



# Admixer

## Intro

This document is not considered an official employment contract. Information stated the Intro is subject to change

Quite often, we accept a job offer without fully understanding what our new workplace will be like. Even if you asked many questions during the job interview, and even if HR provided extensive details, you might still feel unsure, with your head full of ‘what ifs’.

We’ve compiled the most frequently (and less frequently) asked questions that someone joining the Admixer team might have.

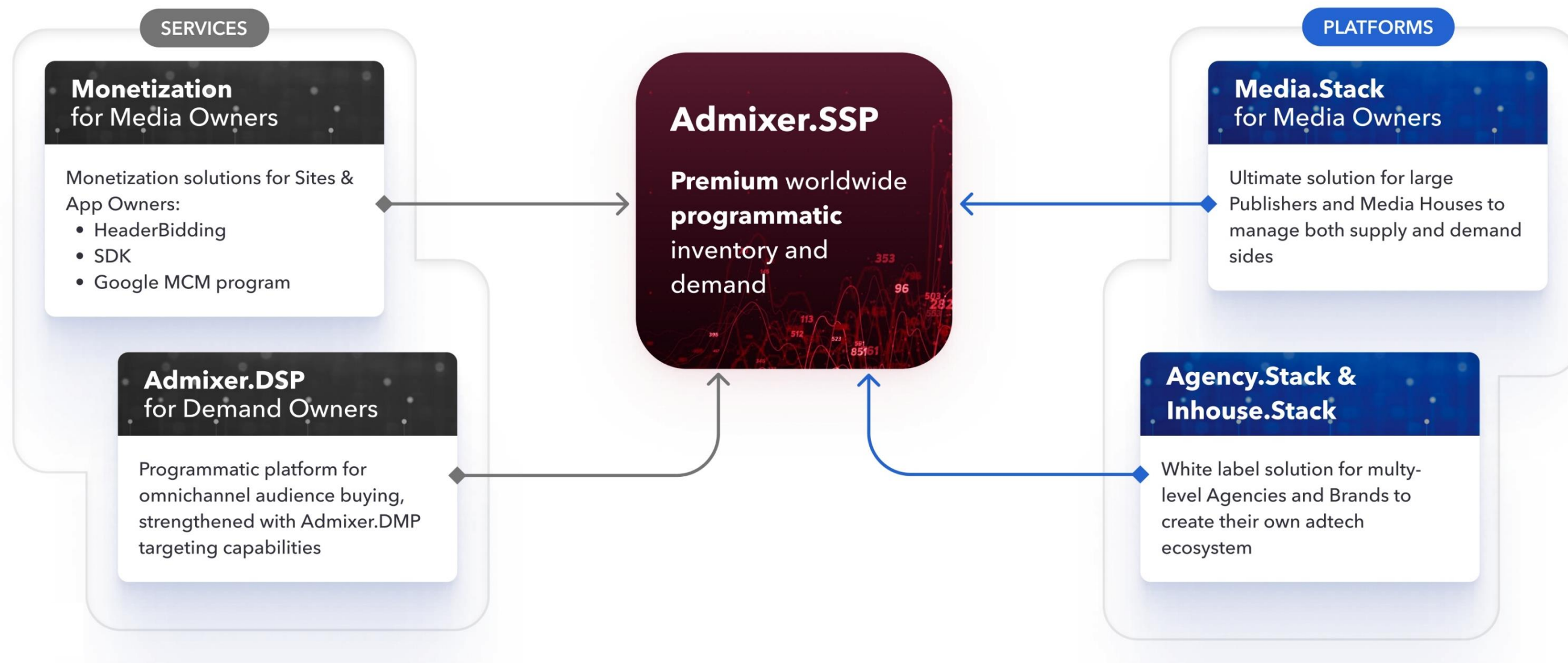
We’ve created an Intro to address as many of these questions as possible. We understand that time is valuable, so we’ve kept it concise, focusing on the most important points. We hope you’ll find it helpful and enjoyable!



**The first rule about fight club is you don't talk about fight club**

The first rule at Admixer is simple: Do not harm Admixer’s clients or your coworkers. Beyond that, feel free to do whatever you believe will contribute to Admixer’s growth—communicate, share ideas, and bring them to life!

# Admixer is a product company offering digital advertising management solutions for middle+ and enterprise level clients



# Our Mission

Since 2008, Admixer has been bridging the gap between advertisers and media owners with Technology and Expertise, helping market players to grow their businesses.

**15+**

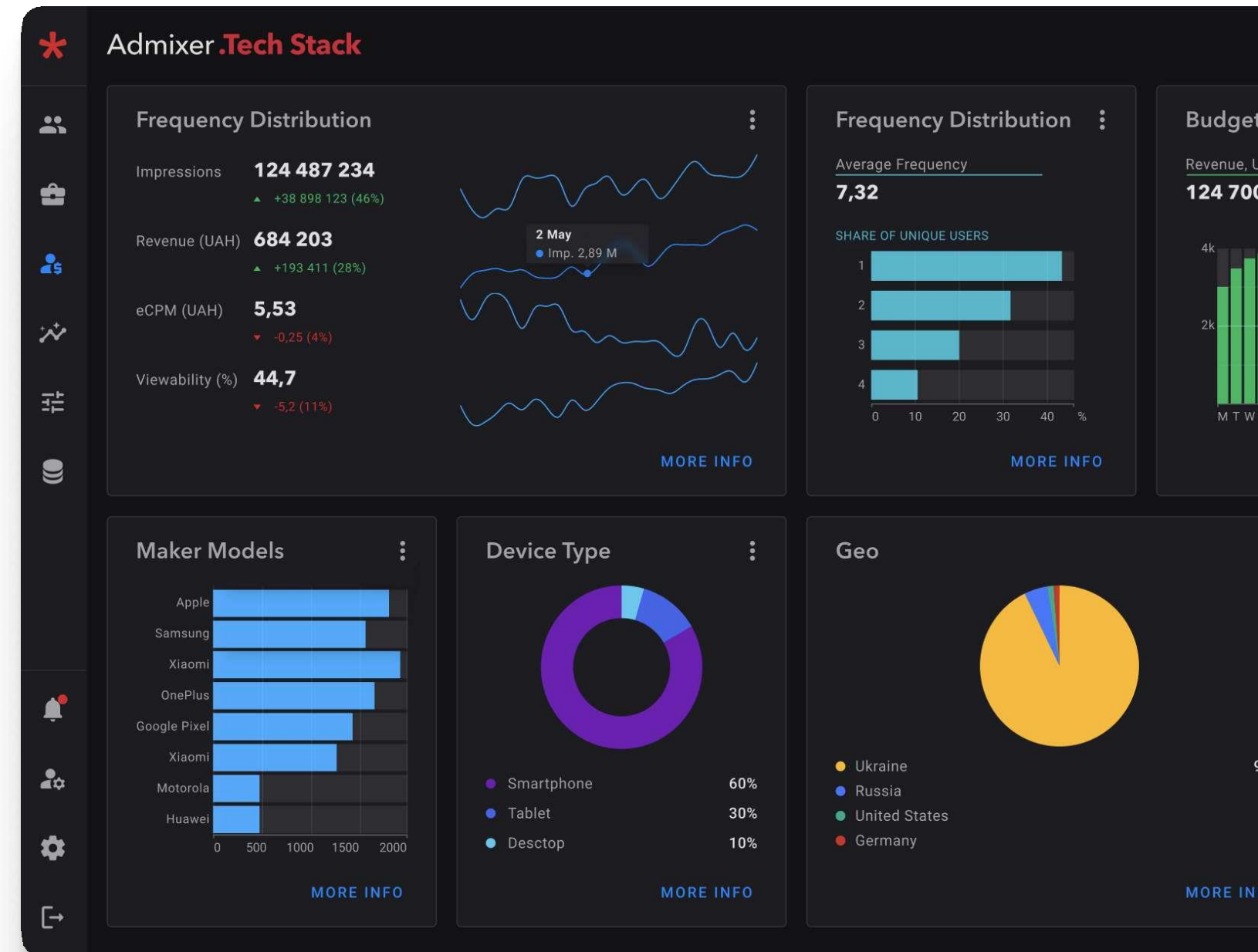
Years of experience in AdTech

**250+**

Specialist all over the world, own engineering and R&D team

**3500+**


Customers in 40+ countries



# Brief history



Admixer entered the Ukrainian market in 2008 as an advertising network connecting publishers and advertisers on a unified technological platform (now Admixer Advertising). From the very beginning, we have relied on our own technologies, adopting best practices from Tier-1 countries and tailoring them to the markets of Central and Eastern Europe. By listening to our clients' opinions and understanding their needs, we identified an urgent demand for a flexible and localized ad management solution. This is how Admixer was born.



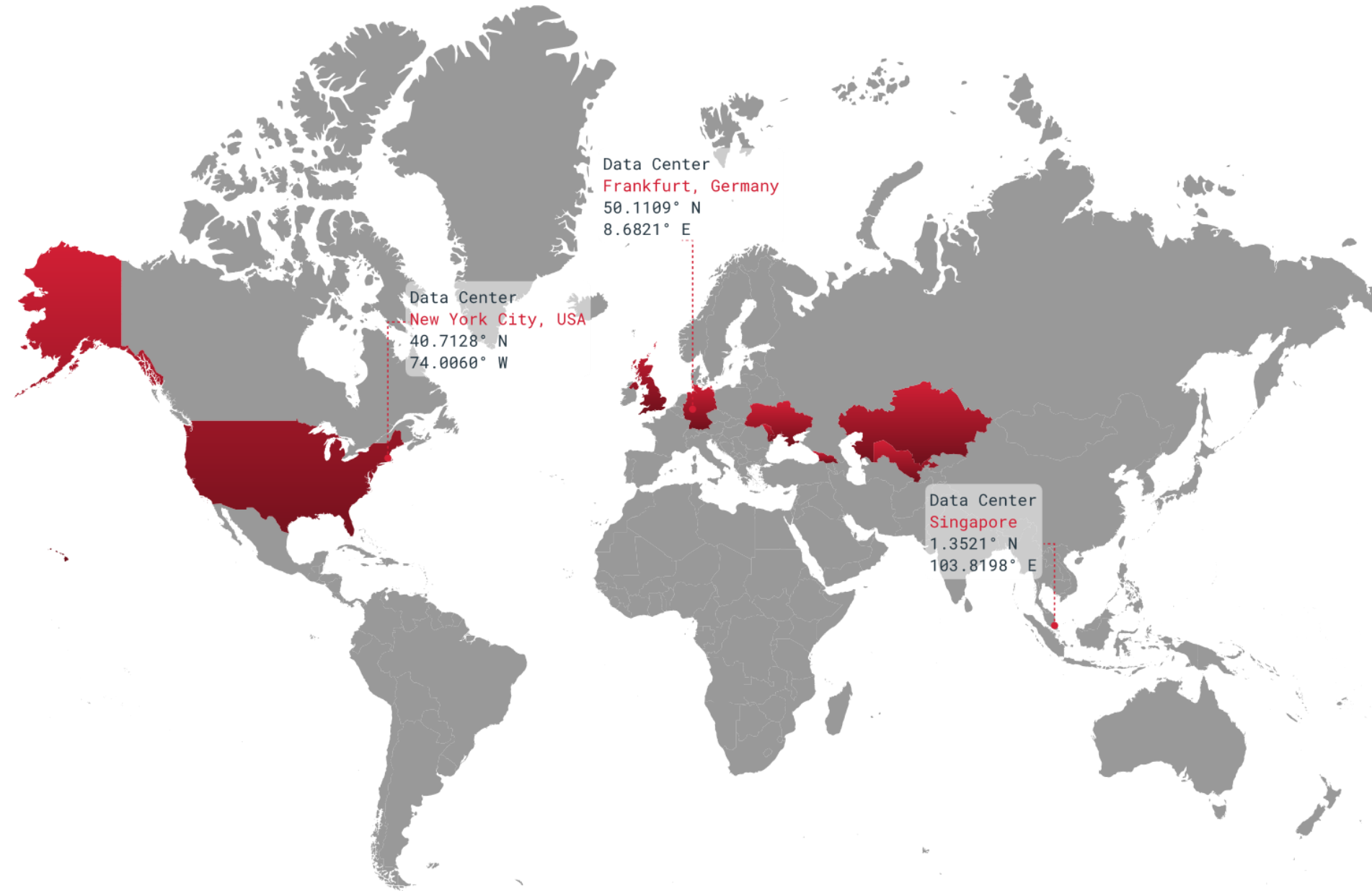
Our target audience is global, not limited to any specific region, as our technology can be sold to any country.



Our accumulated industry experience helped create the first SaaS line product – Admixer.**Publisher** ad server. In 2016, we took a step further and launched the larger Admixer.**Network** platform for managing ads in big media.

The launch of Admixer.**SSP** in 2017 further expanded our market offer and opportunities for effective monetization of tech customers. Then everything flew in motion, and over the next few years we deployed our own **.DSP .DMP**, white-label **.DSP** and **.ATS** – (Agency Tech Stack) for advertising agencies.

It was in 2016 that we created a separate Admixer Technologies company (now simply Admixer). It is the technological heart of the Admixer network. Here is where all the technology our other companies and offices run on, is born.



## Global branches

- Ukraine (R&D)
- Georgia
- Germany
- Kazakhstan
- Moldova
- USA (since 2022)
- UK
- Uzbekistan

## Data Centers

- Germany (Frankfurt)
- USA (NY)
- Singapore

# Group of companies with VAST capabilities in digital advertising



## Admixer INTERNATIONAL GROUP



**Admixer Advertising**  
Local AD ecosystems

**MixDigital**  
Media and Performance

**VIVID**  
Digital strategy and creatives

**Admixer Technologies**  
AdTech products development

- Ukraine
- Georgia
- Kazakhstan
- Moldova
- Uzbekistan

- Ukraine
- Germany
- USA

### .SSP

Premium SSP with global demand and supply, verified by top anti-fraud vendors

### .DSP

Self-service platform that uses data and technology to help advertisers effectively purchase audiences at scale across all digital media

### Solutions

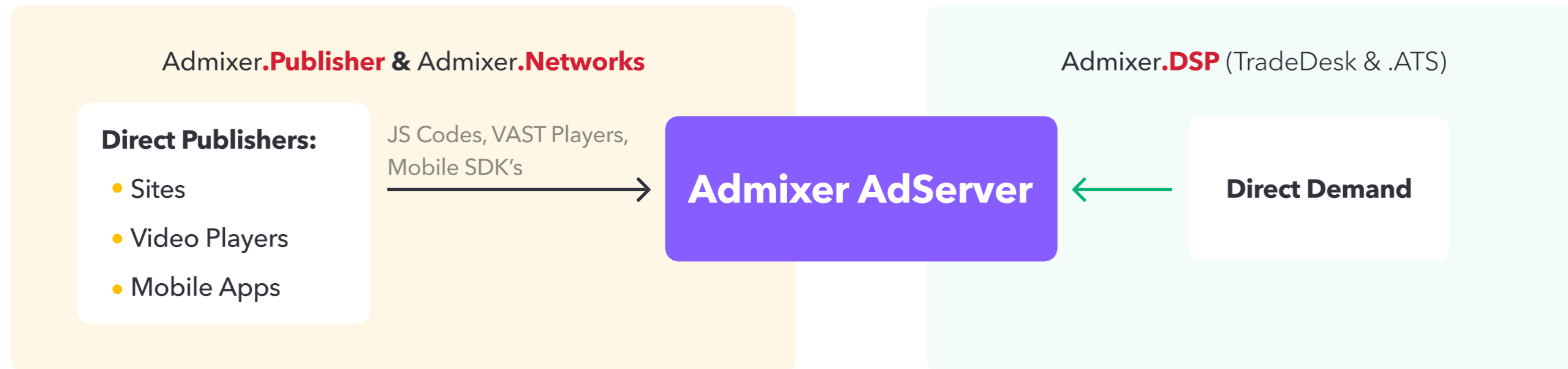
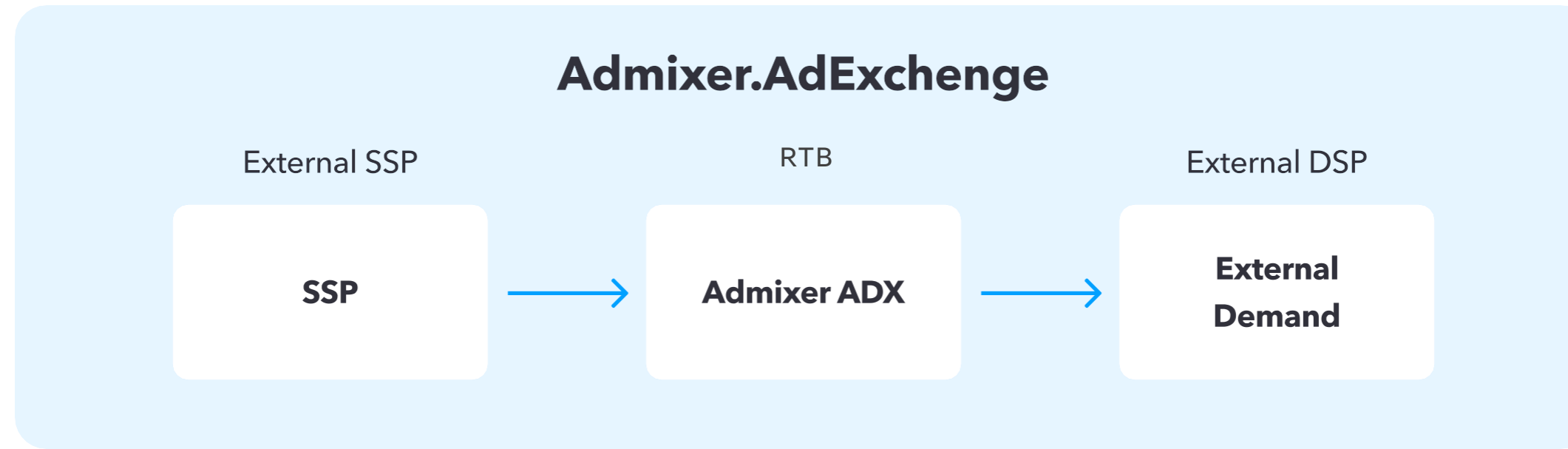
For Advertisers, Ad Agencies, Publishers, Ad Networks, Media houses, Retailers and Data providers

### Services

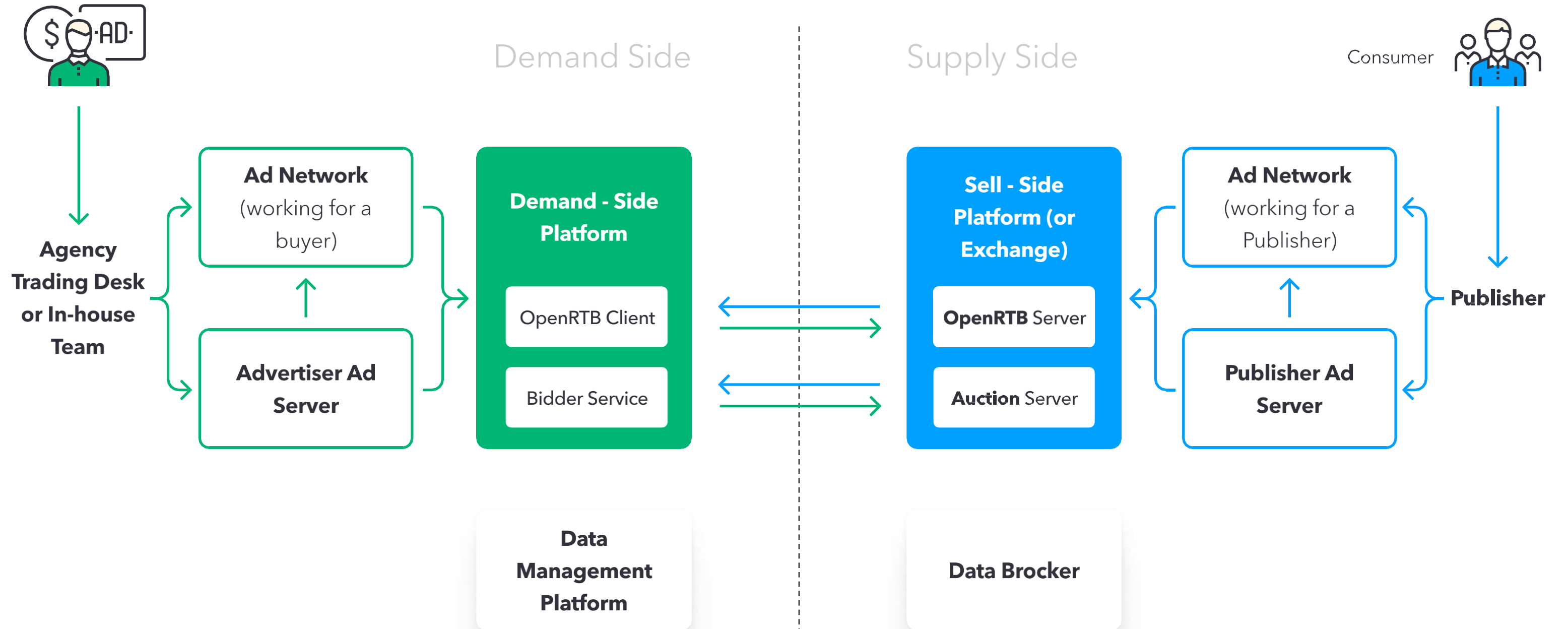
Custom Development, End-to-End Development, Big data and Real-time analytics services



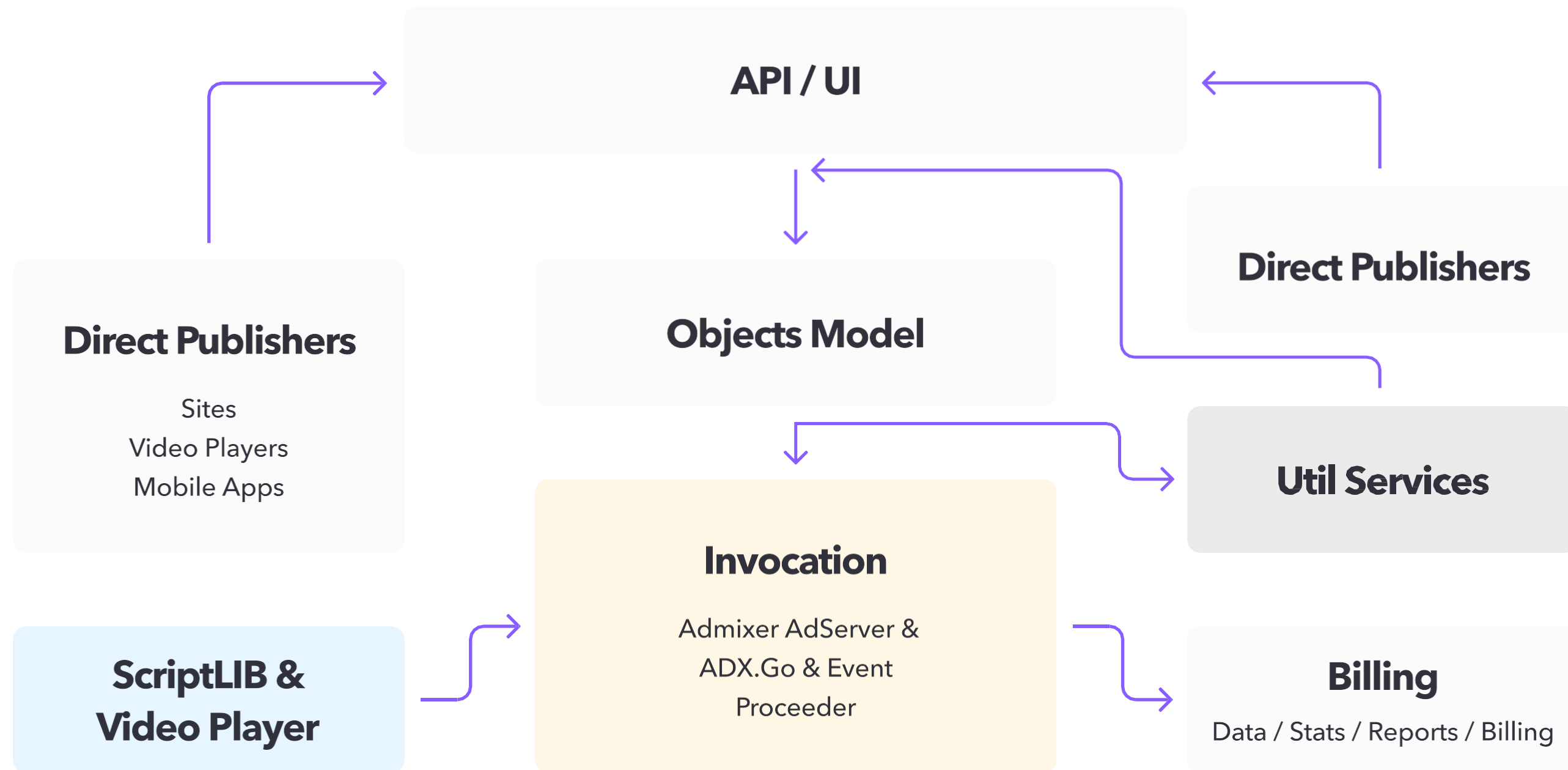
# Connection of our products



# RTB Ecosystem



# Layers



# Proprietary infrastructure behind



## High-Load

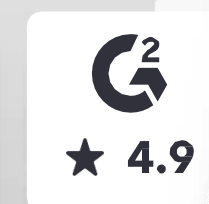
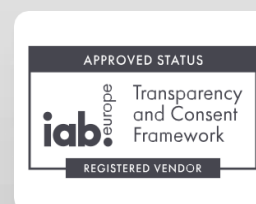
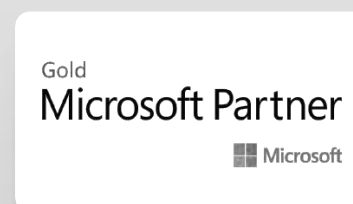
Peak load up to **1,000,000** requests per second

## Big Data

**200 TB** of always available data, in real-time **3,000,000,000,000** records in databases **40+** data slices

## Infrastructure

Worldwide partnership with leading data centers and own monitoring system ensures **99,9%** system uptime



# Client Focus

Our secret underground lab is currently working on defining the human Client Focus gene, but in the meantime, we'll have to make do with simpler methods. There are many definitions of the term, but we prefer the following:

**Client focus is an ongoing activity of an organization aimed not at merely providing services but meeting the client's needs. We don't aim to “catch” a client, write a 100,500-character article, or get a good review. Our goal is to satisfy the needs of a user who has trusted us — within reasonable limits, of course 😊**

It must first be heard and understood to satisfy a need, which is another very important and extensive topic. We'll talk about this later.

**Your product**



**Their experience**





Let's get acquainted 🙌  
**This is us!**

We believe every company begins with a team of like-minded people representing it. Every person on the team is a precious jewel!

# Top Management



## Olexiy Boltivets

CEO & Founder



**That's the man behind the creation of Admixer.** The one at the helm, shouldering the responsibility for core decisions, shaping the strategic vision, and fostering strategic partnerships. He's here to help and offer advice. In other words, Olexiy is your friend — and that's incredibly valuable to us as a team.



## Victoria Pavlichenko

Head of People Operations

**Victoria and her team are here to solve any problem you might face.** If you feel lost in your tasks, have lost your purpose or motivation, or simply need feedback or support of any kind, Victoria will help you overcome any challenges. Don't hesitate to reach out for assistance!

## Volodymyr Zakrevsky

VP of Technology (Ex-CTO)



**Volodymyr is the key creator behind all our main products.** He built the entire technological stack we work with today from scratch. He has also assembled a star developer team. For him, nothing is impossible!



**Ivan Fedorov**

New Business Director

**Our expert in digital advertising and marketing.**

You'll be amazed by the depth of his knowledge and the brilliance of his conference presentations. Ivan has countless insights into the market—it sometimes feels like there's no question about advertising he couldn't answer.



**Kholod Yaroslav**

Director of Programmatic Department

**A programmatic guru and an unstoppable source of motivation.**

Trust us, you've never met a cooler geek than this one. Yaroslav is a living encyclopedia of programmatic advertising. You'll definitely want to get to know him better and learn both with him and from him.



# Getting

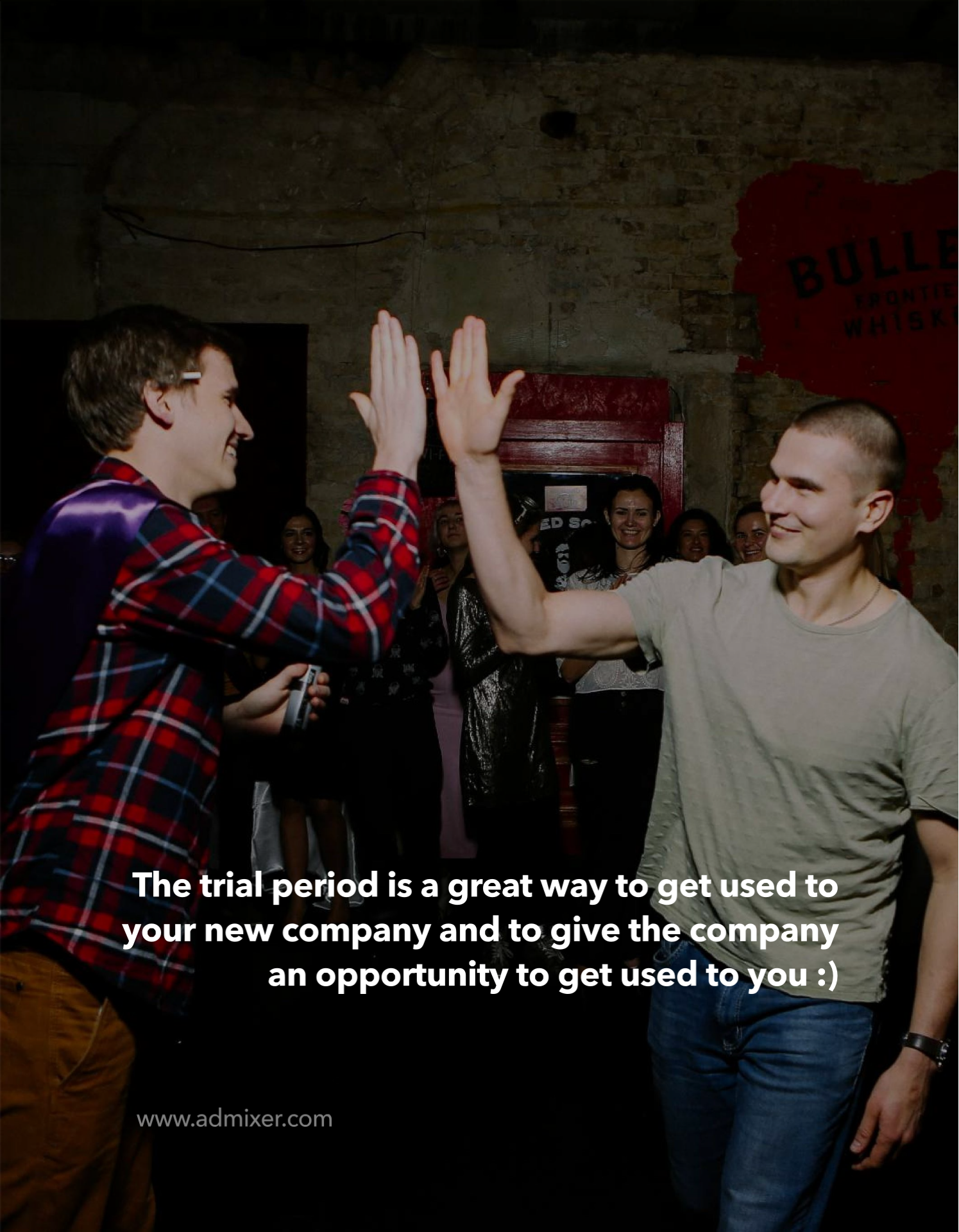
used to

# the new

# environment

Based on our experience, we've concluded that the standard trial period is 2–3 months, depending on the complexity of the position you're interviewing for. This is the optimal time for a person to adapt, get familiar with the specifics of the work, and understand the essentials—what we do, why it's important, how it works, who's responsible for what, and so on.

In some cases (discussed and decided individually), the trial period can be shortened to 1 month or, conversely, extended. This largely depends on the person's level of involvement and, most importantly, their desire to continue working with us.

A photograph showing two men in a social setting, possibly a bar or event space. The man on the left is wearing a red and black plaid shirt and is high-fiving the man on the right, who is wearing a grey t-shirt and blue jeans. In the background, there are other people and a red sign that says "BULL FRONTIER WHISKY".

**The trial period is a great way to get used to your new company and to give the company an opportunity to get used to you :)**

## A good person is not a profession, and yet...

Our company places great value on the personal qualities of our employees. It's hard to imagine an arrogant "super-professional" or a cutthroat careerist without morals thriving here. Defining a good person might be tricky, but I can confidently say that Admixer stands firmly on the Light side of the Force. If that resonates with you, welcome aboard!

A dark, atmospheric image featuring Captain America on the left and Iron Man on the right. Captain America is holding his shield, and Iron Man is in a dynamic, forward-leaning pose. The background is dark with some light effects, possibly from a battle scene.

## Experience VS Potential

The world is changing rapidly. Technology continues to advance, entirely new fields emerge, seemingly unrelated industries integrate, and traditional professions either fade away or transform into something entirely different. In this whirlwind of change, it's easy to feel lost or stuck.

In the past, entire families could dedicate their lives to mastering a single craft. Today, an individual might transition through several professions over a lifetime.

The ability to continuously learn, stay open to new knowledge, and most importantly, overcome fear has become an essential trait of a successful professional.

You won't be overloaded with work in your first months—don't worry. The workload will be moderate because you still need time to learn. This is your opportunity to lay the foundation for future success. So don't be lazy, don't be shy, and ask questions, even if you think they might sound silly. Believe me, it's better to ask now than to make a serious mistake six months down the line. No one can ever claim to know everything.

Remember, the world is dynamic, and information is constantly evolving. You'll always need to learn and adapt, or risk falling behind. In your first months, make sure to discuss your KPIs with your team lead—these will define how your performance will be evaluated. Keep them in mind. They'll guide you in understanding how to grow, what to aim for, and how your efforts will be assessed.

Your efficiency directly impacts your growth. Stay proactive, keep learning, and strive for success!



There's a chance that your area of responsibility and position may be new to the company. What does this mean? It means your KPIs will be defined on the spot. You'll need to work with your HR and team lead to establish them. Don't forget about this—KPIs will be essential when you ask for a raise and need to present strong arguments to prove you deserve more.

**Remember, we measure everything that can be measured. So, try, experiment, and eliminate anything that doesn't add value.**

## What if I fail?

You won't fail! The key is to take action. The only way to avoid mistakes completely is to do nothing, and we know that mistakes lead to valuable experience—often more so than victories. Share your mistakes without fear; they can help your colleagues avoid them. Just try not to make the same mistake twice. And remember, don't hide them—everything comes to light eventually, and a small mistake can escalate into a major issue over time. Don't let that happen.

Your team is there for you. They'll help you no matter what, so be open and sincere with them.

### **If you have doubts or questions, feel free to ask:**

- Team Lead (they'll assist with anything work-related)
- HR (they'll help with literally anything)
- Colleagues (our team is super friendly)

Get used to it! :)

## **A Few Words About Work and Personal Matters**

We usually gather at the office from 10 A.M. to 7 P.M.

This doesn't mean you need to be glued to your office chair during this time. Want to start at 9 A.M.? Great! Then your shift will end at 6 P.M. The key thing to remember is that your workday is 8 hours, and you have tasks to complete (otherwise, your team will have to pick up the slack, which wouldn't be fair).

We won't criticize you for being 30 minutes late. But if you're running one or two hours behind, please inform your team so they can adjust their plans accordingly.

## **If You Get Sick**

Focus on getting better and return to work when you're ready. We do not limit the number of sick days.

At Admixer, we've always prioritized optimizing and ensuring comfort in the working process while fostering a strong corporate culture. We strive to minimize bureaucracy and hierarchy wherever possible: a homelike office, remote work options, no dress code, and informal communication.



A decorative graphic in the top-left corner consisting of red lines and dots forming a network-like structure.

## Quarterly Meetings

Every quarter, our entire team comes together to review our work over the past months. Different departments share their achievements and set goals for the next quarter. The purpose is to keep everyone informed about key developments within the company: how we're growing, what we've accomplished, and where we're headed.

## 1:1 Meetings

Each month, your team lead will hold a one-on-one meeting with every team member. These meetings are an opportunity to discuss your successes, challenges, likes, dislikes, and any suggestions you may have. It's your time to share anything you've wanted to say but didn't get the chance to.

You can also request a 1:1 meeting with HR at any time to discuss any questions or concerns. This is a space for open and honest conversation. Don't worry—anything you ask to keep confidential will remain strictly private.

# Welcome to **Admixer**

If you have any questions, don't hesitate to contact our HR :

Victoria [vpavlichenko@admixer.net](mailto:vpavlichenko@admixer.net)

Victoria [vvisotska@admixer.com](mailto:vvisotska@admixer.com)

