



**Full-stack programmatic ecosystem**

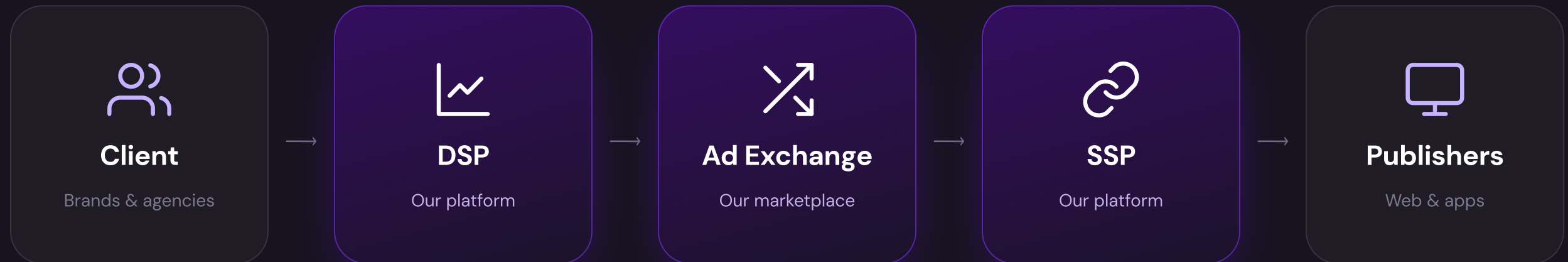
Our own DSP, SSP, Ad Exchange and DMP — strength in unity

TECHDIG.NET



# TECHNOLOGY STACK

We own every layer between the advertiser and the impression



## DMP

Our data layer enriches every request across the whole chain — the same segments, AI classification and look-alike models work on the buy side and the sell side.



# FOUR PROPRIETARY PLATFORMS

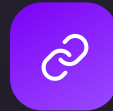
No rented technology, no black boxes, one point of accountability



DEMAND SIDE

## DSP

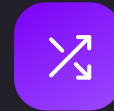
- RTB, PMP and direct deals
- Custom bidding & pre-targeting
- Auto-optimisation to your KPI
- DCO dynamic creatives
- Any verification tags



SUPPLY SIDE

## SSP

- OpenRTB, header bidding, S2S
- Display, video, rewarded, native
- Dynamic floor prices
- ads.txt / sellers.json
- Real-time reporting



MARKETPLACE

## Exchange

- Direct demand-supply matching
- Transparent supply chain
- PMP & preferred deals
- Global cookie sync
- Pre-bid quality filtering



DATA

## DMP

- 1st / 2nd / 3rd party data
- AI domain & audience classifier
- Custom & look-alike segments
- Retargeting and interactions
- Telco, device, geo signals



# AVAILABLE INVENTORY

Premium web and in-app supply, every major format supported

WEB

**28 billion**

impressions per month

IN-APP

**12 billion**

impressions per month

## QUALITY CONTROLS

AI anti-fraud in real time · Inventory pre-targeting ·

Full cookie sync · Brand-safety B/W lists

## DISPLAY

Static banners (jpg, png, gif) and HTML5 animation

## VIDEO

In-stream, out-stream and rewarded

## FULLSCREEN

High-impact interstitials, web and mobile

## TGB

Text & graphic blocks for native placements

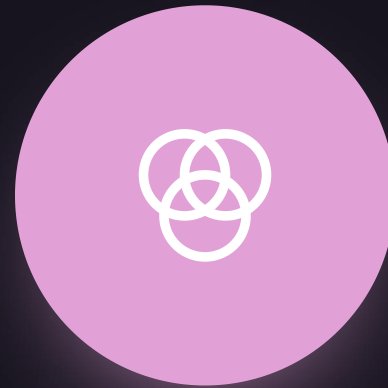
## DCO

Dynamic creatives auto-optimised to your KPI

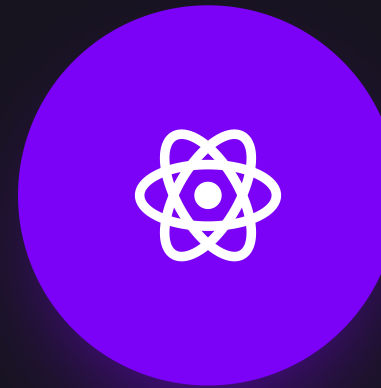


# DATA-DRIVEN ECOSYSTEM

Audience data built, validated and activated inside our own infrastructure



**Our own DMP**



**AI-based classifier**

Custom segments

Domain categoriser

Retargeting

Gender + age

Geo

Mobile carrier

Device model

Look-alike

Interactions

1st / 2nd / 3rd party data



# COMPATIBLE WITH ALL VERIFIERS

100% verifiable traffic — checked before the bid and after it

100%

VERIFIABLE  
TRAFFIC

- ✓ Fraud validation at bid-request level
- ✓ Global and adaptive black / white lists
- ✓ Post-bid traffic analysis
- ✓ Manual optimisation on top of the algorithms
- ✓ Works with the tags of any verification partner

ADRIVER

WEBORAMA

ADSERVING



# QUALITY METRICS FIRST

The numbers we commit to on every campaign

## VIEWABLE RATE

Display > 75%

Video > 80%

High attention levels on every placement we buy

## INVALID TRAFFIC

< 3%

Fraud risk minimised so reported results are real results

## BRAND SAFETY

> 98%

Your brand appears where it should and nowhere it shouldn't



# MORE THAN 10 YEARS OF SUCCESSFUL WORK

Brands and agencies that have run campaigns on our stack

|             |             |        |          |
|-------------|-------------|--------|----------|
| Sber        | Yandex      | Avito  | Haval    |
| TNT Premier | Gazprombank | VTB    | Samolet  |
| Alfa-Bank   | Samokat     | Askona | Moskvich |

# WE LOOK FORWARD TO WORKING WITH YOU

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