ExoClick is a global ad network and a programmatic ad exchange, allowing you to bid for ad zones with our RTB supply-side platform.

ExoClick's RTB engine manages hundreds of thousands of RTB requests per second.

You can tap into ExoClick's and other ad networks' +10 billion daily geo-targeted ads, served to a network of +65K web/mobile publisher platforms.
Real-time Bidding (RTB) is a way of buying ad spots in real-time on a per impression basis through a programmatic on-the-spot auction. Built respecting the IAB’s Open RTB protocol, our technology selects the highest bid in real-time and delivers your offer right to the site that your customer is viewing. The process happens in milliseconds.

With Exoclick, you can use openRTB or ExoclickRTB (XML) integration according your bidder system.

Check [here](#) for our RTB Integration overview.
Our numbers

By Ad Type
- Mobile Banner: 21%
- Mobile Popunder: 18%
- Popunder: 20%
- Banner: 5%
- Email Clicks: 12%
- In-Stream Video (VAST): 5%
- Recommendation Widget: 5%
- Mobile Fullpage Interstitial: 4%
- Others: 0%

By Device
- Mobile: 76%
- Desktop: 20%
- Tablet: 4%
- Smart TV: 0%
- Console: 0%

By GEOs
- United States: 38.3%
- Germany: 25.7%
- Japan: 13.9%
- United Kingdom: 4.4%
- Ukraine: 3.7%
- Canada: 3.5%
- Brazil: 2.9%
- Italy: 2.7%
- Australia: 2.5%
- Others: 2.4%
Benefits of RTB

No wasted impressions
Because you can bid on a per impression basis, this eliminates wasted impressions and allows you to really target your customers.

Better ROI
Through RTB, you can apply fine-tuned targeting and focus on the inventory most relevant to you, for better ROI.

Massive inventory
Tap into +10 billion daily impressions via our global network of publishers and ad exchange partnerships.

Many ad formats
We have a large range of ad formats including Popunders, Banners, Push Notifications, Native, Video and Email Clicks.

Better budget control
RTB allows you to adjust your campaign budgets in real-time in order to optimize campaign performance.

Full transparency
Our platform is fully transparent, you know exactly which sites your ads are running on in real-time.
Requirements

For companies interested in buying our traffic and connecting to our SSP you would need to have the following things implemented:

 ✓ Already use a DSP (demand side platform) or a bidder.
 ✓ Be looking for worldwide traffic (in more than 10 countries).
 ✓ Wanting to buy Popunders, Banners, Native Ads or Pre-roll Video traffic.
 ✓ Confirm that you are Open RTB compliant, see the specs
 ✓ In case you are not Open RTB compliant and you are using XML integration, you will need to provide us with your XML documentation.
 ✓ You are expecting to spend a minimum of $15K each month.
 ✓ The price invoiced for each impression will be based on Exoclick’s platform.

 ✓ You must fully adhere to our guidelines:

 https://www.exoclick.com/guidelines/

Please note that ANY violation discovered on any campaigns may mean the immediate and most probably permanent removal of your access to this feature. Please acknowledge that you accept this condition.

✓ When requesting bids for a specific context, the platform will perform an HTTP request with a timeout of 200ms and send an object encoded as JSON in the request body. You will need to ensure that your response time is < 200 MS.
Fill out this form

If your company is able to meet all of our requirement please fill out the following Google Form to help us integrate you into our RTB engine.

FORM

CLICK HERE or go to this link: https://goo.gl/dfHf9t

Integration process

Once we have received your completed form we will:

- Test the URL endpoint or XML feed.
- Please note that we might need to involve the tech teams of both companies for a call/chat.
- Sign an ExoClick insertion order.
- Open your personal RTB account and provide you with access to our platform.
- During the first week we will launch the traffic with a 1K QPS maximum in order to check any discrepancies. If the testing is ok then we can scale up with more volume.

Please note that if you do not use your RTB account during the first month, it will be deactivated.

Payment Terms

Only pre-payment it’s allowed.

You can use Paypal, Paxum, SecurionPay, Webmoney and Wire Transfer, which can all be selected in your dashboard.

Contact us at rtb@exoclick.com if you have any additional questions.