

Wafour Ad Exchange for DSP



Wafour AD



Higher Quality



More Efficient



Lower Cost

DSP

facebook Ads, rocketfuel, MediaMath, theTradeDesk, doubleclick by Google, LiveRamp, TubeMogul, BrightRoll!, AppNexus

WAD Exchange

Programmatic Guaranteed
Private Marketplaces & Curated PMPs
Open Exchange

WAD SSP

Publisher SMS/Billing
Register AD Inventory
Analytics

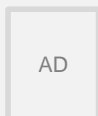
WAD Client

Mobile
Web

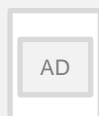
ALL FORMATS



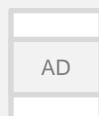
Banner



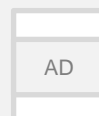
Interstitial



Web



Adaptive



Native



Video



Audio

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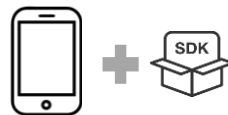
DSP

- Campaign Management
- Audience Targeting
- Bidding Strategies
- Real-time Analytics
- Access to Premium Inventory

Buyer Suite

- Preferred Deal
- Programmatic Guaranteed
- Private Marketplace
- Open Exchange Buy

Seller Suite

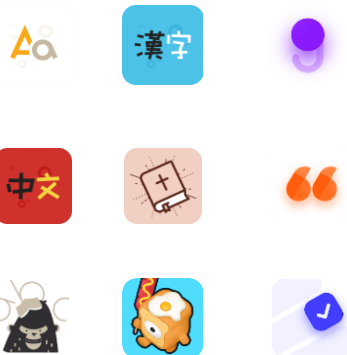


Mobile

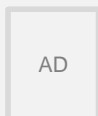


Web

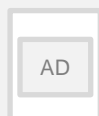
Top Apps in South Korea



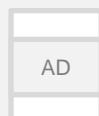
Banner



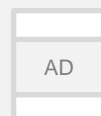
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