

smart  hub

SmartHub

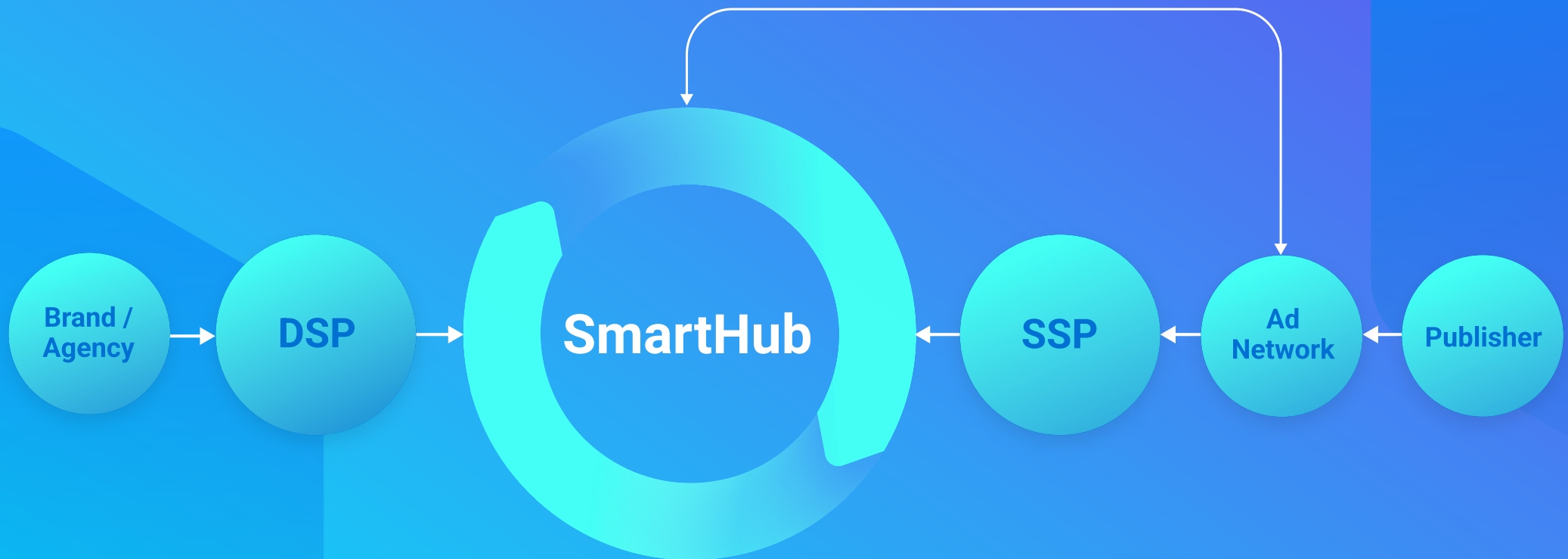
White Label Ad Exchange

Adorable white label solution designed
for ambitious programmatic businesses



What We Offer

SmartHub is a leading RTB programmatic platform for building scalable, transparent, and ultimately profitable self-branded marketplace that you can manage and control.



Why Companies Choose SmartHub

1

7-Day Deployment

There's no faster way to enter the market with a new ad tech solution - SmartHub makes it possible within 7 days!

2

Ongoing Care And Support

Our team supports and guides you throughout all stages, from onboarding to performance improvement and business scaling.

3

Advanced Trading Conditions

Configure advanced rules for the media-trading in your programmatic environment. Control how various kinds of placements are sold, at what price floors, and to which partners.

4

Price Transparency

No more excessive service commissions given to third-party ad exchanges. All the advertising incomes obtained are retained so that you could maximize trading outcomes.

5

Scalable Technology

SmartHub solution is fully hosted, maintained, and scaled up to fit your business as it changes and grows.

[!\[\]\(84f47badaad7772cd95667a7c387a639_img.jpg\) Request Info](#)

Why Businesses Trust Us

Installation

5-7

days

Payback Period

2,6

months

ROI Increase

147%

In 3 months

Revenue Growth

262%

In 3 months

Since

2018

Designing and building custom
advertising technologies

Hours

10,000+

Spent designing and
building AdTech platforms
for our clients

New Features
Per Month

8-10

Added to the system to
keep up with competitive
ad tech market

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Technology Recognized Worldwide

For outstanding service team and technology SmartHub was highly praised by international awards.



TITAN Business Awards 2021

Customer Service - Best Customer Satisfaction Strategy

Gold Winner



ExchangeWire Award

Best Client Services Team

Finalist



Stevie 2022

The Best Customer Satisfaction Strategy Category

Bronze Winner



Best in Biz Awards 2022 International

The Customer Service Department of the Year

Silver Winner



APPEALIE

SaaS Customer Success Category Winner



Global Digital Signage Awards

Technical Advances and Innovation in Management Software

Finalist



9th Annual 2022 Sales, Marketing, Customer Success, and Operations Awards

Gold Globee Winner

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SmartHub Core Features and Capacities



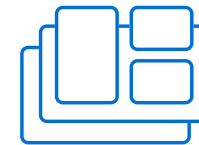
Powerfull RTB Bidder

Processes millions of requests per second to fetch the best inventory at optimal price.



Precise Targeting

Targeting according to (traffic type, ad format, ad sizes, geo, sources, and publisher ids, connection type, device OS, and more).



All Ad Formats

Environments: desktop, in-app, mobile web, CTV. Formats: banner, video, audio, native, push, pop, CTV.



Fraud Protection

Pre-bid scanning and post-bid analysis with traffic safety scanners (TMT, Forensiq, Protected Media, Pixalate, GeoEdge, ClearTrust (formerly Botman), HUMAN Security (formerly WhiteOps)).



Extra-Caring Support Team

Our friendly team will support you with development, UI personalization, vendor data-provider integrations, and any individual request.



Cross-Integration Bidding

SmartHub platform allows different types of connections: RTB + Header bidding, and vice versa, RTB + VAST, and vice versa.

[Request Info](#)

More Features and Capacities

Auto Optimization Machine Learning Mechanisms & Easy Platform Administration

Traffic distribution adaptive mechanism, Traffic logging, Endpoints management, Monthly/Daily/ Hourly Statistics and Data Analytics, Global Blacklist, Ads.txt generation, Sellers.json and Schain Management, etc.

Connecting all kinds of Supply and Demand partners

Use a variety of integration types to connect your demand and supply partners smoothly. OpenRTB 2.5, 'VAST to RTB', 'VAST to VAST', and 'VAST To All' trading variants are available, JS tags, Header-bidding.

Traffic Filtering & Targeting

Mismatched IPs and Bundles throttling, IFA and IPv4 missing requests throttling, Adult traffic filtering, Blocked CRIDs, Blocked categories, Geo Price limit/Price filtering, and many others.

Advanced Traffic & Demand Scanning Protection

Supply Partners: Pixalate, Protected Media, Forensiq, ClearTrust (formerly Botman), HUMAN Security (formerly WhiteOps). Demand Partners: TMT, GeoEdge.

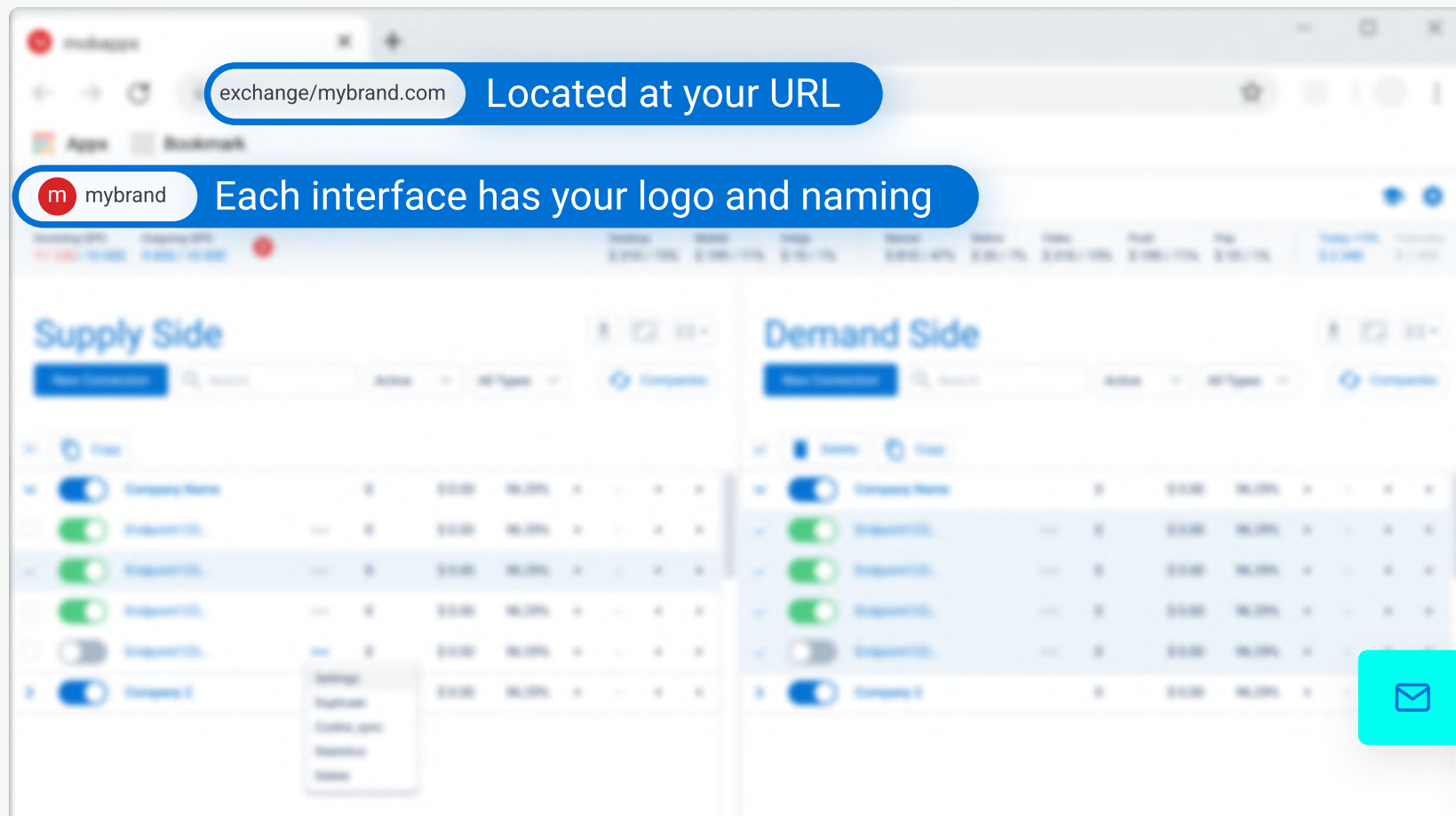
Privacy Compliant & Secured Data Processing

Benefit from a marketplace fully compliant with latest data processing standards and international privacy regulations (GDPR, TCF 2.0, CCPA, COPPA, Sellers.json).

Customized From Head to Toe

Every detail of the platform reflects your brand identity. We personalize and tailor the look and feel of your system starting from UI and ending with adding unique custom functionalities on demand.

- UI Personalization
- Vendor Data-Provider Integrations
- Custom on-request functionality development



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We've Upgraded Your System in SmartHub 2.0

We add approximately 8-10 new features to SmartHub monthly in order to keep your ad network strong and competitive. Now we have an epic update full of useful functionalities and leverages that you can use to boost your system.

Supply & Demand Integrations With JS Tag

More ways to integrate supply and demand partners = extended media-trading opportunities and higher profitability.

Prebid Server Integrations

To maximize trading outcomes for server-to-server header bidding.

Advanced Filter List Management

So that partners could get traffic that meets their criteria with the highest level of precision.

Coming Soon

Adaptive Margin

 [Request Info](#)

We've Upgraded Your System in SmartHub 2.0

New extended analytic tools

20+ new metrics and dimensions to analyze your system performance.

Fill Rate%, Render Rate %, Bid Rate%, SSP and DSP RCPM, Avg. SSP and DSP Bidfloor, Avg. SSP and DSP Bid Price. Main Statistics, Request/Response report and SSP/DSP.

Unlimited filter list manager

Allow or block requests with certain sources so they won't reach your platform or DSPs. All these sources are featured on the lists that include: domains/bundles, publisher IDs, Site/App IDs, CRIDs, Domains (ADM), and Addomains.

Connecting banner publishers and advertisers through JS tags

If you have supply or demand partners who want to integrate and serve ads via JS tags - do it easily. Trading via JS Tags is available on both supply and demand sides.

More support tools to enhance traffic flow and control dropped requests & responses

In the 'Outgoing Traffic Overview', the system displays the number of requests that were not sent from the particular SSP to the particular DSP and the reasons for that.

Traffic optimization algorithm & profit optimization tool based on impressions prices (RCPM)

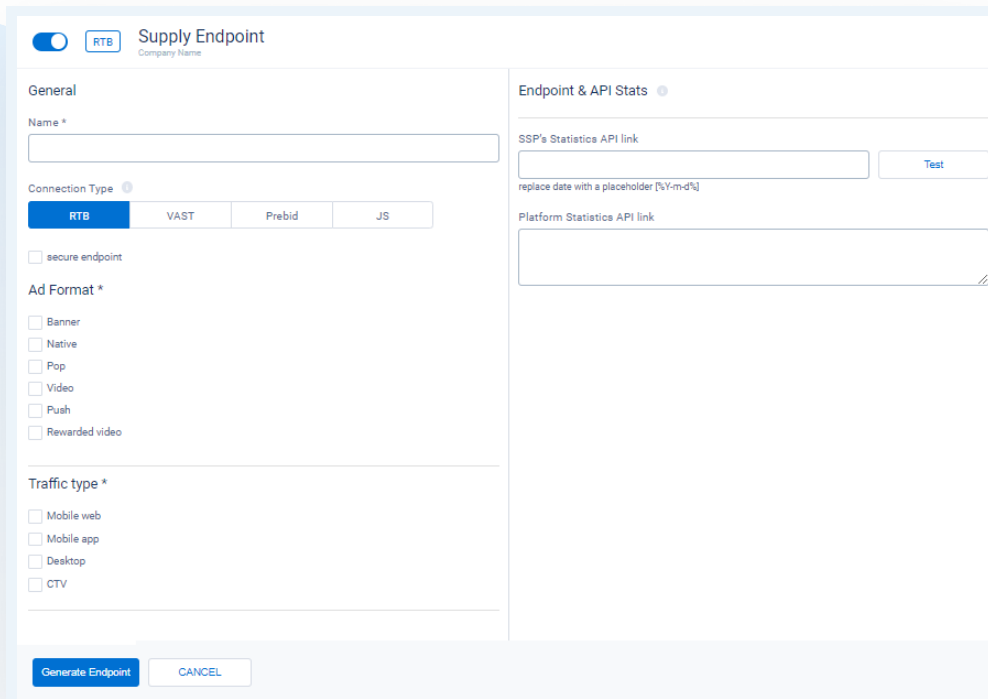
Match demand with supply more effectively with QPS Adapter. RCPM stands for real CPM and shows publishers the true value they are getting from an ad partner.

Simplicity in Everything

Supply Integrations are Available via OpenRTB

RTB protocol 2.5 and all the previous versions.

VAST tags, Pre-Bid Server, JS Tags, Prebid JS

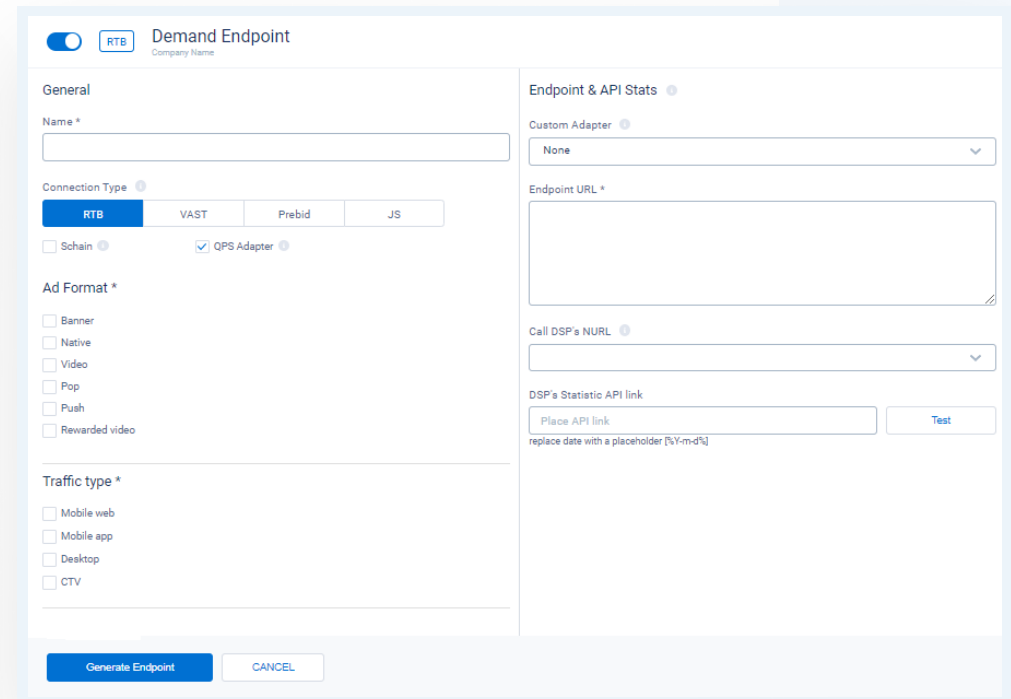


The screenshot shows the 'Supply Endpoint' configuration form. It has a toggle for 'RTB' and a 'Company Name' field. The 'General' section includes a 'Name *' field, a 'Connection Type' dropdown with options RTB (selected), VAST, Prebid, and JS, a 'secure endpoint' checkbox, an 'Ad Format *' section with checkboxes for Banner, Native, Pop, Video, Push, and Rewarded video, and a 'Traffic type *' section with checkboxes for Mobile web, Mobile app, Desktop, and CTV. The 'Endpoint & API Stats' section includes an 'SSP's Statistics API link' field with a 'Test' button, a 'replace date with a placeholder [%Y-m-d%]' instruction, and a 'Platform Statistics API link' field. At the bottom are 'Generate Endpoint' and 'CANCEL' buttons.

Demand Integrations are Available via OpenRTB

RTB protocol 2.5 and all the previous versions.

VAST tags, Pre-Bid Server, JS Tags, and DSP connectors for specific integrations



The screenshot shows the 'Demand Endpoint' configuration form. It has a toggle for 'RTB' and a 'Company Name' field. The 'General' section includes a 'Name *' field, a 'Connection Type' dropdown with options RTB (selected), VAST, Prebid, and JS, a 'Schain' checkbox, a 'QPS Adapter' checkbox (checked), an 'Ad Format *' section with checkboxes for Banner, Native, Video, Pop, Push, and Rewarded video, and a 'Traffic type *' section with checkboxes for Mobile web, Mobile app, Desktop, and CTV. The 'Endpoint & API Stats' section includes a 'Custom Adapter' dropdown with 'None' selected, an 'Endpoint URL *' field, a 'Call DSP's NURL' dropdown, a 'DSP's Statistic API link' field with a 'Test' button, a 'Place API link' instruction, and a 'replace date with a placeholder [%Y-m-d%]' instruction. At the bottom are 'Generate Endpoint' and 'CANCEL' buttons.

SmartHub v.1

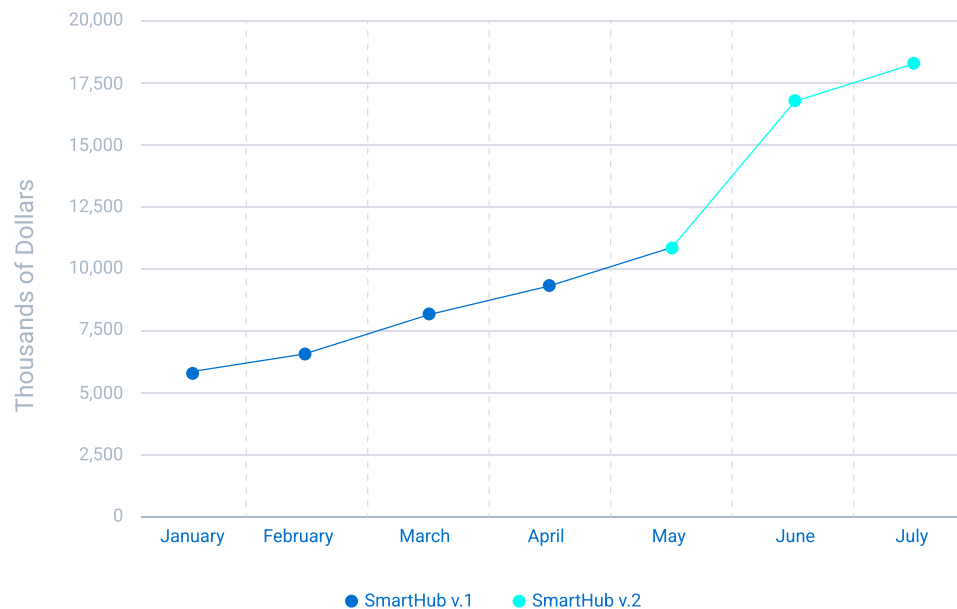
January-April

vs

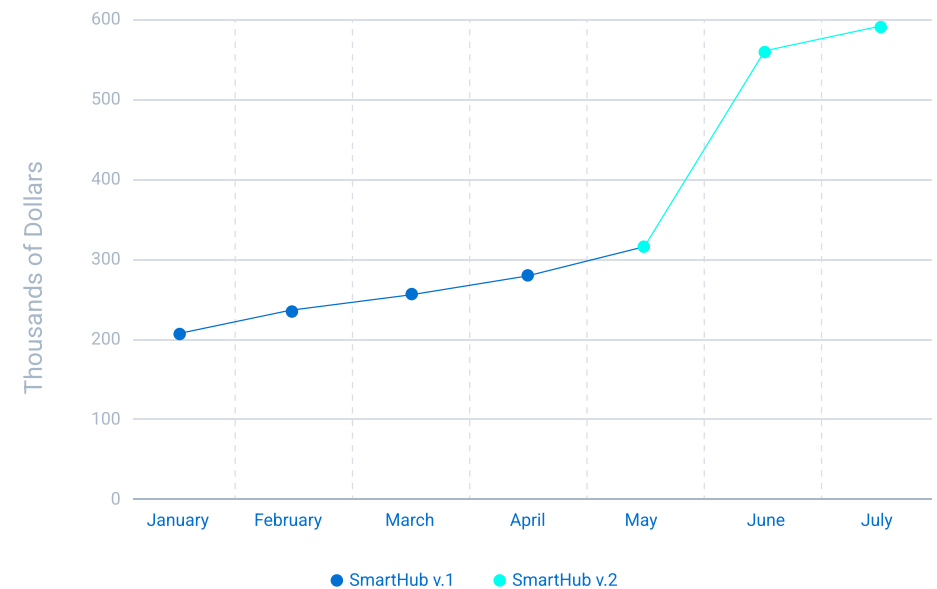
SmartHub v.2

May-July

Average Monthly Profit



Average Daily Profit



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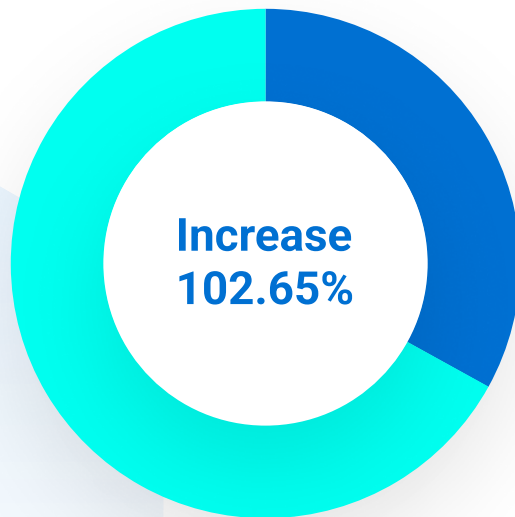
SmartHub v.1 vs SmartHub v.2

January-April

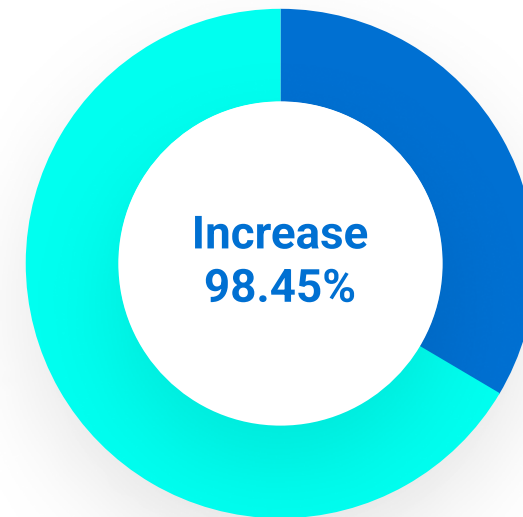
May-July

Thousands of Dollars, 2022

Average Monthly Profit



Average Daily Profit



● SmartHub v.1

● SmartHub v.2

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Revenue Increase by QPS Cohorts

SmartHub v.1 (January-April 2022) vs SmartHub v.2 (May-July 2022)

Increase, %

10k - 20k QPS

Average monthly profit 275.32

Average daily profit 236.82

20k - 30k QPS

Average monthly profit 2.25

Average daily profit 1.86

30k - 50k QPS

Average monthly profit 29.61

Average daily profit 27.39

50k - 100k QPS

Average monthly profit 53.81

Average daily profit 50.39

100k QPS
and higher QPS

Average monthly profit 238.68

Average daily profit 231.08

Increase, %

Company

Average Monthly Profit

Average Daily Profit

A

25.87

23.68

B

16.32

14.34

C

238.68

231.09

D

173.00

167.62

E

256.36

250.63

F

101.32

97.15

G

189.13

183.81

H

166.03

156.19

How Our Clients Build Profitable Ad Exchanges With SmartHub

Case Studies

CASE STUDY

PHONDER

With SmartHub
Phonder grown its
revenue by 87.47%
and upscaled to 200K
QPS in 1 year

[READ NOW](#)

CASE STUDY



With SmartHub
Take1ads gets 585%
revenue and 571%
ROI in 4 months

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Set Up Your Ad Network With SmartHub

Tell our manager about your requirements
and we'll pick you the most comfortable pricing!

Contact Manager

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