



ads

COMPASS

International Ad network for buying and selling traffic

We are AdsCompass-

a global ad network that offers mutually beneficial cooperation for everyone- webmasters, advertisers, media buyers, ad networks, etc. AdsCompass has been on the market of digital advertising since 2013 and our experts know programmatic advertising inside out.



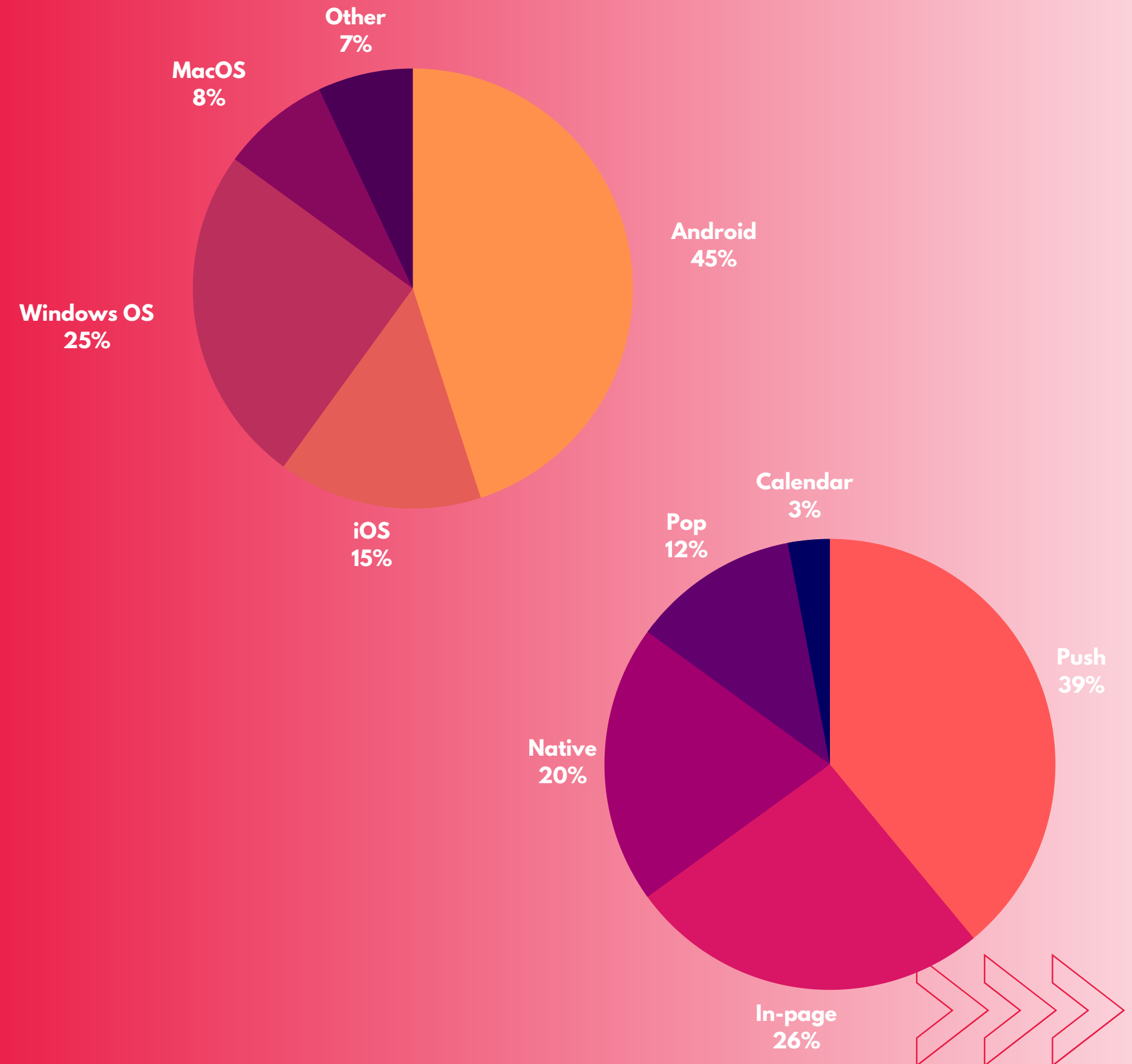
Having our own Ad Exchange and Self-Served Platform, we are able to provide all our partners multiple options to collaborate. Today we are focused on the most popular ad types and work globally with more than 200 GEOs.

Geos



Our platform serves 10 billions of requests a day. We provide traffic globally- Europe, North America, South America, CIS, Asia and Africa.

Devices



Publishers

Monetize your inventory with AdsCompass!

We will pay you for every valid click from your websites. Our system will show the ads from the highest bidders, thus providing the maximum revenue. Track your results and earnings using our real-time dashboard. In your account you'll be able to see the reports divided by impressions, clicks, earnings, Geos, etc. This will help you to choose your top performing sources and gain the highest revenue

- Premium advertisers
- Easy-to-use dashboard and real-time reports
- On-time payments
- High CPM and unique coverage

Advertisers

When it comes to advertising and content distribution, AdsCompass offers advertisers various effective and compelling ad options that are suitable for both brand and performance marketing. Reach your marketing goals easily and efficiently!

- Great number of direct publishers
- Accurate Ad targeting
- Traffic checking systems

Ad Formats

Push

is an innovative and user-friendly way to connect with your target audience. Once someone's subscribed, you can build the relationship – learn more about your readers, then keep them engaged with relevant content.

Native

are the classic ad formats for target audience. Show your ads inside the natural stream of users' activity – this way the advertisement will not irritate user or create negative associations with the product.

Inpage

looks like push notifications but the user doesn't need to subscribe to receive the ads. This type of ad is displayed directly on the website when the user is on it.

Pop

is also a classic ad format that opens in the background or over the webpage after user click at the website. This ad type show the high levels of efficiency of the advertising campaign.



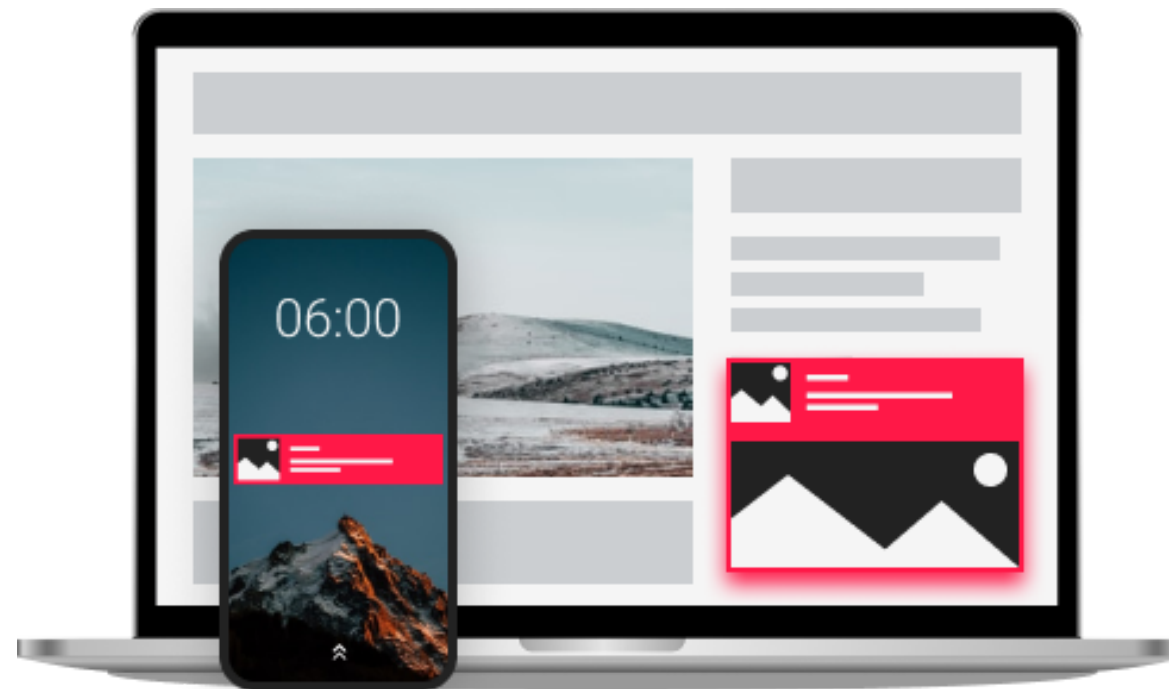
TECHNOLOGY

We support OpenRTB, XML feeds and Json formats and work on CPC/CPM business models. Programmatic advertising is a machine learning campaign that will show visitors the adverts best suited to them based on which stage of the customer journey that are at. This method helps to boost the rate of engagement by only showing users what they want to see. We can always find the ad format that will perfectly match your needs.

XML feed • OpenRTB • Json • Direct Link • JS Code



- Once someone's subscribed, you can build the relationship – learn more about your readers, then keep them engaged with relevant content.
- Wide reach of your audience. Your audience expands with each new subscriber.
- Your messages are delivered right on users' desktop and Android devices, thus CTRs are much higher.



Push notifications

Push ads is an ad format where the user receives an invitation to subscribe for news or special offers and after that the subscribed users receive notification ads. You can reach out to your subscribers anytime, anywhere – on desktop, mobile and tablets. The messages are even more unmissable; if the device is turned off, it automatically pops up the moment it's turned back on. Push notifications increase your website returning traffic, improve user engagement, and help get more subscribers.

Native

Native is an ad format with the image and headline that match the look, feel and function of the media format in which they appear. Usually Native ads are placed in the most visible parts of a page; thus, this ad type gives high viewability and interaction rates.



Banners

Display advertising is a method of attracting the audience through visuals like images and videos on networks of publisher websites. AdsCompass can offer you Banner and Native ads.

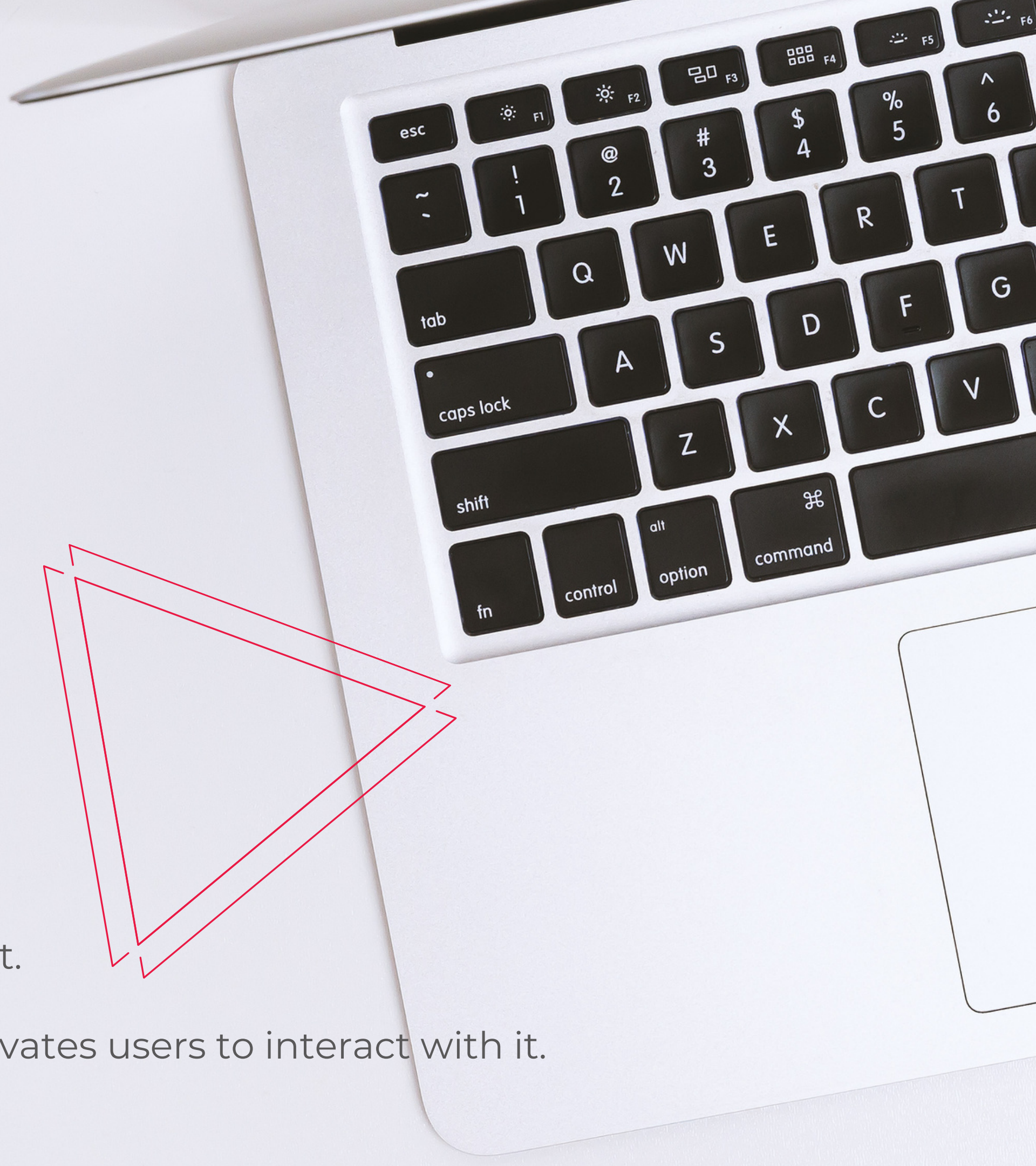
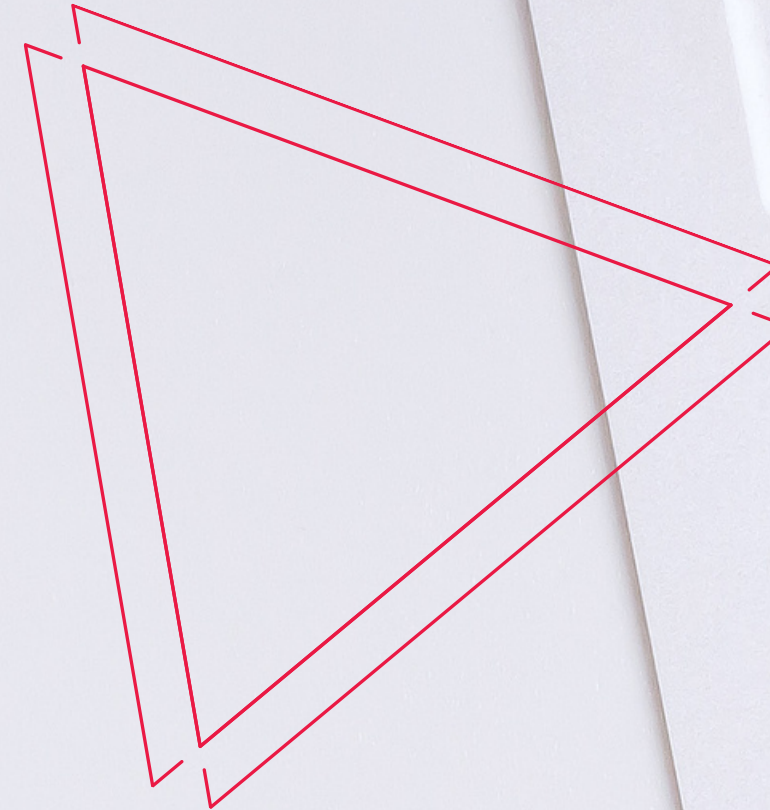
- Works on any device and screen size bringing you the higher exposure.
- This format blends in with the website content, leading to the high click rates. Native ads are fully customizable – you
- can change anything and everything to your taste and will be always be in control of what your user sees and when.



IN-PAGE PUSH

In-page Push ads look like push notifications but the user doesn't need to subscribe to receive the ads. This type of ad is displayed directly on the website when the user is on it.

- It works on all the devices including iOS.
- The user doesn't need to subscribe to receive it.
- In-page push allows to reach fresh audiences.
- The ad contains an image and text and it motivates users to interact with it.



POP ADS



Pops are the new browser windows or tabs that appear over a currently viewed page (pop ups) or under it (popunders).

- Pops attract high volumes of traffic and bring you a wide audience reach.
- It's cheap, so you can test impressive volumes on different campaigns of different verticals.
- Pops are easy to run and effective

CALENDAR

Calendar notifications is a new ad format where the user subscribes to our Calendar, after that the advertising notifications are added as the native scheduled events to the device's Calendar and finally the user receives the notifications with the advertising offers.

- A higher conversion rate
- Access to unique iOS users
- High CTR, as the ads are received from the system app



Sign up and start your
journey to the world of
digital advertising!

Contact us:

support@adscompass.com

skype: [ads.compass](https://www.skype.com/people/adscompass)

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