





Self-Service Programmatic

We license our technology and data, built on the best programmatic architecture

Our self-service programmatic media buying platform allows advertisers to manage their own digital campaigns on display, video, social media and mobile channels in real time and using real-time bidding (RTB).

Our platform features multiple automatic and easy-to-use tools as well as data analysis to help users focus on managing the key factors that impact the results of their campaigns and thus optimize their ROI, transparency and control.

We base our services on:

-  **Training and service:** Ongoing training to make the most of the platform and support with its set-up and problem resolution.
-  **Rebold data available for activation:** Pre-loaded audience segments and ad hoc segment generation for self-service use.
-  **Rebold technology:** Our own pixels, propensity models, Rebold AID and Bidder, all based on Rebold data and the experience of our data scientists.
-  **Leading programmatic architecture:** We build technology on top of one of the leading platforms which constantly evolves, allowing quick and preferential access to all existing inventory.