

White-Label PPC Exchange

A white-label ready, feature-rich PPC/PPV Exchange. Our PPC/PPV Exchange Suite allows for a network level management approach to connecting publishers via XML/JSON and Smartlinks to direct and 3rd party advertising in one intelligent, unified interface.

Business-Building Benefits:

- **Supply integrations for multiple formats** including XML, JSON, direct links (smartlinks) and widgets for PPC and native ad units and support for image and icon campaigns in Push Ad formats
- **Demand side support** for thousands of 3rd party feed providers, direct advertiser campaigns, a fully featured self-serve interface for managing direct advertisers and 100% remote stats aggregation
- **Analytics including multi-level** drill down reports, IVT and Ad Scanning solutions for all major providers built in
- **Optimization features** for realtime eCPM optimization, postback tracking, Google Analytics integration, CPA-to-CPC optimization modes and more

AdKernel Supports You:

- **100% API access** to all console features including a dedicated Publisher API and Advertiser API
- **White-label interfaces** –All hosted by Adkernel and pointed to your domain. Fully featured Publisher dashboards, Self-Serve Advertiser access and multi-level roles for admins, account managers, accountants, publisher managers and more
- **100% stats aggregation** –import all your remote partner stats into a unified admin console
- **Log-level data access** –Export log data for analysis or setup regular report exports
- **Advertising CDN built in** –Supports direct banners, native campaigns and video campaign hosting

**WORLD-CLASS HOSTING INFRASTRUCTURE RESPONSIBLE FOR
HANDLING OVER 200 BILLION REQUESTS PER DAY**



adkernel

ADVANCED ADVERTISING TECHNOLOGY
FOR OPTIMAL PERFORMANCE

4.

ADKERNEL PRODUCT SUITE

AdKernel is a leading advertising technology company that offers a fast, efficient and feature-rich universal white-label ad serving solution for publishers, advertisers, and networks. Thanks to the company's industry-leading role in providing enterprise-class solutions for pay-per-click, display and video, mobile and desktop markets, which help clients to achieve advanced traffic and revenue maximization.

Learn more!

Contact our sales developer
theng@adkernel.com
to schedule a demo.