Where are you?

**Optimise your ROI**

You have been running an increasingly complicated set up to drive revenue and it is now time to optimise your set up.

**If you have...**
- Your own ad ecosystem
- Multiple technologies working next to each other

**What are you looking for?**
A solution to optimise your environment for transparency, efficiency and revenue

**How does it bring you one step further?**
A holistic approach to programmatic revenue generation allowing you to get the most out of your online inventory. No matter what format, campaign type or device, you don’t have to search for additional tools. You save costs, get the highest ROI and maximise revenue short and long-term.

**Build your programmatic business**

You have no programmatic infrastructure yet and want to start earning money from programmatic ad sales.

**If you have...**
- A leading adserver
- A sales department selling directly to agencies

**What are you looking for?**
New revenue on top of your directly sold campaigns

**How does it bring you one step further?**
Creating presence in the programmatic market with a state of the art and intuitive system which directly increases your revenue via the programmatic ecosystem. It gives opportunities to optimise your yield in your own environment by letting different buyers compete which each other.

**Boost your revenue**

You are already in programmatic but you want to scale up your revenue quickly.

**If you have...**
- An SSP as part of your set up
- Your own yield optimisation team

**What are you looking for?**
A tactical solution for quick wins and access to more demand

**How does it bring you one step further?**
First step to know the real value of your audience with quick access to more demand. You give all programmatic buyers access to all types of impressions, creating a level playing field between programmatic buyers and direct campaigns.

**If you have...**
- An SSP as part of your set up
- Your own yield optimisation team
Improve Digital is the All-in-One Advertising Platform for Publishers, Content Providers and Broadcasters.

Improve Digital’s mission is to build smart, efficient, and responsible digital businesses for its enterprise customers. It creates the technology that makes advertising marketplaces possible. Content providers, digital publishers and broadcasters use that technology to monetise their video, mobile and web advertising inventory.

The company works with over 250 of the world’s top media owners, an audience of more than 600 million unique visitors and, through them, supports the efforts of 112,000 advertisers each month. Improve Digital is a Swisscom company with offices located in London, Amsterdam, Munich, Antwerp, Milan, Barcelona and Paris.