# OPTi digital

# Ad Manager Hub

The Premium Ad Management
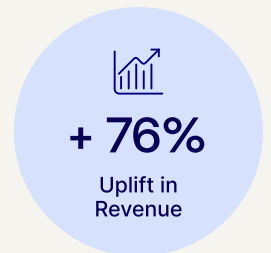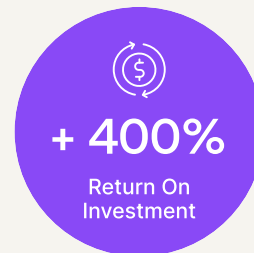SaaS Solution For Digital Publishers

Ad

## Maximize Ad Inventory Value Without Compromising User Experience

### Key Benefits

- ✓ **Saved Time:** Intuitive UI for seamless ad operations
- ✓ **Faster Ads:** Reduce load times, improve UX & SEO
- ✓ **Higher Revenue:** Boost ad viewability & CPMs
- ✓ **Centralized Ad Management:** Tag, Auctions, A/B tests, and more
- ✓ **Stronger Demand:** Optimized SSP performance & pricing
- ✓ **Full Transparency:** Real-time insights & control

**+ 60%**
AdOps time saved

**2x**
Ad loading time

### Outcomes

**+ 400%**
Return On Investment

**+ 76%**
Uplift in Revenue

## Must-have Features

| 🔘 **Core Ad Serving** | Hybrid header bidding | Light package | Custom scripts | ⊕ And more |

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🔘 **Bid & Revenue Optimization**  Traffic shaping · Floor pricing · Backfill · Marketplace  ⊕ And more

🔘 **Ad Display Optimization**  Lazy loading · In-view refresh · Dynamic insertion  ⊕ And more

🔘 **Ad Slot Management**  Video ad units · In-app · Sticky ads · Rewarded ads  ⊕ And more

🔘 **Reporting & Analytics**  Analytics platform · Data exports  ⊕ And more

🔘 **Change management**  Change History · Revision system · A/B testing  ⊕ And more

🔘 **Audience Targeting & Personalization**  First-party data modules · ID modules  ⊕ And more

🔘 **Advanced Tools**  Ads.txt checker · Schain module · Sticky ads · CMP compatibility  ⊕ And more