

BIDTELLECT'S PROPRIETARY BIDDING TECHNOLOGY: AARDVARK

The industry's first context-driven and automated bid modification tool.

POWERFUL PERFORMANCE OPTIMIZATION TOOL

An acronym for its own abilities, AARDvark refers to Automatic Algorithmic Rate Determination.

Tap the power of automatic bid factoring as a performance tool using cookieless, non-identity based signals.

AARDvark's bid factoring technology is an additional, powerful optimization tool for traders to reach performance goals.



AN AUTOMATIC ANSWER TO CLUMSY MANUAL BID FACTORING

For many DSPs, the burden of performance rests entirely on audience targeting, leaving the bidder largely commoditized and overlooked. This leads to bid modifiers or bid factors offering limited precision in bid price determination.

Bidtellect's AARDvark takes the burden of bid factoring away from the trader. It transforms the old, laborious method of bid modification into an automatic, effective means of bidding at the appropriate price to maximize advertisers' ROI and reach.

EVALUATE EACH AD OPPORTUNITY WITH PRECISION

VP of Product,
Arthur Hainline

"Bid factoring has long been a favorite tool of traders, but its effectiveness is tempered by its limitations."

AARDvark's optimization technology acts as an automatic bid modifier that evaluates each ad opportunity and predicts where, when, and how much to bid on a given impression based on a brand's specific goals – chosen from 14 selectable optimization goals (including multiple goals at once).

It deals in features more granular than are typically available and inherently handles multivariate factoring.

Multiple cookie-less data signals are factored simultaneously including:

- Page-Level Contextual Signals
- Domains
- Individual Publisher Ad Placements
- Devices
- Times Of Day
- Days Of Week

AARDVARK PROPRIETARY BIDDING TECHNOLOGY:

- 1** ▶ Cookie-Proof, Context-Driven
- 2** ▶ Automatic and Precise
- 3** ▶ Most Granular Bid Modifier
- 4** ▶ Efficient CPMs
- 5** ▶ Reach Performance Goals
- 6** ▶ Achieve Max ROI