



AdFin: Digital media's definitive source for market data and analytics.

Don't miss the big picture. Programmatic buying markets generate masses of valuable data on every aspect of market activity – prices, volume, trends and opportunities. Until now, that information has been fragmented and inaccessible. Buy-side and sell-side players had only their own data silos to inform decisions. AdFin changes that.



The digital media market index.

Neutral and independent, AdFin aggregates media market data to give every market participant a trusted source of consolidated market-wide information. The AdFin platform interface is your window to the big picture – showing you the entire market at a glance.



Real-time performance benchmarking.

Layer in your own data, and the AdFin platform lets you directly correlate your data to market benchmarks. Easy-to-use visual modules provide the ability to make quick strategy modifications based on market insights – all on one screen.



Unprecedented business intelligence.

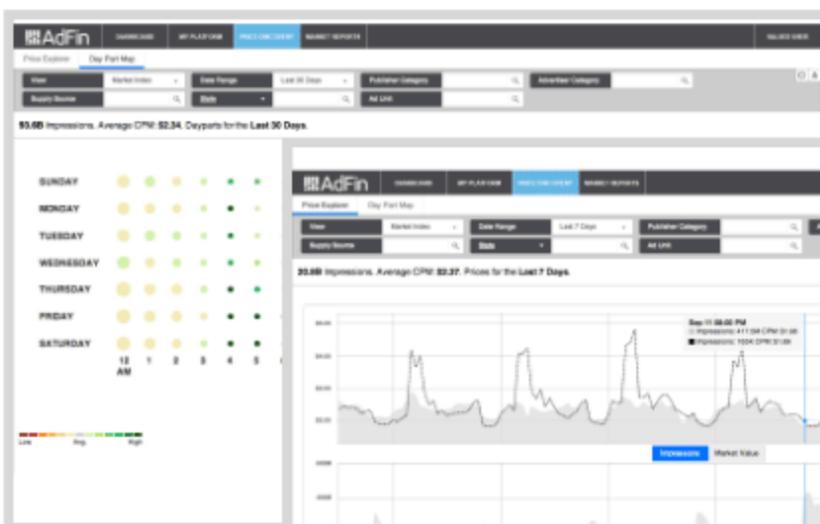
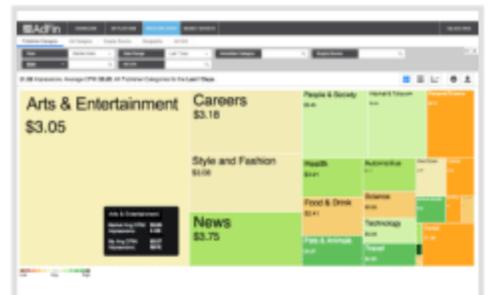
The AdFin platform gives you real-time information to inform better, faster business decisions for digital media trading. Hyper-fast ad hoc querying, plus rich visualizations of your business and the entire market, give you unprecedented power to identify opportunities in real time.

Where are advertisers buying - and at what prices? How do publisher category CPMs vary between exchanges? What are market prices for geo-targeted inventory? What do pricing trends and CPM curves look like for various advertiser categories?

Display, mobile, and video data for both buy- and sell-side customers— with tools that mirror your workflow.

- **Media buyers and traders** streamline buying strategies and shorten test cycles by using AdFin's independent pricing guidance to find the best-priced inventory sources. Buyers optimize on price and inventory availability, and support floor-price and block list reductions with analytical tools such as impact estimators and advertiser category spend reports.

- **Media sellers** create better-informed strategies, capture new revenue, optimize inventory and eliminate stop-and-go testing. Account management is more efficient with tools like advertiser category spend reports that illustrate the revenue impact of blocked advertisers. Publisher category day parting, geo-targeting and price distribution curves illustrate the optimal floor price strategy and expose the inventory's true value.



Use AdFin to see how you and your partners measure up against the market.

Contact us to get a demo.

