CreativeRealities

**CPM+**

THE PLATFORM THAT MONETIZES
RETAIL MEDIA NETWORKS

# Introducing AdLogic CPM+

Transform your Retail Media Network with a powerful, unified tech stack that can traffic ad-based campaigns with less dilution, and greater yield.

## Why it Matters

A high-performing Retail Media Network (RMN) requires a sophisticated AdTech stack to manage content as well as monetize the assets through advertising.  What stakeholders don't often realize is the complexity of the software to execute it and the transaction fees that programmatic supply chain platforms charge to pull it off.

With this pain point front and center, we've augmented our AdTech stack to deliver a unified, ad-serving and campaign management solution that

**eliminates the need for external, fee-based Demand Side, Supply Side and Data Management platforms to achieve it.**

**AdLogic CPM+ is a new self-service platform** that works in conjunction with CRI's ReflectView CMS and AdLogic ad-server.  Designed to facilitate direct and programmatic selling for complex RMNs, this new software layer adds sophisticated campaign planning and execution elements directly to AdLogic, allowing everyone from publishers to advertisers to extract value, efficiency and yield when reaching audiences across varied environments.

## What's in it for our Owners/Operators and Publishers?

Up until now, Owners and Operators of RMNs have not had an end-to-end solution for campaign performance within a programmatic enterprise structure of this kind.  CPM+ allows operators to run audience-based campaigns though a single AdTech stack – relieving the burden and expense of multiple DSP and SSP interfaces and programmatic exchanges required to pull it all together.

- Not only will this deliver a more manageable, integrated and cost-efficient solution, it also brings and ability to establish a private marketplace without having to go through an open exchange – attracting buyers directly without the need of a 3rd party. Repatriating "AdTech Tax" dollars means less waste and more efficient returns.

## What's in it for our Advertising / Buyer Communities?

A single AdTech stack means that Advertiser and Buyer communities can yield greater campaign exposure and impressions with far less dilution to fund it. Greater campaign exposure means messaging gets in front of target audiences with greater frequency, increasing opportunities for sales, conversion or other key campaign metrics.

# But Wait, There's More!

This new self-service platform sits above AdLogic and brings enhanced functionality and powerful campaign planning right to your desktop:

Designed to facilitate direct and programmatic selling for complex Retail Media Networks

Plan, scale and automate campaigns according to impressions, budget, daily max-spend, weather and frequency - and more

Ability to sub-segment publisher networks across multiple dimensions -- GEO, DMA, Cohort, Partners, Retail Environment, Media Assets, etc.

Allows new targeting capabilities by environments, territories, geo-type, radius and specific locations – and more

Resident DSP and SSP functionality

Programmatic integration with external DSPs, SSPs and Exchanges

Advanced reporting and analytics

Integration for first and third-party data

Suitable for direct sales by overall spends and on rate [CPM] bases

Intuitive, flexible, and user-friendly graphic user interface [GUI]

Industry standard open RTB 2.6 API compliant

CPM+™

AdLogic
ReflectView

Advertiser

Ad Agency

(ATD) Agency Trading Desk

(DSP) Demand Side Platform

Data Management Platform

Ad Exchange

Ad Network

(SSP) Supply Side Platform

Publisher

# Seeing is Believing

We invite you to experience a demo – you won't believe how easy it can be. To get started connect with us at **Creative Realties CPM+**