



Better selling into viewable inventory

The Average Publisher

In-house manual efforts

Manually analyzing the **historical performance** of their ad units to allocate campaigns to a few selected ad units.

Third-party tech vendors out there

Moat, Integral Ad Science, Smart ad server - provide viewability prediction based only on **historical data** resulting in continuously selling into the same high performing ad units.

The Results

Missing out on opportunities

Wasting valuable time

Creating ad waste.

Top Publishers Leveraging AI

Combine over 150 data points with real-time behavior analysis to predict the expected viewability of **each ad request in all the ad placements.**

The Results

Reduce up to 100% of their ad waste

sell the saved impressions in the programmatic markets

No more footwork - streamline operation and reduce costs.

Join the world's top publishers

Schedule a Demo