



Tech Map

Platforms \ Modules *	Type	Description	Interfaces	Link
<i>*Platform - self-service SaaS solution, could be White-labeled, could include different modules. Module - a functional part, could be included into platforms.</i>				
Supply stack				
Adserver for Publishers	platform Admixer.Publisher	Full-scale ad serving solution with inventory and ad campaigns management, revenue optimization and optional monetization from Admixer.SSP.	Publisher	admixer.com/publisher/
Adserver for Networks	platform Admixer.Network	All-in-one ad management platform for advertising networks, large publishers, media houses and mobile developers.	Publishers, Network Admin, Network managers, Agency, Advertisers	admixer.com/adnetwork/
Header bidding	platform, module	Prebid-based wrapper , client/server adapter, prebid server hosting, demand marketplace	Publishers, Platform Admin	admixer.com/header-bidding/
Mobile SDK	module	iOS, Android, mediations with external demand sources	Publisher (through adserving platforms .Publisher and .Network)	admixer.com/ssp-for-android-and-ios-app-developers/
Player	platform, module	HTML5 Video\Audio player	Publisher	player.best/
DOOH	platform, module	Inventory (screens) management; buying on demand side. Could be provided with integrated DOOH CMS an overall platform for screen management.	DOOH Publisher	
Admixer.DMP	module	3rd party audience management from various data providers, including own Admixer.DMP	Admin	admixer.com/dmp/
Custom DMP	module	In-built 1st party DMP for audience collection, onboarding, extension and activation	Admin	
DealID for Supply side	module	PMP infrastructure with Deals management		
Admixer ID	module	Universal identifier that allows to track users across different browsers, platforms, and devices without 3rd-party cookies.		

Demand stack				
DSP	platform	A self-service programmatic buying platform that helps global advertisers purchase relevant audiences across desktop and mobile media.	Agency\Advertiser Trade Desk	admixer.com/dsp/
Agency Tech Stack (ATS)	platform	White label DSP for multi-level ad agencies and brands to make revenue from own adtech ecosystem	ATS Admin, Agency Trade Desk, Advertiser	admixer.com/agency-tech-stack/
Public DMP	module	Onboarding and activation of own audiences for brands within Admixer ecosystem	Admin	
Custom DMP	module	In-built 1st party DMP for audience collection, onboarding, extension and activation	Admin	
Tag Manager	module	1st party audience collection and ID-matching	Admin	
Marketplace	module	Inventory packaging and management	Admin	
Deal ID	module	PMP infrastructure with Deals management		
Reach Targeting	module	20+ targetings: Device/Maker/Model, Geo/City, IAB Categories, DateTime/Week		
Bid Optimisation	module	Viewable Impressions, eCPC, eCPV		
Creatives management platform (CMP)	platform, module	70+ UI templates for creation of WOW Richmedia advertising	Admin, Advertiser/Agency	creatives.admixer.com/
DCO	module	Assembling and showing more relevant ads to the user in real-time according to pre-configured scenarios.		
RTB stack				
SSP (Adexchange core platform)	platform	Overall programmatic platform to manage supply and demand side enriched by real-time reports and numerous modules	Admin SSP, Supply side, Demand side	admixer.com/ssp/
Marketplace	module	Inventory packaging and management	SSP Admin	
HB Marketplace	module	Header Bidding adapters managed by Admixer and available for HB Publishers	SSP Admin	
Inventory antifraud	module	Post-bid automated inventory filtering system based on own data and Pixalate API data	SSP Admin	

Inventory Antifraud Prebid Lists	module	Prebid antifraud based on automated filtering and manually managed lists. External API lists may apply (IAB spider list, Pixalate, etc.)	SSP Admin
Smart Delivery	module	Allows optimizing inventory delivery without a need for manual tuning. Saves server costs.	SSP Admin
Creatives validation (pre-bid)	module	Automated blocking system based on data from TMT (The Media Trust). Not a single creative put to stream until it gets validation status from the TMT.	SSP Admin
Creatives validation (post-bid)	module	Automated blocking system based on real-time data got from TMT when scanning each impression of a particular creative. Admixer is the first user of TMT real-time validation and probably the only one platform in industry that considers real-time data for automated blocking	SSP Admin
Creative management	module	Granulated creative report allowing to understand vertical of each creative, adomain. Includes creative preview tool	
Deal ID	module	PMP infrastructure with incoming Deals management, ability to prepare Deal Packages, outbound Deals management. Deal Packages tool is used to aggregate inventory with similar features got from different suppliers.	Admin SSP, Supply side
Deduplication	module	A tool that allows excluding delivery of duplicated ad requests to DSP.	
Bid enhancement by Device Atlas	module	Allows adding more data to bid requests making it more valuable (Hyperlocal, for instance)	
Timeout management	module	Automated module that allows getting extremely low volumes of timeouts	
Cookie Sync manager (alt ID manager in the future)	module	Allows cookie sync management and latency monitoring. It's a common situation when numerous cookie sync links add latency to bid stream. Our module allows custom cookie sync delivery adjustments (by geo, environment, etc.)	
Ads.txt parser	module	Allows finding a particular ads.txt line/ID across all Admixer.SSP domains/apps with at least 1 ad request	Admin SSP
Sellers.json parser	module	Allows fight fraud in Sellers.json declaration. Real-time validation of supply object (checking all intermediaries, their sellers.json files and ads.txt lines of domain/app we've got request from)	Admin SSP

Optimal Bid Management	module	AI-based price adjustment tool allowing to get impressions with the lowest outbound bid (when bidding onto SSP with another auction inside)	Admin SSP
RTBStack	platform	WL adexchange platform with number of modules and optional seamless integration with Admixer.SSP	Admin RTB Stack, Supply side, Demand side admixer.com/rtb-stack/
AdOps tools	platform	Various tools that provide AdOps Team with in-depth bid stream analysis. Latency control, real-time QPS monitoring and management, custom logs tool	SQL, Graylog, Grafana, PowerBI, etc.
Common modules			
User management	module	Multi-level user and access management	
Real-time reports	module	More than 100 KPIs and slices tracked in real-time	
Reports builder	module	Allows to create flexible reports from all data available in databases, save templates	
Tech fees chain	module	for SaaS customers of all levels, based on number of ad requests (incoming, outgoing), ad impressions (non-video, video), % from media spend. Allows to set up the tech fee for different modules: adserving, DMP, Creatives, targetins. Tech fee chain for different levels of customers creating margins.	
API	module	UI API, Stats API, Audience API	
Modular Master	platform	Creation of different configurations of Tech Stack from available modules through admin panel	Master admin
Raw Data API	module	Getting granular data about all advertising activities within account	
Audience API	module	Audience transfer automation from client's CRM, CDP, CMS, Data Storage	
Connection types	modules	JS tags, external tags, VAST\Vpaid, Header bidding (wrapper, adapter), mobile SDK, oRTB	