Ad Exchanges / Suppliers

- Admix
- LoopMe
- SpotX
- TrafficJunky

Admix

Admix is in-gaming advertising exchange. They place display ads in game environment. Making them non-intrusive**.**

Top Apps
Karate King Fighting Games: Super Kung Fu Fight
MR RACER : Car Racing Game 2020
Rodeo Stampede: Sky Zoo Safari
Rodeo Stampede: Sky Zoo Safari
Mr Bean - Special Delivery
World of Tennis: Roaring ’20s — online sports game
Trucks Off Road
Monster Truck Destruction™
Final kick 2020 Best Online football penalty game
Mini Golf Stars: Retro Golf Game
Mad Skills BMX 2

However, an in-depth app list can be found on traffic discovery. Additionally, it is possible for Admix to integrate some relevant local app, but contacts and demand should be shared accordingly.

Admix has over 400+ unique apps. They serve over 4B+ ad impressions.

Monthly Ad inventory by TOP country:

Turkey	163,000,000

Indonesia	130,000,000
Pakistan	123,000,000
Egypt	117,000,000
Russian Federation	106,000,000
Viet Nam	72,000,000
Bangladesh	55,000,000
Saudi Arabia	37,000,000
Kazakhstan	31,000,000
Jordan	24,000,000

While for other countries traffic volumes can be visible on traffic discovery. Keep in mind that traffic volumes can fluctuate depending on the country and period.

Creative formats:

Admix allows standard IAB creative formats. Exhange supports - HTML, Creative tags (DCM, Adform and others), gif, jpg formats.

Creative formats
300x250
320x50
728x90
160x600
300x600
970x250

Why to run in-game?

Formats are new, interesting and non-intrusive, creating genuine interest in the audience.

Brand association In Play, is received more positively than traditional in-app ads.

Reach people at moments of relaxed enjoyment through this unique virtual environment.

The gaming audience is diverse; including all ages, genders and marital statuses.

Examples of in-game ads:





Policies

Admix does not allow alcohol, betting, tobacco advertising. If you need more information about Admix solution, contact the exchange directly.

LoopMe

What is Loopme?

Loopme is one of our exchanges that was integrated. It is an **app exchange** which provides both **display** and **video** traffic.

LoopMe was founded in 2012 with the mission to **create better consumer experiences through innovation, powered by data,** in order to bring people and brands together.

Few core benefits of Loopme exchange are - **DMP, rewarded video and Unity.**

To get more information about Loopme supply visit **traffic discovery**.

Loopme DMP

Loopme DMP processes data from over 4 Billion devices worldwide. This allows them to dive depper into brand audiencs and provide meaningful insights. From the shops your customers visit to their favourite app.

Segment examples
Adults 18-34
Female
Male
Adults 25-34
Parents
Fathers
Mothers
Travelers
Adults 25-49

Adults 18-24
Adults 35-44
Adults 45-54
Adults 55-64
Adults 65+
Male 18+
Female 18+
Adults 25-40
Movie Enthusiasts
Business & Finance
Users with NFC
Male 18-54
Female 25-54
Adults 21+
Female 18-34
Female 18-44
Adults 30-54
Female 25-54
Adults 25-54
Male 18-34
Male 18-49
Female 18-49
Fitness

Fashion Enthusiasts
Health Enthusiasts
Music Enthusiasts
Tech Enthusiasts
Football fans West Ham United
UAE travelers
Education
Health & Fitness
Lifestyle
Music
Social Networking
Sports Enthusiasts
Weather
News
Photo & Video
Communications
Shopping
Food & Drink
Automotive
Careers
Family & Parenting
Hobbies & Interests
Home & Garden

Pets
Style & Fashion
Technology & Computing
Entertainment
Utilities
Sensitive
Gambling
Measurable by Factual
Family
Music
Action
Card
Casino
Dice
Puzzle
Racing
Role Playing Game
Sports
Strategy
Trivia
Word
Board
Simulation

Female 25-34
Male 25-34
Female 35-44

Loopme DMP is reached through PMPs. So the request should be sent to Loopme exchange.

Unity Reselling

One of key focus areas of Loopme exchange is Unity apps that they are integrated with. Unity's advertising exchange provides demand-side partners (DSPs) with access to quality inventory, a comprehensive range of advertising formats, and over **2.2 billion Unity users across 295,000+ apps globally**.

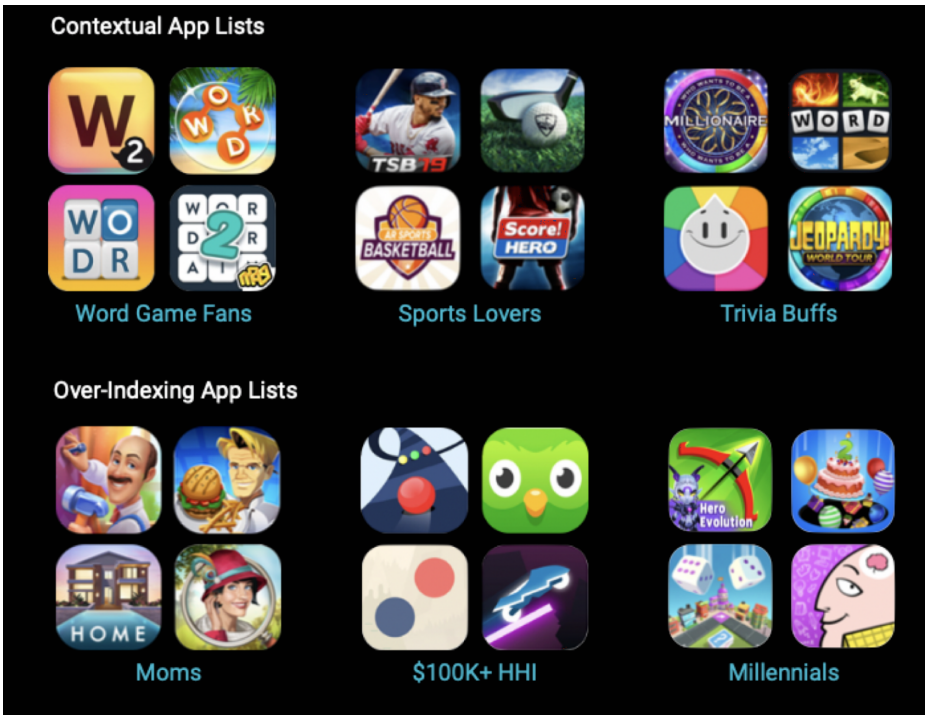
Key information about Unity:

- 22.2B+ global ad opportunities

- 164M+ average daily users viewing Unity ads globally

- 2.2B+ monthly active users

- Unity apps can be segmented into different categories and requested as a PMP.



- Unity supports both display and video advertising

- Unity as both in-game and in-app advertising

- Unity delivered over 70% of completion rate when it comes to 15 sec video.

When it comes to apps Loopme can provide traffic for these **Unity apps**: https://bit.ly/3sncfsn

While when it comes to pricing Unity can be bought through Loopme for these kind of country rates: https://bit.ly/3fev2ST

Rewarded Video Through Loopme

A rewarded video is an option to watch a video in order to receive a reward from the publisher (i.e. wifi access, additional lives in a game, etc.). The majority of the time rewarded videos appear as **interstitial and in game apps**.

The user still has the power of choice so they can **opt-out to not watch the video**. Videos are **always with sound**. Rewarded video **is usually skippable.**

Loopme offers great opportunities to serve ads as rewarded video. Here is some relevant information that every advertiser should consider.

Ad Opportunities

Loopme exchange has limited amount of rewarded video traffic in some markets. Therefore, it is necessary to first check with the exchange if they have enough traffic for the planned scale.

Continent/Country	Rewarded video (monthly)
Africa	**503 046 000**
GH	1 230 000
NG	3 426 000
SN	1 320 000
TZ	43 470 000
ZA	453 600 000
Asia	**2 412 495 000**
BD	335 160 000
ID	1 154 721 000

IN	500 457 000
MM	48 990 000
VN	373 167 000
CIS	**1 073 583 000**
BY	2 610 000
GE	1 080 000
KZ	121 257 000
RU	76 278 000
UA	872 358 000
Europe	**100 605 000**
RO	95 685 000
RS	4 920 000
LATEM	**965 208 000**
AR	730 764 000
PE	234 444 000
MENA	**1 405 755 000**
AE	393 687 000
EG	179 280 000
SA	832 788 000
Grand Total	**6 460 692 000**

Monthly ad impressions for **top 100 geo**: http://bit.ly/38UYoSm

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Possible Results

Loopme exchange PMP is a great way to run Rewarded video ads as the PMP can deliver **high completion rate** which is the core of rewarded video solution. These are the results for **15 sec. video**:

Country	CTR	VTR	VCR
ZA (South Africa)	8.85%	94.67%	89.60%
MM (Myanmar)	17.37%	96.34%	89.90%
KZ (Kazakhstan)	1.32%	96.62%	93.88%
BD (Bangladesh)	2.49%	97.19%	94.90%

ID (Indonesia)	14.74%	96.72%	92.97%

Keep in mind, that advertisers aren't limited to only get a PMP from Loopme. Eskimi provides over 50+ exchanges for whom the PMP request can be sent. However, Loopme delivered the best results when it comes to price and effectives.

Additionally, when it comes to publishers, through Loopme ads will be served on these apps: http://bit.ly/30FPweY

SpotX

SpotX is a **global video ad serving platform**. It provides digital media owners with software that allows them to monetize their content with video advertising across desktop, mobile and connected devices (CTV). So SpotX is **100% video exchange.**

SpotX consists of **35% of Desktop**, **65% of Mobile** inventory. While when it comes to sites and apps the split is **90% vs. 10%** where sites are taking the lead.

SpotX is a great way to do programmatic advertising through video as the exchange has great **outcome driven opportunities**. Based on their internal data SpotX can deliver over **80% video completion rate** while cost per completion may seek **0.03$.**

SpotX supports **in-stream** and **out-stream** video formats. Additionally, SpotX inventory consists of **VPAID** and **VAST** traffic which give the opportunity for advertisers to serve ads on both video players.

SpotX additionally has **CTV traffic** which may enable advertisers to reach users who are watching content on connected TV.

Publisher List

SpotX is connected with premium publishers. Here is there top list of publishers. While full list can be found here: https://docs.google.com/spreadsheets/d/1TXg-ksAuxa_U_Ue_3YfOYAegh2X4PhxkLW4YOK9EkHc/edit?usp=sharing

Publisher
USeeTV OTT
47Samurai
4W MarketPlace
9GAG
ABS-CBN
Adbility Media
AdinPlay
Adversport (Footmercato)
Adyoulike

Al Jazeera
Amagi
American Media Inc
AmericaTV
Arkadium
Astro Media Solutions
Au Feminin
Bandsintown Amplified, LLC
Bloomberg
Brainly
BX [M]Media (Mannenmedia)
BX IPB
BX IPM Group
BX Talpa Network
BX TMG - Mediahuis NL
CafeMedia/AdThrive
Cafrino
CaptivePlay
CBS
Chegg
Ciaopeople
CNN
Complex
Crazy Games
Curiosity Media, Inc.
Dailymotion
DAZN EMEA
Dexerto
Digital Media Rights
Digitalbox Ltd NEW
DIGITEKA UK
Discovery

DistroScale
Dugout Limited APAC
E.W. Scripps
ELECTRONIC ARTS
Ellation, Inc
Engine Media
ESI Media
Eurosport
Exent Technologies Ltd.

Inventory Split By Country

Country	Desktop	Mobile	CTV Avails	Site %	App %
India	462 699 987	7 162 372 434	834 045 032	5 %	95 %
Indonesia	1 557 375 362	9 822 612 646	356 720 035	53 %	47 %
Turkey	233 055 422	871 145 775	205 613 364	18 %	82 %
Ecuador	114 664 611	262 309 620	42 850 519	29 %	71 %
South Africa	68 722 393	197 426 369	6 278 071	24 %	76 %
Saudi Arabia	118 597 208	468 936 508	6 013 422	34 %	66 %
Ukraine	66 425 950	99 635 757	3 319 461	33 %	67 %
Kenya	8 767 077	26 755 033	1 452 475	26 %	74 %
Croatia (Hrvatska)	28 061 170	34 320 357	1 045 751	39 %	61 %
Nigeria	12 286 416	85 556 879	753 667	16 %	84 %
Kazakhstan	23 416 252	15 723 228	747 346	46 %	54 %
Lithuania	33 705 048	22 970 931	744 108	51 %	49 %
Bangladesh	14 659 266	84 711 874	566 841	19 %	81 %

Azerbaijan	9 999 672	18 884 284	536 661	57 %	43 %
Belarus	22 761 395	24 152 399	459 794	43 %	57 %
Ghana	4 049 276	18 405 740	447 112	24 %	76 %
Armenia	4 287 414	9 431 578	291 812	24 %	76 %
Georgia	11 266 275	13 159 006	213 331	35 %	65 %
Ethiopia	1 525 231	1 909 275	171 343	26 %	74 %
Senegal	2 194 377	11 838 338	156 833	44 %	56 %
Uzbekistan	3 785 191	11 038 069	152 290	24 %	76 %
Zimbabwe	3 919 567	5 571 808	103 910	39 %	61 %
Uganda	2 322 690	4 572 137	88 438	28 %	72 %
Sri Lanka	11 424 749	16 472 948	85 587	34 %	66 %
Cameroon	3 087 422	18 102 280	81 416	49 %	51 %
Mozambique	918 596	4 793 664	68 528	35 %	65 %
Cote D'Ivoire (Ivory Coast)	2 344 484	12 201 793	63 658	36 %	64 %
Kyrgyzstan	2 627 038	3 583 259	41 864	36 %	64 %
Democratic Republic of the Congo	838 791	5 244 122	10 432	52 %	48 %

Also, if you need information by publisher per market here is the document: https://docs.google.com/spreadsheets/d/1-gHc_D6ZQ-8ZZpCNK1-dR1mQtjDa_TCBJAkvaNV8VSQ/edit?usp=sharing

Viewability (High VV) - A measure of how many ads are “in-view” over a certain amount of time when they play, measured about by the amount of pixels of the player are being displayed. 70% Viewability for 2 seconds is the standard.

Completed View Rate % - The percentage of impressions in which the ad is viewed in its entirety. Also known as Completion Rate, CVR, and VCR.

Over-the-top (OTT) refers to broadcast-quality video content provided via a high-speed Internet connection rather than through a cable or satellite provider. This content can be accessed through any internet-enabled devices, such as a laptop, tablet, phone, or connected television.

Connected television (CTV) is a term used to describe the devices that allow a user to stream IP-based content through their TV. This includes Smart TVs, Set-Top Box devices, and Gaming consoles

OLV stands for online video so Desktop & Mobile inventory that can be either instream, outstream or interstitial

CPM - the cost that one will pay when an ad is shown per one thousand impressions

CPCV - Cost per completed View

Advertising Policies

SpotX is strict when it comes to advertising policies. It is not possible to advertise any sensitive advertising - alcohol, gambling, weed, tobacco and etc.

Working Model

Currently, SpotX, only provides private auction buying. So for additional video advertising opportunities adops should contact SpotX representatives and request to setup a private deal. Contacts will be found under general contact list in the manual. SpotX is a direct exchange that Eskimi DSP has integrated.

Value Proposition

Video outcomes. Based on their internal data SpotX can deliver great video outcomes - high completion rate, high viewability.

KPIs. SpotX can setup a PMP based on different KPIs - high CTR, different CPM and etc. SpotX is a partner with GroupM so they could help to reach GroupM video KPIs on IAS.

CTV. SpotX will help advertisers to open more CTV opportunities.

TrafficJunky

Introduction:
Traffic Junky is an ad network that specializes in adult content. It's integrated to Eskimi through OpenRTB.
Can:
- Run simple banner ads, video ads (limitation: for video ads adchoice logo needs to be removed)
- Report on results
- Optimise campaigns
Cannot:
- Run Javascript creatives
- No Javascript 3rd party tags - for impression tracking possible to use 1x1 pixel tracker type
- No viewability measurement
- No 3rd party javascript-based measurement solutions
- Rich media (templated or otherwise)
Getting Started:
Traffic Junky exchange is disabled to all users by default. Traffic Junky has to be enabled **only for users that are willing to run adult content**.
If Traffic Junky is enabled to users that are not willing to run adult content, such users would see adult sites in traffic discovery, at a minimum. If all exchanges are selected, ads might run on adult exchanges.

Main **banner sizes**: **300x250, 300x100**, 315x300, 900x250. Additionally, 315x300 accepts 300x250 banner format and 900x250 accepts 300x250 banner format.

Video creatives can be launched as VAST - without showing adchoice logo. The video placement will always be pre-roll.

Contacts:
Slack channel: **#rtb-adult-content**