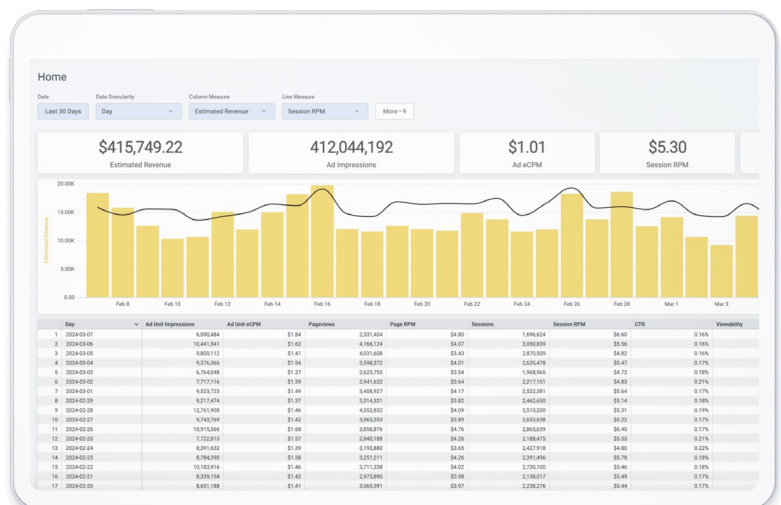


Empower Your Team

- + Intuitive and easy-to-use software
- + Real-time reporting and analytics
- + Wrapper config management and version control
- + Ad Ops tools including lazy load, ad refresh settings and dynamic ad insertion

Centralized, Real-time Performance Reporting

- + Log performance data at the page level
- + Track 40+ dimensions and 20+ granular data measures including identity and audience segments
- + Create custom alerts to monitor performance
- + User and session level performance reporting
- + Pre-built dashboards including unified deals reporting





Your Ad Ops, Your Way

Self-Serve

Best for: Large publishers with multiple domains and an in-house ad ops team.

- + Wrapper config and UI
- + Micro-wrapper targeting rules
- + All ad ops tools
- + Dashboard view of all analytics
- + Real-time reporting
- + Use your own demand and/or Sovrn demand to increase coverage
- + Bring your own GAM

Pricing: 3¢ - 9¢ per CPM

Fully Managed

Best for: Smaller publishers looking to outsource or enhance their ad operations.

- + Assigned ad ops team focused on increasing your revenue
- + Efficient tech stack and demand to increase performance and yield
- + GAM for campaign tracking
- + Dashboard view of all analytics
- + Real-time reporting

Pricing: 4¢ - 12¢ per CPM



“The Sovrn Ad Management team is the most responsive and capable team we’ve had the opportunity to work with. This, coupled with their intuitive tools and real-time reporting, make Ad Management an essential extension of our team.”

- Jana Aguirre, Manager, Advertising at ClassicCars.com

Next Steps

Learn how Sovrn Ad Management can level up your ad ops so you can move fast, do more, and make more.

[Contact Sales](#)