

smart  hub

# SmartHub

White Label Ad Exchange

Developed for ambitious publishers,  
ad networks, and tech companies



## 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.



Request Info

# 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 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



# SmartHub Core Features and Capacities



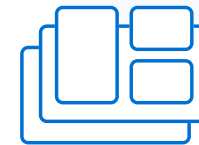
## Powerfull RTB Bidder

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, native, push, pop, CTV.



## Fraud Protection

Pre-bid scanning and post-bid analysis with traffic safety scanners (TMT, Forensiq, Protected Media, Pixalate, GeoEdge, Botman, Scalarr, WhiteOps)



## Extra-Caring Support Team

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



## Flexible Integration

Easy-to-navigate interface for quick partner integrations

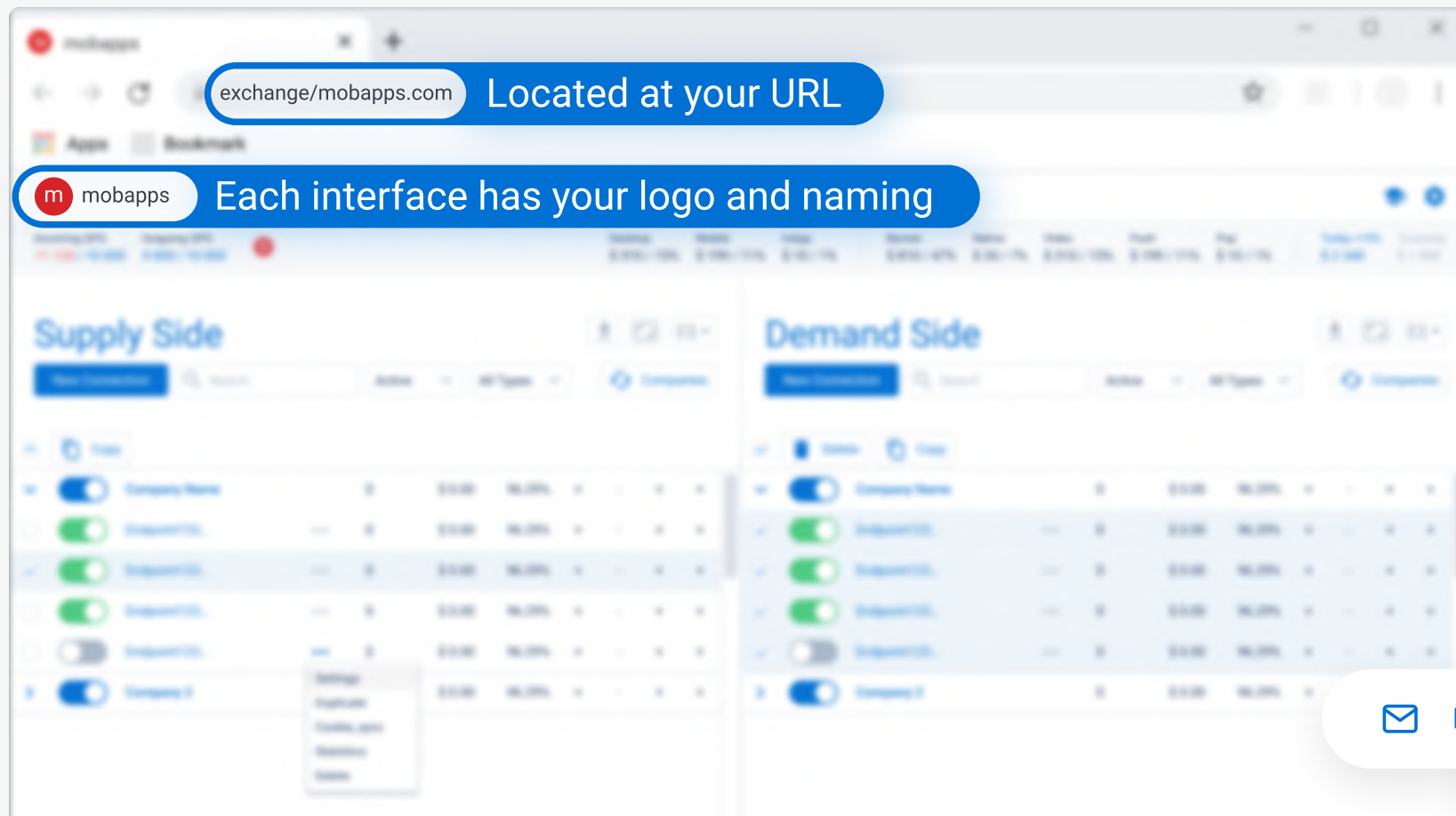


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# Customized From Head to Toe

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



# Constantly Upgraded

We add approximately 8-10 new features to SmartHub monthly in order to keep your ad network strong and competitive. Soon we'll roll out the next set of updates each of which will magnify system performance.

Coming Soon

## Supply Integration With Ad Server Tag, Header-Bidding, And JS

More ways to integrate supply 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.

## Adaptive Automated Margin

So that advertising margin formation could be simplified and automated.



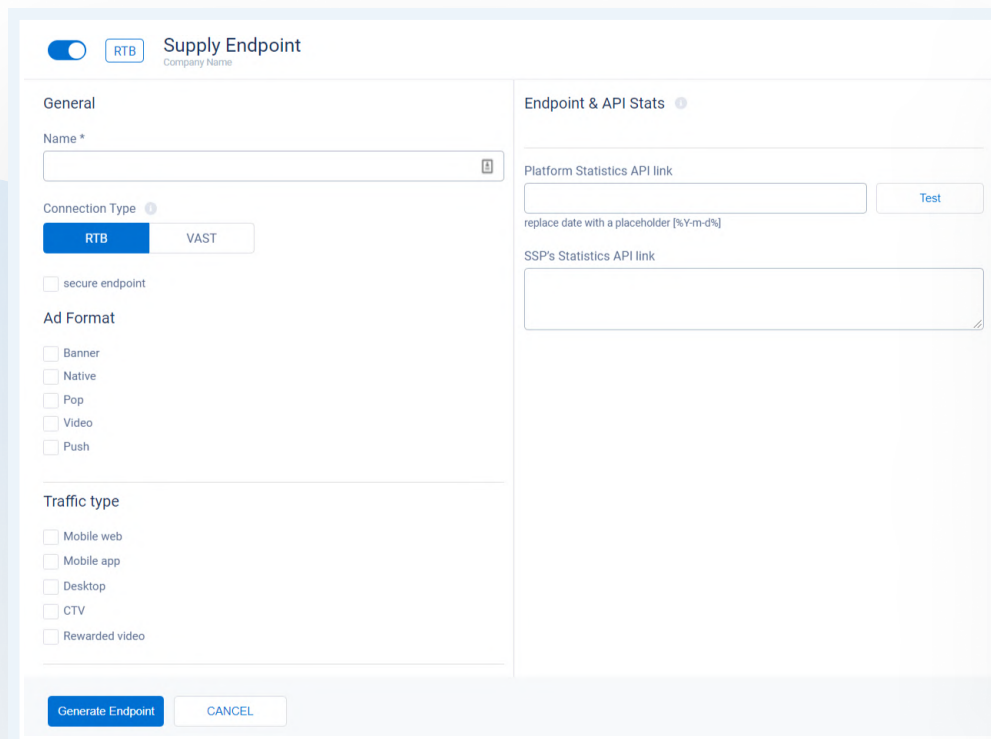
Request Info



# Simplicity in Everything

## How to add Supply Partner

Supply Integration is Available  
Via OpenRTB 2.4 and VAST



The form is titled "Supply Endpoint" with a toggle switch and "RTB" selected. It is divided into two main sections: "General" and "Endpoint & API Stats".

**General Section:**

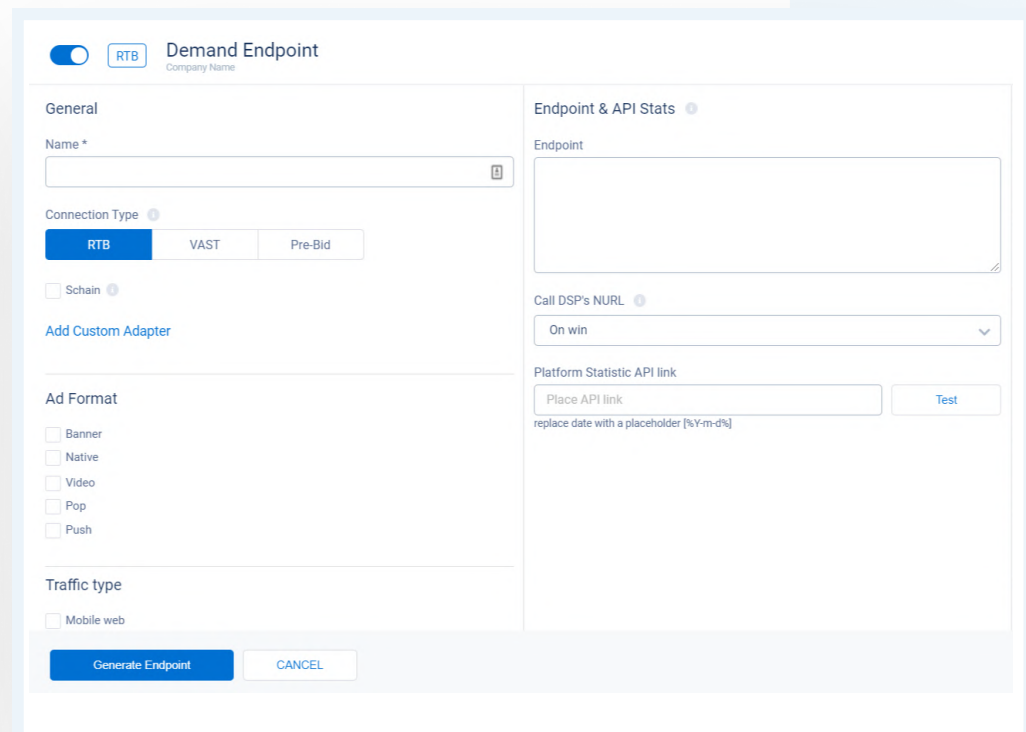
- Name \***: A text input field with a copy icon.
- Connection Type**: Two buttons, "RTB" (selected) and "VAST".
- secure endpoint**: A checkbox.
- Ad Format**: A list of checkboxes: Banner, Native, Pop, Video, and Push.
- Traffic type**: A list of checkboxes: Mobile web, Mobile app, Desktop, CTV, and Rewarded video.
- Buttons**: "Generate Endpoint" and "CANCEL" at the bottom.

**Endpoint & API Stats Section:**

- Platform Statistics API link**: A text input field with a "Test" button. Below it is a note: "replace date with a placeholder [%Y-m-d%]".
- SSP's Statistics API link**: A text input field with a copy icon.

## How to add Demand Partner

Demand Integration is Available Via OpenRTB 2.4 and 2.5,  
VAST tags, DSP Connectors for Specific Integrations



The form is titled "Demand Endpoint" with a toggle switch and "RTB" selected. It is divided into two main sections: "General" and "Endpoint & API Stats".

**General Section:**

- Name \***: A text input field with a copy icon.
- Connection Type**: Three buttons, "RTB" (selected), "VAST", and "Pre-Bid".
- Schain**: A checkbox with a help icon.
- Add Custom Adapter**: A text input field.
- Ad Format**: A list of checkboxes: Banner, Native, Video, Pop, and Push.
- Traffic type**: A list of checkboxes: Mobile web.
- Buttons**: "Generate Endpoint" and "CANCEL" at the bottom.

**Endpoint & API Stats Section:**

- Endpoint**: A large text input field with a copy icon.
- Call DSP's NURL**: A dropdown menu with "On win" selected.
- Platform Statistic API link**: A text input field with a "Test" button. Below it is a note: "replace date with a placeholder [%Y-m-d%]".

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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](#)

**Email:** [roman@smart-hub.io](mailto:roman@smart-hub.io)

**Phone:** +1 646 980 6889

