BidsCube

POWERFUL AD EXCHANGE SOLUTION WITH TRANSPARENT SCALING OPTIONS

Empower your ad business with leading technology!

WANT TO JOIN?

BidsCube

Our team started a long journey in the field of advertising back in 2014. Over time, we gained expertise, and to make digital advertising accessible to everyone, we created our solution. It has immediately won the attention of customers! Now BidsCube is a team of industry-proven experts developing a cutting-edge programmatic ecosystem connecting AdTech market players. We have a solution for everyone!

$100m+

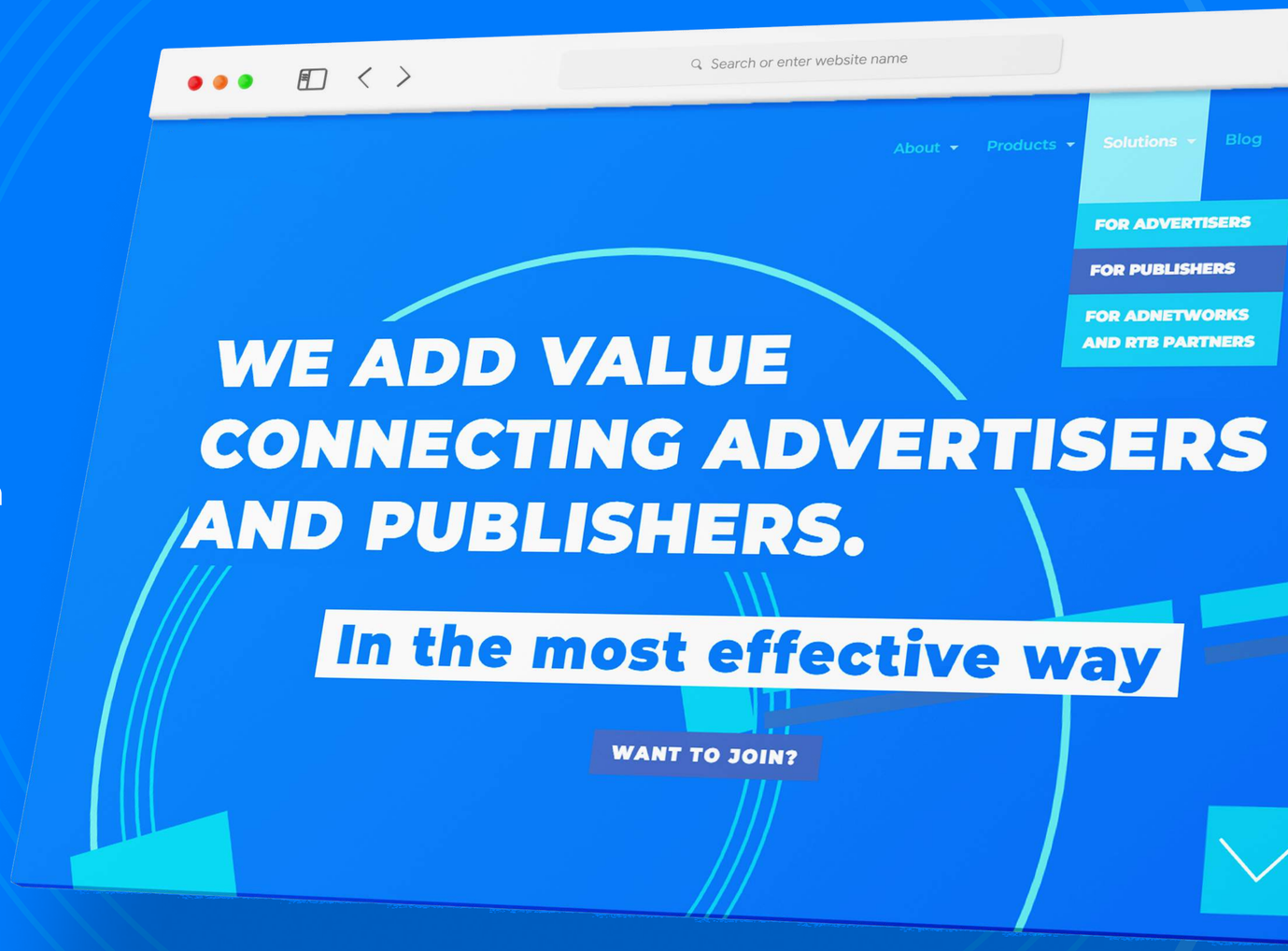
Gross Revenue across our ecosystem yearly

250+

Active clients using our technology

2010

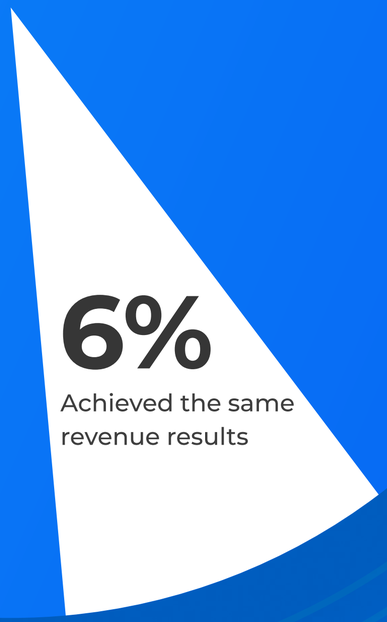
Year we started in digital advertising



94%

of partners started to earn more within BidsCube white-label solutions

* according to a survey of more than 250+ partners and 150+ clients of BidsCube ecosystem solutions



6%

Achieved the same revenue results

BE SURE OF THE RESULT!

3.5m ad requests / 1 sec

A fault-tolerant and reliable solution

40+ account managers

Your manager is available 24/7

Ecosystem solutions

You will get what you need!

Fast and easy integration

5+ days estimated time for integration of the platform

HOW BIDSCUBE ADEXCHANGE WORKS FOR OUR PARTNERS

SELL SIDE

Publishers
SITE / APP OWNERS

SUPPLY-SIDE PLATFORM
SSP's
BidsCube SSP WLS

BidsCube AdExchange

DSP's
BidsCube DSP WLS
DEMAND-SIDE PLATFORM

BUYER SIDE

Advertisers
BRAND/AGENCY

Transparency

Understanding the importance of transparency in trading allows us to be open in all aspects of working with our partners.

Integrity

Our solutions are connected in the ecosystem, allowing us to provide even more profitable services.

Efficiency

Our main goal is to improve your result and help you to earn more using BidsCube products.

SAVE TIME AND MONEY WITH WHITE-LABEL AD EXCHANGE

Instead of an expensive and lengthy process of in-house software development, the BidsCube White-Label Ad Exchange PRO solution will save you money, time and gives you an ultimate package of tools to increase your revenue from day one!

BENEFITS OF BIDSCUBE WLS

BIDSCUBE WHITE LABEL ADEXCHANGE

Fast and easy way to start making money in programmatic

- More than 150 ecosystem partners are ready to trade with.
- 10+ years of our team experience in advertising is your key to success.
- Ecosystem and complex solution. You will get all you need!
- Efficient and reliable software without downtimes or interruptions.
- Cost and time-saving solution.
- Constantly upgrading our platform to the latest market needs.

from $300/month
Starting price for 1 AdServer

IN-HOUSE SOFTWARE DEVELOPMENT

The hard and long journey to success. Without guarantees

- Hiring high-level Dev and AdTech specialists with competitive salaries.
- Time and money investments in product development, infrastructure and architecture.
- Resources for constant upgrading and maintenance.
- Custom development of the connection to every market player.

≈ $500,000/yearly
Starting cost of Ad software development

UNLIMITED TECHNOLOGY FEATURES ARE WAITING FOR YOU

The technical excellence of the BidsCube system helps our partners to increase their revenue compared to other solutions. With leading-edge programmatic technology, our partners are sure of the result!

- + SSP Inspector
- + oRTB Validator
- + Crids Blocker
- + AI Optimizator
- + Adm validator
- + Bidstream Data
- + Sellers.JSON
- + Minimum Bidfloor
- + User Sync
- + Own Pixalate Panel
- + SSP Mobile App
- + Exchange Logs
- + DSP Inspector
- + App-Ads.txt
- + Interactive Reports
- + Many more...

REAL-TIME CONTROL AND REPORTING

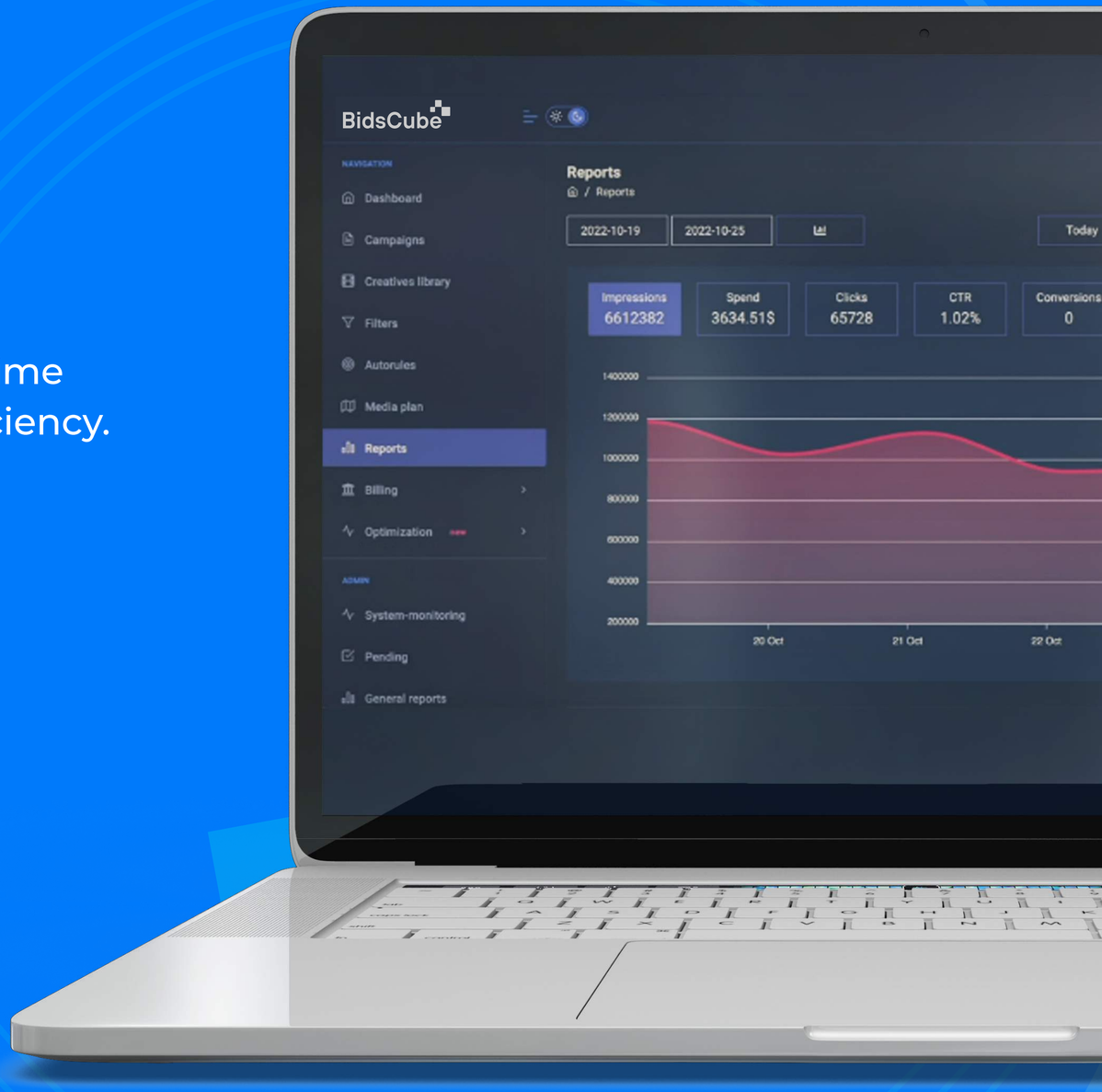
With the help of our platform, you can quickly receive real-time data and control your results with the next-step level of efficiency. There is no longer a need to wait for reports to evaluate performance.

Real-time data and filtering

Stay up to date with the latest results of your work

Easy-to-use interfaces

Manage your campaigns or inventory using the convenient platform



ALL AD FORMATS AND OPTIONS AVAILABLE IN THE INDUSTRY

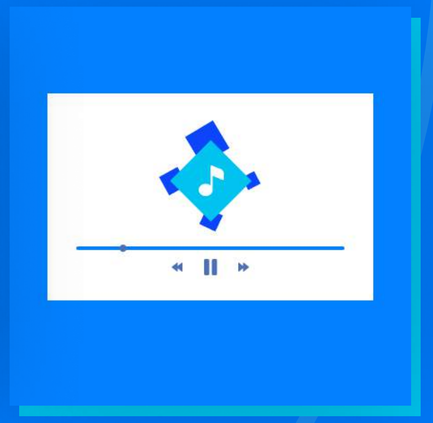
BidsCube White-Label Ad Exchange platform allows our customers efficiently work with the most common ad formats – Banner, Video, Native, Audio, and across all devices.

Banner

Video

Native

Audio



Mobile

Desktop

Connected TV

INDUSTRY-LEADING AD SCANNERS AND INDUSTRY SERTIFICATIONS

We work with trusted industry leaders from ad scanners, and on the product side, we offer out-of-the-box tech integrations with multiple platforms to give our customers an ultimate choice.

With BidsCube's comprehensive quality approach, we exclusively provide premium services to all supply and demand partners of the Bidscube Community: we thoroughly analyze 100% of the traffic and creatives using advanced scanners, proprietary technology, and manual testing conducted by our QA Team.

PRO OPTIMIZATION TOOLSET FOR ULTIMATE EFFICIENCY

Automated algorithms will help you to achieve your goals with the least effort! Connecting industry-leading technology and a data-driven approach, we have developed one of the best solutions on the market!

API Statistics

The API Statistics ability allows BidsCube WLS customers to connect to partner’s platforms via API to push statistics and compare numbers to avoid discrepancies.

User Sync Feature

The User Sync feature helps BidsCube increase all our partners' revenue! Improved targeting, higher transparency, and better results for both the demand and supply sides.

oRTB Validator

This tool allows validation of requests and responses to check partners’ examples before or during live trades to identify any incompatibility with specifications and help to move further quickly.

ENHANCED SYSTEM MONITORING

With the BidsCube platform's help, you can access real-time data and control your results with the next-step level of efficiency using custom reports and filtering.

Moreover, it is not about analytics only! WLS partners can control and manage the system, including incoming and outgoing traffic, system load, errors, and failures.

Advertising metrics

Incoming and outgoing requests, responses, bid rate, win rate, and errors

Financial metrics

Complete control of finances, including reports and current benchmarks

Real-Time Trading

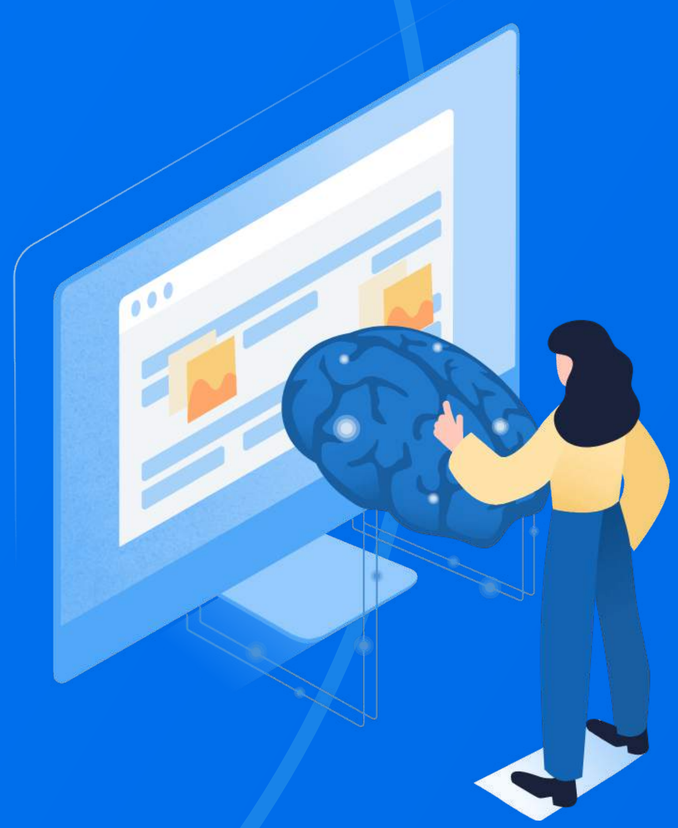
Discover bottlenecks and adjust targeting options

ACHIEVE NEXT-LEVEL OPTIMIZATION WITH BIDSCUBE TRAFFIC BRIDGE®

This feature optimizes and partially automates Ad Ops work, and onwards it massively improves communication between programmatic ecosystem parts: SSP, DSP, and Ad Exchange.

This one has already decreased the amount of inefficient traffic inside our ecosystem 4-5 times.

So, what it means for our partners? It means the exact 4-5 times increased results for BidsCube customers using our programmatic solutions!



AND EVEN MORE PRO FEATURES FOR YOUR SUCCESS!

GZIP Encoded Requests &Responses

Using GZIP, we allow our customers to work with the reduced amount of data transferred in Bid Requests & Bid Responses.

Bidstream Data Access

Get all bidstream data stored and uploaded to the stat server of your choice to analyze or optimize using your algorithms.

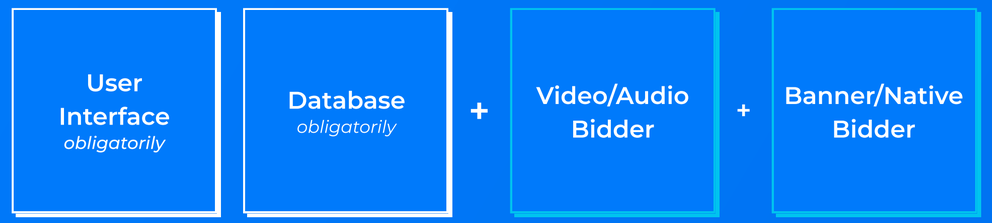
Issues Inspector

This feature enables quick troubleshooting on possible no-bid reasons and any other issues that prevent effective trades.

TRANSPARENT AND PAINLESS SCALING

We offer our customers a truly scalable platform with no pitfalls or limitations. Here you can see only the basic scaling options of the Ad Exchange PRO. Our customer success department is always available to help you choose a scaling plan in more detail.

BASIC PRO SET-UP [STEP 1]



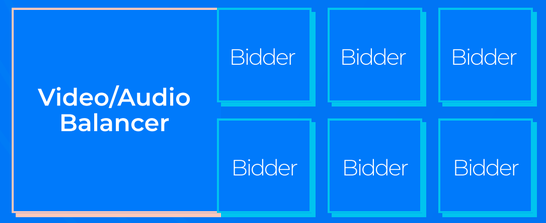
1 database, 1 UI, 1 video/audio bidder, 1 Banner/Native bidder | **Total: 4 servers [4 x $300 = $1200]**

HOW IT CAN BE SCALED? [STEP 2]

\+ Adding more than 1 server of the same type requires 1 balancer operating up to 6 same type bidders.

1 database, 1 UI, 1 video/audio balancers, 2 video/audio bidders | **Total: 5 servers [5 x $300 = $1500]**

KEEP SCALING UP TO YOUR NEEDS [STEP 3]



\+ Now you can add up to 6 bidders for 1 balancer

1 database, 1 UI, 1 video/audio balancers, 6 video/audio bidders | **Total: 9 servers [9 x $300 = $2700]**

WANT ADD ANOTHER TYPE OF ADS? [STEP 4]

\+ Adding another type of bidder requires one additional balancer

1 database, 1 UI, 1 video/audio balancer, 6 video/audio bidders, 1 banner/native balancer, 1 banner/native bidder | **Total: 11 servers [11 x $300 = $3300]**

DIRECT ACCESS TO THE TOP-TIER COMPANIES' SUPPLY&DEMAND

HUAWEI®

BidsCube is an exclusive Huawei global demand partner

Our partners are the proof that can attest to the industry quality and technical excellence of the Ad Exchange PRO solution.

And that's only the beginning. We offer our customers direct access to supply and demand sources of top-tier companies like:

- Opera
- Verve Group
- Rakuten
- Inmobi
- Freewheel

We have worked with industry leaders for years!

VALUE OF BIDSCUBE COMMUNITY

Bidscube Community is the final stage of our ambition to create the most profitable cooperation between publishers&advertisers, WLS Partners, and AdTech companies to produce more value for all participants.

Our technological solution ensures income growth and guarantees financial security for all members of the environment without additional fees.

Financial security

100% secure space for all participants in the programmatic ecosystem. We guarantee 100% timely payments, as well.

Direct trading

A massive solution that will give you access to direct trading with over 250 traffic providers and other partners.

Single contract

Don’t waste your time agreeing on working conditions with all partners. We’ll do it for you!

WHAT YOU'LL GET AT A GLANCE WITH AD EXCHANGE PRO

Beloved by our customer's fault tolerance and broad functionality are not all we can offer our partners. Our core values are a personalized approach, the support of an expert team, and the desire to serve any of your needs with technical-excellent products!

- ✔ Payments: NET 30
- ✔ Setup fee: $1000
- ✔ Minimum servers: 4
- ✔ Flexible scaling options

- \+ Revenue share from 8%
- \+ Custom branding
- \+ Unlimited scanners
- \+ Servers monitoring tools
- \+ Deep real-time analytics
- \+ Private Marketplace
- \+ Dedicated servers
- \+ Dedicated DB server
- \+ Premium supply and demand sources
- \+ PRO Tools
- \+ BidsCube Community access
- \+ Bidstream data

BECOME OUR PARTNER IN 4 STEPS

Our algorithm for working with partners aims to minimize your efforts and maximize your result.
With BidsCube, you can earn more using programmatic solutions in the shortest possible time!

STEP 1

DISCUSS CONDITIONS

We discuss individual conditions to achieve your goals and sign a contract quickly.

STEP 2

SIGN A CONTRACT

We guarantee all our partners and customers 100% financial and legal security space.

STEP 3

INTEGRATE TO ECOSYSTEM

Our technical team will help you to integrate into our ecosystem as fast & easily as possible.

STEP 4

ENJOY MAKING A PROFIT!

Start earning money using BidsCube programmatic ecosystem immediately after the integration!

WANT TO HEAR MORE ABOUT OPPORTUNITIES TO EARN WITH BIDSCUBE ECOSYSTEM?

Get in touch with our team at any time!

Bidscube Team

sales@bidscube.com bidscube.com