

Programmatic Monetization Platform

Bringing RTB Solutions to Partners Around the Globe

KeyPoint Media is a next-generation media group with flexible, state-of-the-art automated programmatic technology. Our technology creates synergy and aligns interests between publishers' aspiration for maximum eCPM & ROI and advertisers' aspiration for maximum CPA & ROI.

KeyPoint's ad network technology matches advertising campaigns to publishers' specific traffic using big data, segmentation, and end user specifications on RTB. With so much traffic out there, it seems difficult to match the campaigns to users. KeyPoint Media has developed technology that simplifies over 20 billion monthly impressions into a converted and optimized metric, benefiting both advertisers and publishers.



Cutting Edge Technology

The Latest Evolution in the Online Media Industry

Automation Technology on Multiple Platforms

Automation is an advancement that has happened in various industries throughout history. Since the first banner was placed on a website in 1995, the online advertising industry has bloomed across the globe. Now we have multiple channels and screens with a new PC consumption revolution taking place – the smartphone. This explosion of constant content connection is a real challenge for the advertising industry. The traditional ad brokers are getting squeezed and cornered into ever more niche sectors, while the agents who embrace mechanization are able to scale and undertake the advertisers holy grail – getting the message out to their audience.

Automation has actually always been a part of online media but has never been more needed to enter, compete and succeed in the ad game. Ad middlemen are now faced with a velocity and volume of data they can no longer cope with using standard working hours and pivot tables.

In the case of buying digital media, OpenRTB API protocols allow to rapidly access and deliver ad copy in various formats to a target audience and not just 'traffic'. But that is only the first step, Real Time Bidders require data science and algorithmic expertise to gain actionable insights and create an intelligent predictive and self-correcting ROAS result for their advertisers. With RTB at the core, more of the process can be automated – from pre sales to post flight, all the while better informing and tapping human intelligence (at various inflection points) at an ever increasing scale.

Publishers

Benefit From Maximum eCPMs and ROI

At KeyPoint Media, publishers enjoy maximum eCPMs and ROI, top monetization and optimization tools, 100% fulfillment, timely payments, and a global network of advertisers. Our programmatic platform provides publishers with everything they need to engage audiences on multiple platforms and devices and increase their revenues per user.

Complete Control of Your Campaigns

Publishers have complete control over every aspect of their campaigns, including which ads are displayed on their website, ad formats, targeting, and more. Our international advertisers network allows publishers to choose the products that are a best fit for their brand and target audience, including hundreds of popular brand names.

Real-Time Actions

Every tool and feature in the monetization platform is updated in real time, allowing publishers to instantly optimize their campaigns at any moment. Changes take effect immediately and can be viewed in a real-time analytics dashboard, including CTR, conversion rates, traffic sources, and more with full transparency.

In-Depth Analytics

In addition to providing you with real-time reporting, our sophisticated analytics algorithms provide in-depth statistics on every aspect of your campaigns. Monitor and analyze everything to get a better idea of what works and what doesn't for your audience and optimize as you go.

Advertisers

Thousands of Publishers & Millions of Daily Downloads

Advertisers using KeyPoint Media's advanced programmatic technology gain access to an international network with billions of monthly impressions and a high-gain advertising solution for higher performance and ROI.

Completely Customized and Optimized Campaigns

Our monetization platform allows for fully customizable campaigns, allowing advertisers to have complete control over the look and feel of their ads. We have developed tools that allow our partners to easily edit and optimize their ads, including advanced localization features to appeal to an international audience. Our real-time reporting system provides instant results and in-depth analytics, allowing you to see exactly what each change does to your campaign and how to optimize it for maximum results. Use various channels, such as search, social, email, in-game advertising and more to engage with audiences on multiple devices in multiple environments. Create performance based campaigns using the pricing model that suits you, including CPM, CPC, CPL, and CPA and generate more leads and sales.

Advanced Targeting Solutions

At KeyPoint Media, we provide you with quality traffic that converts by using advanced segmentation technology to locate your specific target. Our targeting options include behavioral, contextual, geographic, and channel-based targeting, in addition to advanced re-targeting options using proven techniques to maximize your ROI.

Agencies

Leverage a Network of Valuable Connections

Benefit from a Global Network of Leading Advertisers and Agencies

KeyPoint Media is partnered up with thousands of advertisers around the globe, including a number of leading international advertising agencies. Gain access to some of the most influential agencies in the world by leveraging our network of connections and instantly expanding your business and increasing profit. Our media team is comprised of leading digital advertising experts in the field, providing you with all of the tools, connections, and support you need to reach your customer acquisition goals. Use our proprietary technology and multi-channel performance-based platform to reach new audiences and engage and retain existing customers. Our targeting tools along with the various channels we support, including email, display, in-game advertising, and more, will ensure your campaigns reach maximum ROI.



Service Types

Partners Benefit from a Wide Range of Services to Maximize Revenue

Performance-Based Ad Network

- Detailed analysis & reporting
- Advanced optimization
- Exclusive publishers

Branding

- Premium publishers
- Innovative ad formats
- Global reach & scale
- Advanced targeting solutions

Real-Time Bidding (RTB)

- RTB programmatic media buying
- Retargeting using 1st & 3rd party data
- Visible exchanges, publishers & domains
- Advanced optimization algorithm
- Reach - 10 billion daily impressions



Creative Types

Engage Your Audience with Innovative Ad Formats & Campaigns

- Image Ads
- Rich Media
- Video



Targeting & Optimization

The Right Content at the Right Time

Targeting

- 190 countries
- Carrier
- Categories
- Placements
- 3G/WiFi
- Demographics
- Operating systems
- Devices
- InApp/Mobile web

Advanced Optimization Technology

- Optimization by full funnel of the user
- Automatic optimization
- A/B testing
- Anti-fraud detection



Work with KeyPoint Media

Join a Growing International Network

Better Results from the Get Go

KeyPoint Media works with thousands of advertisers and publishers around the world and uses proprietary segmentation technology to find the best traffic and the best matches. This, combined with the top monetization tools and high payouts we offer, leads to instantly increased ROI

8,000	MEDIA PARTNERS
450+	DIRECT ADVERTISERS
70	COUNTRIES
7,000+	TOP CONVERTING MOBILE AND WEB OFFERS

Stay in Touch

