

LeadiD Ads

**Connected Television and In App advertising
powered by results oriented data and supply.**

Lead id Ads is an Omnichannel solution offering programmatic traffic connecting advertisers and publishers to relevant audiences in real time.

Our supply chain is vetted through our internal media buyers only onboarding transparent, IVT free publishers and SSP's that deliver engagement with the brands we work with.



Connecting DSPs to
High-Quality Audiences



Maximize Ad Revenue
For Your Direct Supply

LeadiD Ads



Eliminate Risk From Bad Ads

Automated detection and blocking of fraudulent ads **powered by third party providers such as Picalate.**

Controls for publishers to block undesirable advertisers and content categories.

Stringent advertiser onboarding checks and ad content guidelines.



Marketplace

Scale your apps on a robust OpenRTB infrastructure with direct connections to 85+ leading DSPs. Get the best price for your inventory on open exchange or through reserved deals on our marketplace for display, video and CTV.



Cloud

Set up an effective, cost-efficient, in-house monetization stack using our technology. Our open platform provides flexibility to connect to most exchanges and demand partners via in-app bidding with complete transparency on ad serving, real-time insights, and advanced debugging tools.

LeadiD Ads

Safe, Transparent, and Trusted by Buyers



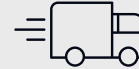
Directly sourced inventory guarantees the most optimal supply along with CCPA, GDPR and COPPA. Supporting IAB open measurement TAG certified against fraud

Omnichannel



Seamlessly target or extend campaign reach on global first-party audiences across mobile, CTV and DOOH screens.

Connecting DSPs to High-Quality Audiences



Benefit from our stringent app onboarding policies, automated fraud detection, built-in viewability, and compliance to leading quality standards.

Lead*i*D Tech Stack Model

IVT & PREVENTION



MMP INTERGRATIONS



PROGRAMMATIC In App & CTD



OPERY

DEVELOPMENT



EVERFLOW



Partner Marketing, Affiliate
Management & Tracking