

IPONWEB

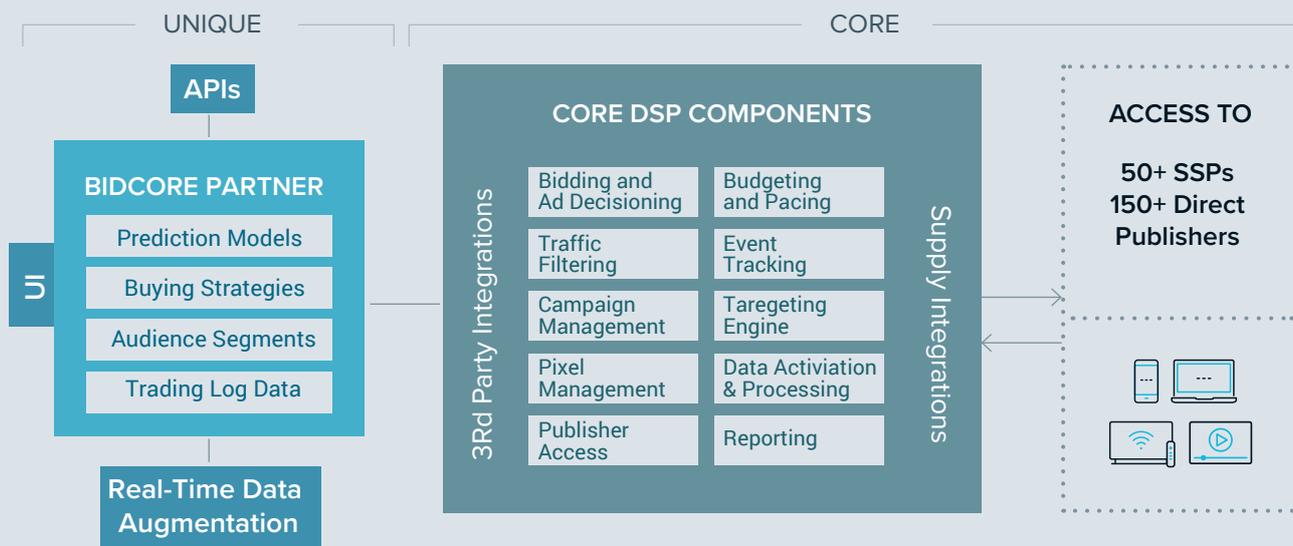
UNLEASH YOUR PROGRAMMATIC POTENTIAL

BidCore, a DSP as Unique as your Business

No two programmatic buyers are the same: each has his own unique business models, data assets, campaign goals, targeting requirements, and reporting needs. But most DSPs on the market today are built to satisfy the greatest number of buyers with the lowest common denominator feature set and capabilities.

That's why we built BidCore – a new type of demand-side platform that gives advanced buyers full flexibility and customization control, so they can bring their unique programmatic vision to life, without skimping on the features they need to get up and running quickly, and to operate their business at global scale.

Inside BidCore

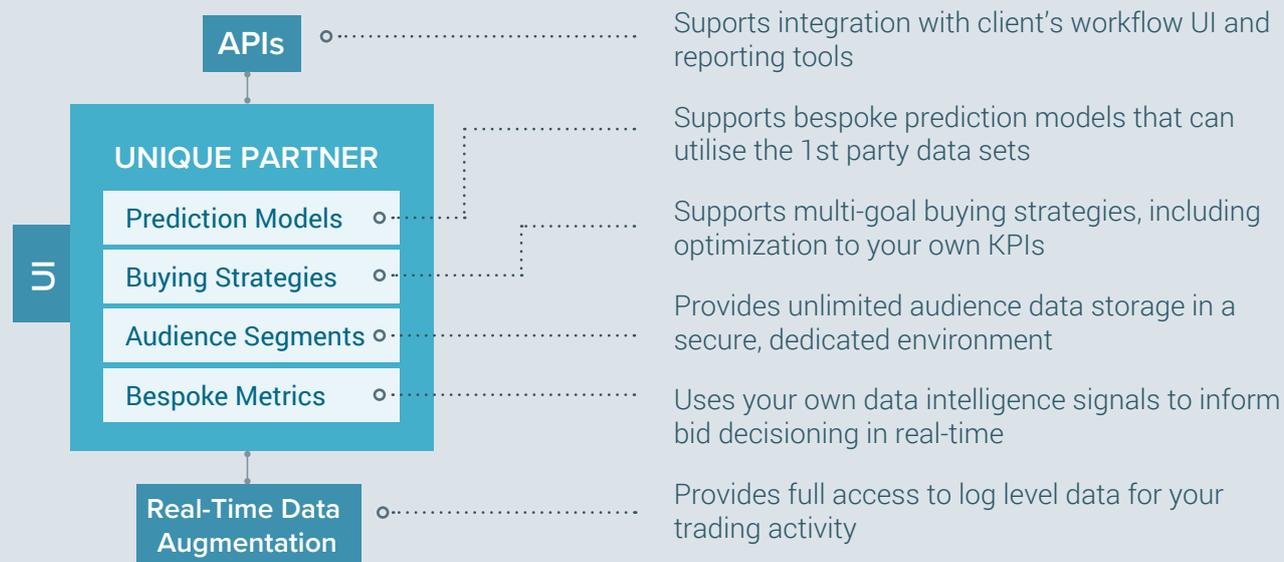


BidCore delivers core DSP functionality required for any programmatic buying, such as bid processing, campaign management, event tracking, pixel management, and reporting, to new partners within 24 hours of contracting. More advanced buyers can augment this standard feature set with proprietary intelligence (via real-time protocol), 1st-party data activation, custom event tracking, and bespoke buying and optimization strategies to execute a more differentiated or performant programmatic value proposition for their business or clients.

Enabling Buy-Side Differentiation and Value Expression at Scale

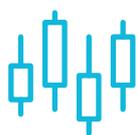
INSIDE BIDCORE

BidCore partners benefit from being able to focus on deploying and exploiting the things that make them unique and performative in programmatic buying, while leaving the mundane responsibility of platform maintenance and evolution to IPONWEB.



In addition, **BidCore partners** have access to 15+ years of IPONWEB's buy-side expertise, R&D learnings, and built-in optimization capabilities to drive even greater performance, including:

FULL CUSTOMIZATION



Leverage open DSP architecture and flexible APIs to build a unique buying stack on top of best-of-breed programmatic tech and intelligence capabilities.

AUTOMATED BUYING



Choose from 15+ preset buying algorithms (or develop your own) to achieve specific business or campaign goals while satisfying delivery & pacing needs.

GLOBAL SUPPLY ACCESS



Access premium inventory from 50+ leading and niche SSPs and 120 directly-integrated publishers across video, display, mobile, in-app and CTV.

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Today's programmatic buyer requires technology flexible enough to support their unique point of differentiation, but powerful enough to compete against the major platforms. Today's programmatic buyer requires choice. **Ready to start buying on your terms?**
Contact us to learn more: sales@iponweb.net