

Goodbye SSP,
Goodbye Classic
Ad server

360 POLARIS

'It simply works for publishers'

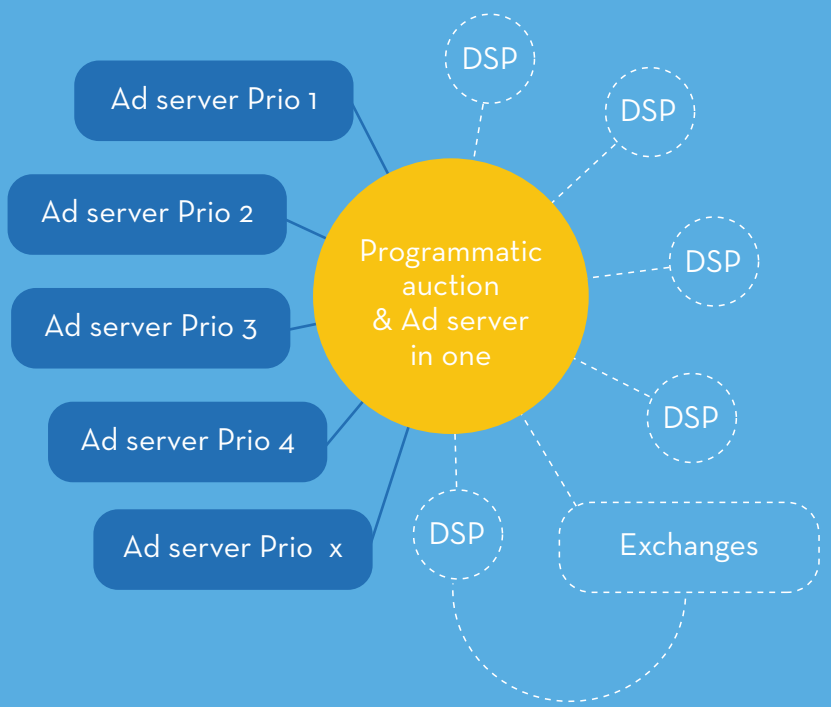
Ad server & SSP in one

Maximum Control

Maximum Competition

Maximum Revenue

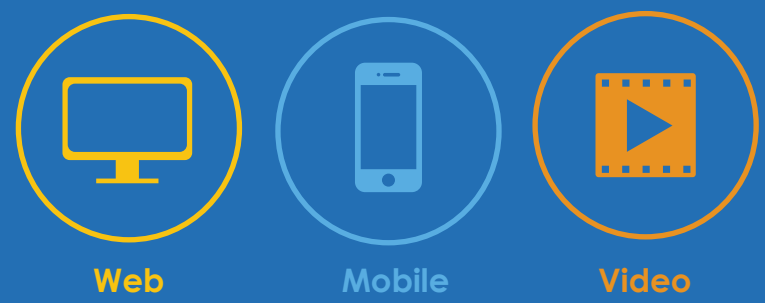
First true holistic auction



Web, Mobile & Video in one

“ 360 Polaris is much more advanced than header-bidding or bolted-on SSPs as none of the competing bids are aggregated. Programmatic and ‘normal’ ad server campaigns compete on an individual basis in one auction while priorities and guarantees are respected. This brings more revenue for publishers as the highest price is always achieved. It’s much more simple to manage and comes with a full revenue transparency guarantee. That’s really revolutionary.”

Joëlle Frijters, CEO Improve Digital



All Formats - All Devices

Goodbye SSP,
Goodbye Classic
Adserver

360 POLARIS

Price & revenue Transparency

No hidden fees

Maximum Revenue

Programmatic and direct compete in a single auction
Smarter automated inventory management

Publisher Focused

No conflict

Independent Partner

A neutral platform that works well with any kind of buying tech (example: Progr. Guaranteed)



Contact us

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7 Offices
across Europe



The launch of 360 Polaris is a great step forward for Nettavisen. The platform fully adapts itself to our strategies, not the other way around. The platform's holistic approach means we don't have to search for additional tools to get the most out of our ad space. It's simply all there, meaning we can focus on what our company does best."

Kjell Inge Vatshaug, Leader AdOps, Nettavisen



Your Benefits

- Take back control of your ad stack
- Get direct access to all your data
- Seamless & straight forward integration
- Get budgets from over 160.000 advertisers per month
- Gain full central control & insight into your monetisation