

Media Kit 2026 *exoClick*



Working with ExoClick

We serve **+20 billion** geo-targeted ads each day,
to a global network of **60,972** Publisher platforms.

We offer two products for monetizing traffic: an Ad Exchange and an Ad Network.

There are 3 ways to work with ExoClick:

Self-service, automation using our **platform API** and **Programmatically** with **OpenRTB**.

Our proprietary software offers **31 different ad formats**, optimized targeting and behavioural retargeting, day parting, access to real-time statistics and strategic big data analysis tools to further **improve ROI**.

Our Customer Success department is available **24/7** and can be contacted at **help@exoclick.com**.

Please visit **www.exoclick.com** or contact **help@exoclick.com** for more information.



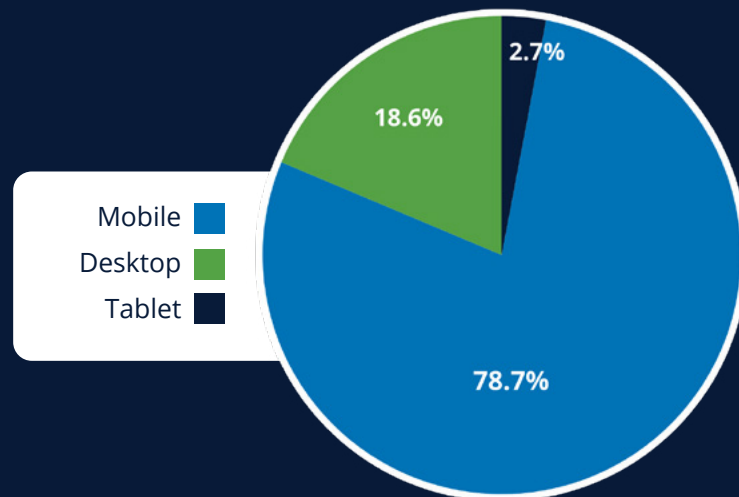


Top 30 GEOs daily Ad Impressions

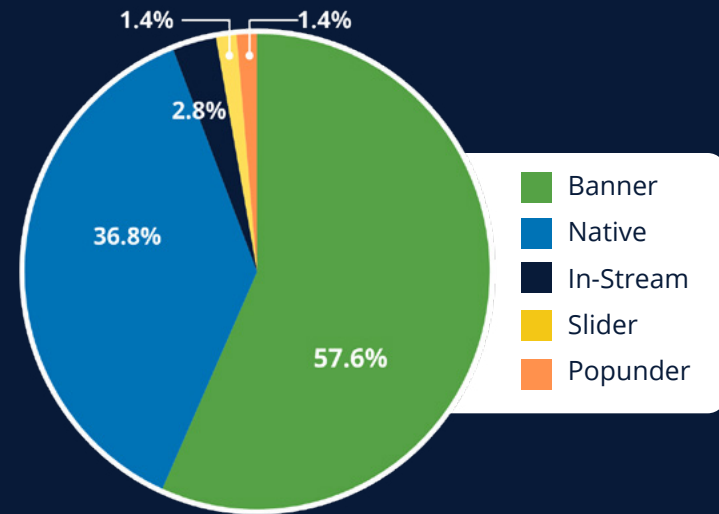
1.	IND	3,063,378,062.00	11.	THA	301,459,116.04	21.	TWN	170,223,398.78
2.	USA	2,529,607,535.18	12.	ITA	294,987,597.99	22.	KOR	162,953,400.11
3.	BRA	922,547,052.33	13.	ESP	276,303,716.52	23.	DZA	159,229,471.32
4.	DEU	702,113,814.54	14.	CAN	263,744,881.22	24.	SGP	156,231,095.24
5.	FRA	650,438,894.12	15.	NLD	239,673,429.30	25.	COL	131,773,714.42
6.	CHN	555,761,651.19	16.	EGY	235,279,749.07	26.	PER	128,481,283.41
7.	MEX	524,037,242.21	17.	PHL	234,943,894.09	27.	AUS	127,816,449.44
8.	JPN	491,691,817.61	18.	POL	199,692,063.62	28.	MYS	109,935,587.20
9.	IDN	384,325,001.13	19.	BGD	194,900,588.95	29.	ZAF	108,890,649.38
10.	GBR	368,848,369.14	20.	ARG	177,596,595.80	30.	CHL	102,069,339.73



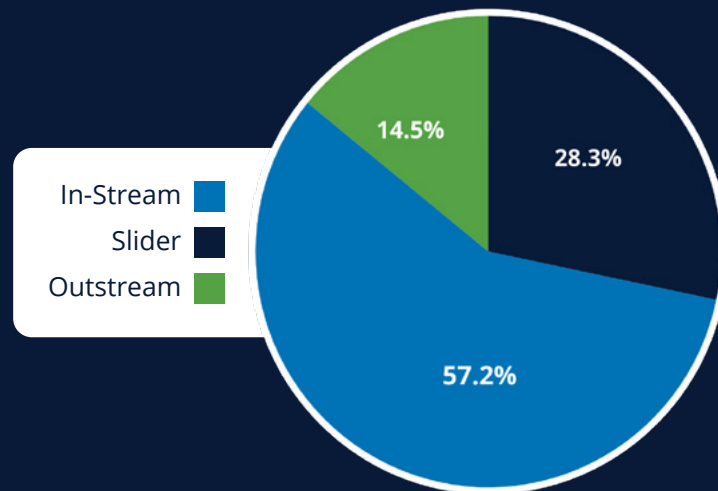
Top Channels



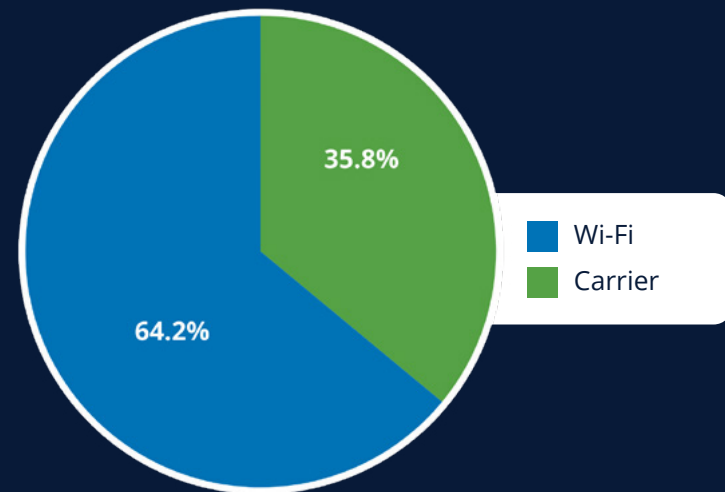
Top Ad Formats



Top Video Formats



WiFi vs Carrier



* Percentage of total impressions



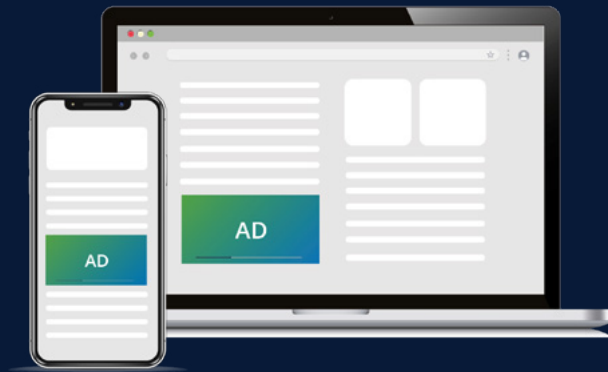


Ad Formats

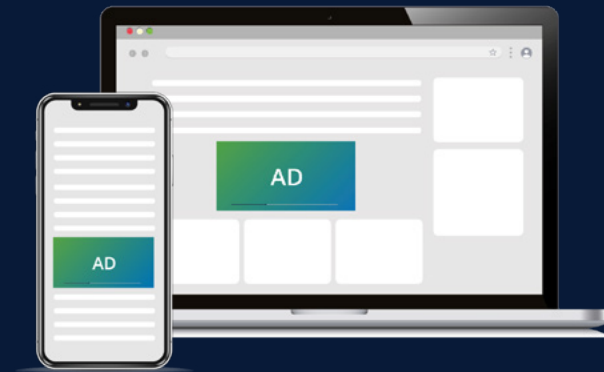


AD FORMATS

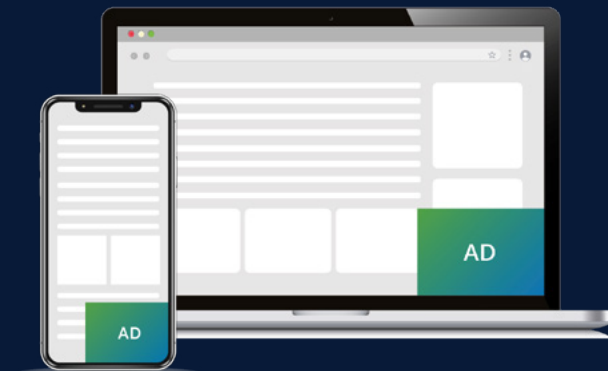
In-Stream Video



Outstream



Video Slider



In-video Banner (VAST)

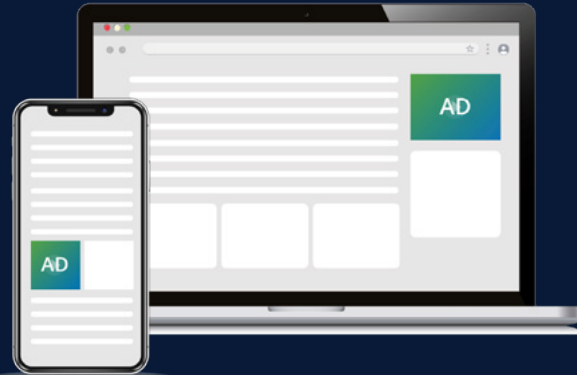


AD FORMATS

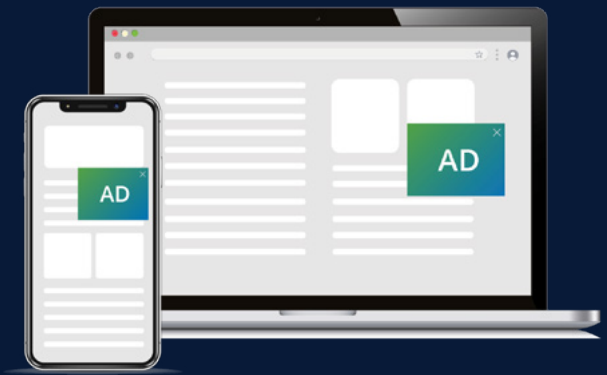
Display Banner



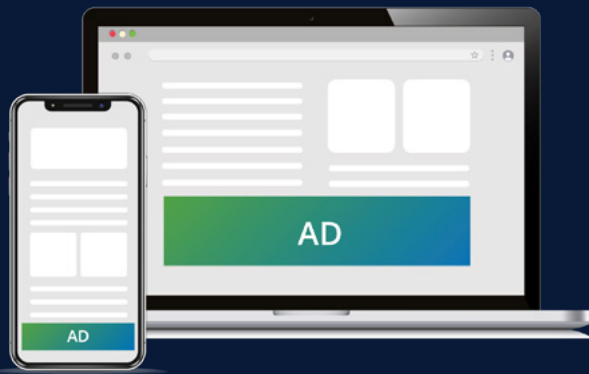
Video Banner



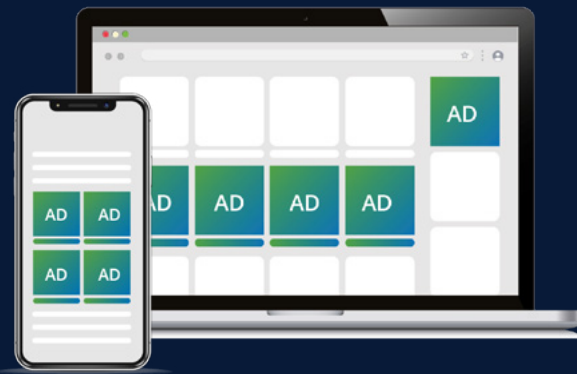
Sticky Banner



Large Footer



Native Recommendation



Multi-Format Ads

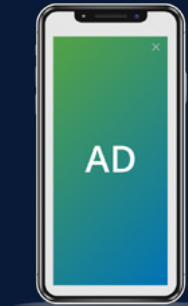


AD FORMATS

Desktop Fullpage Interstitial



Mobile Fullpage Interstitial



Email Clicks

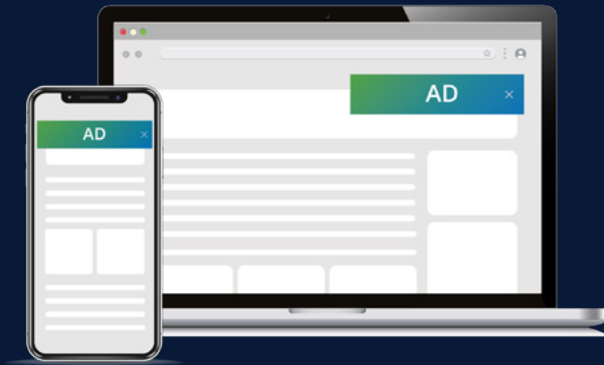


Direct Links



AD FORMATS

Push Notifications



Popunders



Mobile Instant Message





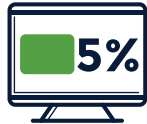
Members Area

For Advertisers

Massive network of publishers, innovative technology and advance optimization tools



Reach engaged, active and qualified high quality members area users



Buy display banners reaching CTR's upwards of 5%



Worldwide traffic, with top GEOs: North America, DACH and Europe



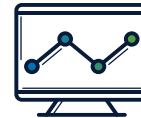
Ideal for Dating, Live streaming, Nutra, Tutorials and Games offers

For Publishers

Generate new advertising revenues by monetising your membership zones



Net new revenue streams without impacting UX or user retention



Fully transparent insights and revenue reporting



24/7 Customer support, security and compliance



Weekly on time payments



Verticals clicks percentage on Members Area



Dating
61.1%



Cams
27.1%



VoD
7.3%



Games
1.8%



iGaming
1.7%



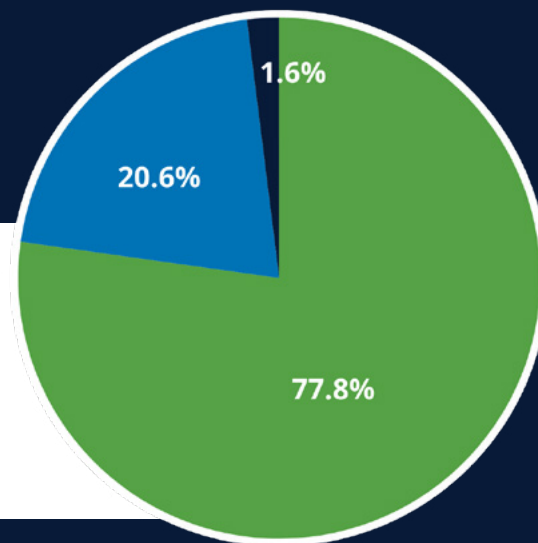
Nutra
1.0%

Top 10 GEOs Daily Ad Imps.

1.	United States	2,494,956,000
2.	Germany	692,495,900
3.	France	641,528,800
4.	United Kingdom	363,795,700
5.	Italy	290,946,700
6.	Spain	272,518,800
7.	Canada	260,132,000
8.	Netherlands	236,390,200
9.	Australia	126,065,500
10.	Sweden	78,356,890

Impressions per device

Mobile	77.8%
Desktop	20.6%
Tablet	1.6%





Email Marketing

For Advertisers

Reach and convert new leads via email marketing with our micro targeting technology



Use emailed newsletter blasts



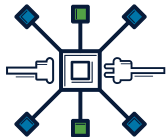
Get qualified Email Clicks coming from double opt in users



Worldwide Email Clicks with top GEOs: N. America, DACH & Europe



Highly cost effective clicks with measurable results



Our API allows you to block duplicate emails, specific Sub ID's, etc

For Publishers

Net new revenue streams with your opt in email list



Access to the industry's largest network of active Advertisers



Detailed optimisation tools



Smart link redirecting the click to the best buyers



Dedicated account manager and 24/7 support, security and compliance



On time and reliable payment schedule



Average Daily Clicks
198,832.1

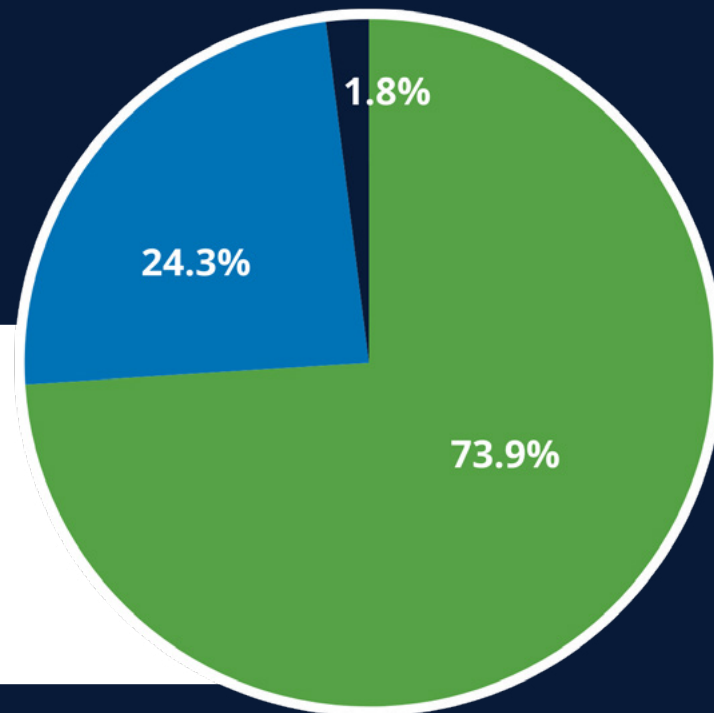
Top 10 GEOs Daily clicks

1.	United States	50,876.53
2.	France	18,195.15
3.	Thailand	17,709.28
4.	South Korea	17,119.81
5.	United Kingdom	17,035.38
6.	Germany	11,212.21
7.	Canada	7,629.76
8.	Netherlands	5,290.15
9.	Italy	4,751.22
10.	Australia	4,736.44

Click per Devices



**Verticals clicks percentage on Members Area*



API Automation

With our platform API you can now automate all of the features that are inside our Admin Panel



What can Advertisers automate?

- Campaigns/groups, variations, offers, ad formats
- Targeting/blocking of targeting options, categories
- Goals
- Pull stats including adblock user data
- Daily budget, account funding, payment types
- Landing page name, url & traffic share algorithm



What can Publishers automate?

- Ad formats and ad zones
- Sites, url verifications
- Block ad types & product categories
- Pull all stats including adblock user data
- Bidding prices per ad format/GEO, pricing models
- Payment types

How to use the API

- The API's interface is fast and easy to use
- Select a parameter and click "Try It Out" to generate code
- Read this [blog post](#) for an API walk through

Download technical documentation:

API INTERFACE

API MANUAL

PHP CLIENT



Statistics

Unlock the power of big data with sophisticated filters and data analysis tools for increased ROI



Live stats

Close to real-time data, updated every 60 secs.



Export all your stats

CSV Exports available for all statistics.



Data granularity

Possibility to change the granularity of the daily statistics to see graphs by day / week / month / year.



Quickly visualize statistics

Via bar graphs, pie charts and a world map graph for country specific visualization.



Deep analysis

Analyse clicks, impressions, click through ratios, eCPM, ad zones, earnings and costs filtered by: Date, Hour, Country, Variation, Site, Device, OS, Browser, Language, Category and Mobile Carrier.





More features for Advertisers



Advertisers



+20 billion daily impressions



Extreme traffic targeting



Track your conversions



Multiple ad formats



Real-time bidding system



Behavioral targeting



Cost control



Security



Automation tools



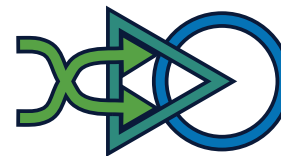
Automation Tools

Our automation tools help you scale up your campaigns
improve your ROI and free up your time



The ExoClick Bidder

A smart assistant that automates the optimisation of your campaigns by adjusting your bids by ad zone and blocking non-converting ones.



Automatic Landing Page Optimisation

Automate the testing out of your creative and landing pages using our algorithms **Even**, **Fixed** and **Automatic Optimisation**.



Automatic Variations Optimisation

3 options to control the traffic sent to your variant ad creatives via **Automatic CTR**, **Even** and **Automatic on Conversion**.



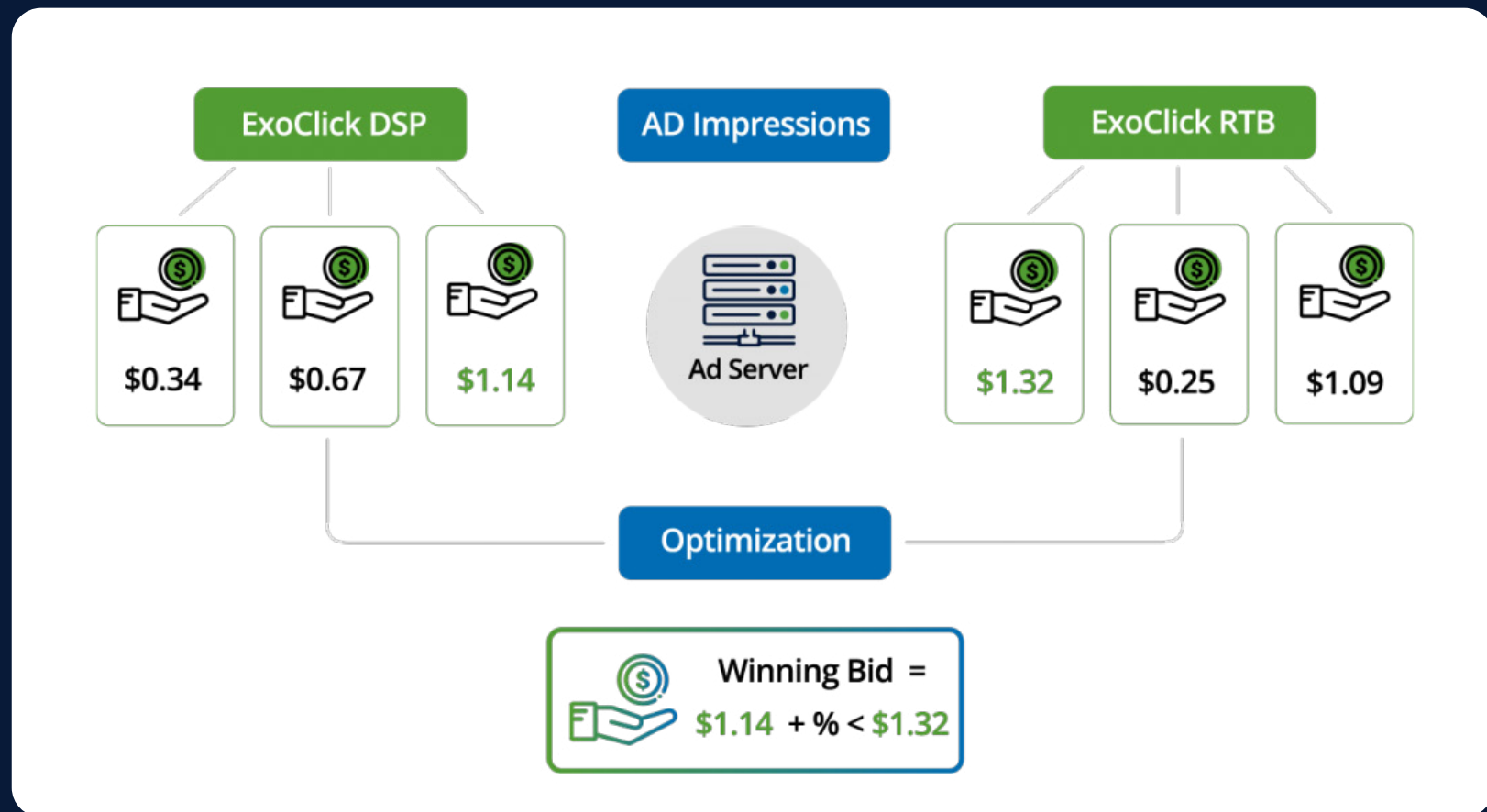
Smart Bid

Using machine learning, it automatically determines the optimal price in real-time across several campaign data points including zones, countries, device types, and browsers.



Programmatic for Advertisers

Bid on a per impression basis, eliminating wasted impressions and really target your customers. Our technology selects in **milliseconds** the highest bid in real-time and delivers your offer right to the site that your customer is viewing.



Server to server conversion tracking

Access global traffic sources, targeting features, big data and statistical analytical tools to filter results and optimise your campaigns.

Advertiser

Dashboard
Statistics
Campaigns
Payments
Marketplace

Balance
\$0.00
Add Funds

Campaigns List
Landing Pages
Conversion Tracking
Bidder
Media Library

NEW CONVERSION GOAL

Show 50 entries

	Name	Order	Conversion value	Value	ID
	conversion track 1	1	Dynamic	Dynamic	346c846c034a399a77036d2c7c5a020945c499
	tracker 2	1	No Value	-	98c4a77e9d24c22d4549c54f88903223c8b6d
	Test Goal	1	No Value	-	46720235e76a829417626a6b6327e69430
	tracker 3	3	No Value	-	76d88f187722a02942a4422f903f71ef4a6d
	goal	4	Fixed	\$4.00	87707677a62717a777e6d9a7f03a945a6d
	Test Goal 7	5	No Value	-	7c5a4a720d832a46a0f8b86a6d7946a4d
	Training Goal	6	No Value	-	46c4a02889a08a5a04f32a4c22a8a718a7271

Showing 1 - 7 / 7 entries

1

Download **conversion tracking** manuals to integrate ExoClick's API with third-party APIs.

[DOWNLOAD MANUALS](#)





More features for Publishers



Publishers



Global coverage



On time payments



24/7 Customer support



ExoClick Campaign Manager



Multiple formats



Real-time statistics



Fluid Player



Ad Block solution



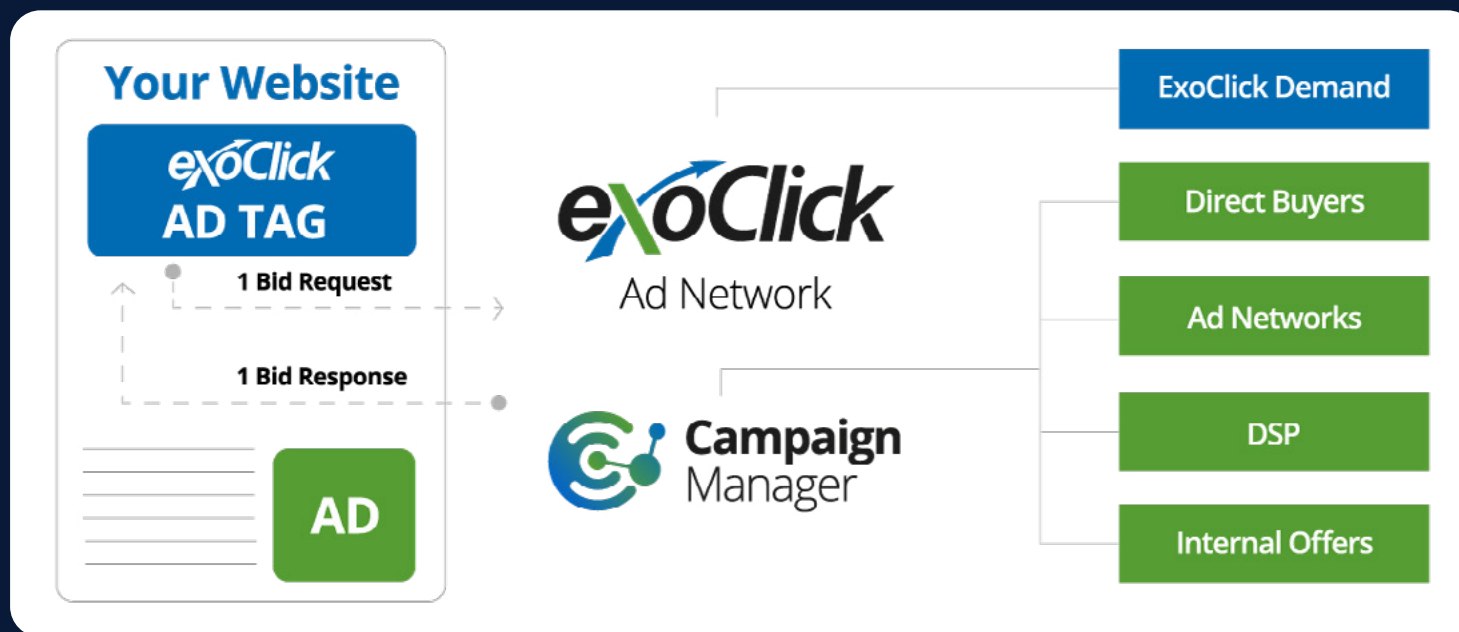
Referral program

We offer publishers the following payment methods:



Campaign Manager for Publishers

Run your own powerful programmatic ad platform. Enhance revenue, reduce latency with a single server-side header bidding call, all bidders compete equally.



Easy

Integrate your preferred networks, DSPs and SSPs, manage all 3rd party demand partners and direct deals from a single place and with no additional setup.



Transparent

Create direct deals, manage relationships and payments individually from bidding partners, get a detailed report and billed based on the number of RTB queries and imps.



Reliable

Proven server-side header bidding platform: low latency thanks to multi-datacenters deployment. Improve revenue, latency and user experience with a single call.



Publishers: Monetize your Ad Block Traffic

ExoClick has tools that help Publishers monetize Ad Block traffic across all devices



Our tools can circumvent Ad Block software, so that your ads show to ad block users.



Monetize Popunder Ad Block traffic with one single code.
Check out our Case study: [How 3 publishers increased earnings with our in-line popunder code.](#)



Additionally, monetize Banners, Sticky Banners, Native and Instant Message Ad Block traffic.



Speak to your Account Manager or the Customer Success team [here](#) for help with monetizing your ad block traffic.



FLUID player



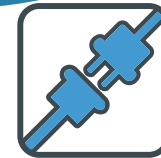
Get it for free
on GitHub!



Compatible with video advertising
industry standards VAST and VPAID



Integrate our Wordpress Plugin
and CDN hosted player



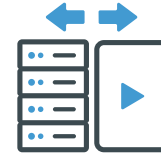
Enables easy manipulation of a number
of player properties after initialisation



Video streaming support for MPEG
dash and HLS streaming protocols



Experiment with VR content
and ad formats



Support for dynamic frontend frameworks
including Vue.js, React and Angular

[LEARN MORE](#)

Featured in the Deloitte Fast 500
three years consecutively (2012, 2013 & 2014)

Deloitte.
Technology Fast 500™

Certified as a **Great Place to Work** in
Spain (2016)

GREAT
PLACE
TO
WORK®

CERTIFIED
2016
ESPAÑA

Ranked at #812 in the Inc. 5000 list of **fastest
growing** private companies in Europe (2016)

Inc.5000★
EUROPE

European Business Awards -
Spanish **National Champion** (2016)

● **European
Business
Awards™**

Ruban d'Honneur Award for **The Business of
the Year** with a Turnover of €26-150m (2016)

● **European
Business
Awards™**

Ranked at #523 in the **FT 1000 Fastest
Growing European Companies** (2017)

FT 1000
FINANCIAL
TIMES Europe's Fastest
Growing Companies

Remarkable

Our industry awards.

Join the **exoClick** ACADEMY

The free learning hub for Advertisers and Publishers



Grow your digital advertising skills!



Learn at your own pace with guided video courses!



Basic, Intermediate & Advanced **levels**!



Obtain official **certification** for completed courses

It's time to **maximize your knowledge** of ExoClick's platform!

Scan for more info!





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