



ELEVATE YOUR BUSINESS WITH  
**A POWERFUL AD SERVING SOLUTION**  
FOR MULTI-SCREEN ADVERTISING

[www.adwheel.co](http://www.adwheel.co)

# ① WHAT IS ADWHEEL AD SERVER?

AdWheel is an advanced ad serving and managing platform what enables clients to easily launch and manage large, complex, and deeply targeted advertising campaigns on mobile and display, all within one ad serving solution

## ② WHY CHOOSE US?

### Enterprise Support

Have in mind great ideas how to rise up CTR with modern ad formats, ad tracking functions, interface improvement?

We'd love to develop custom features for our clients and provide enterprise support

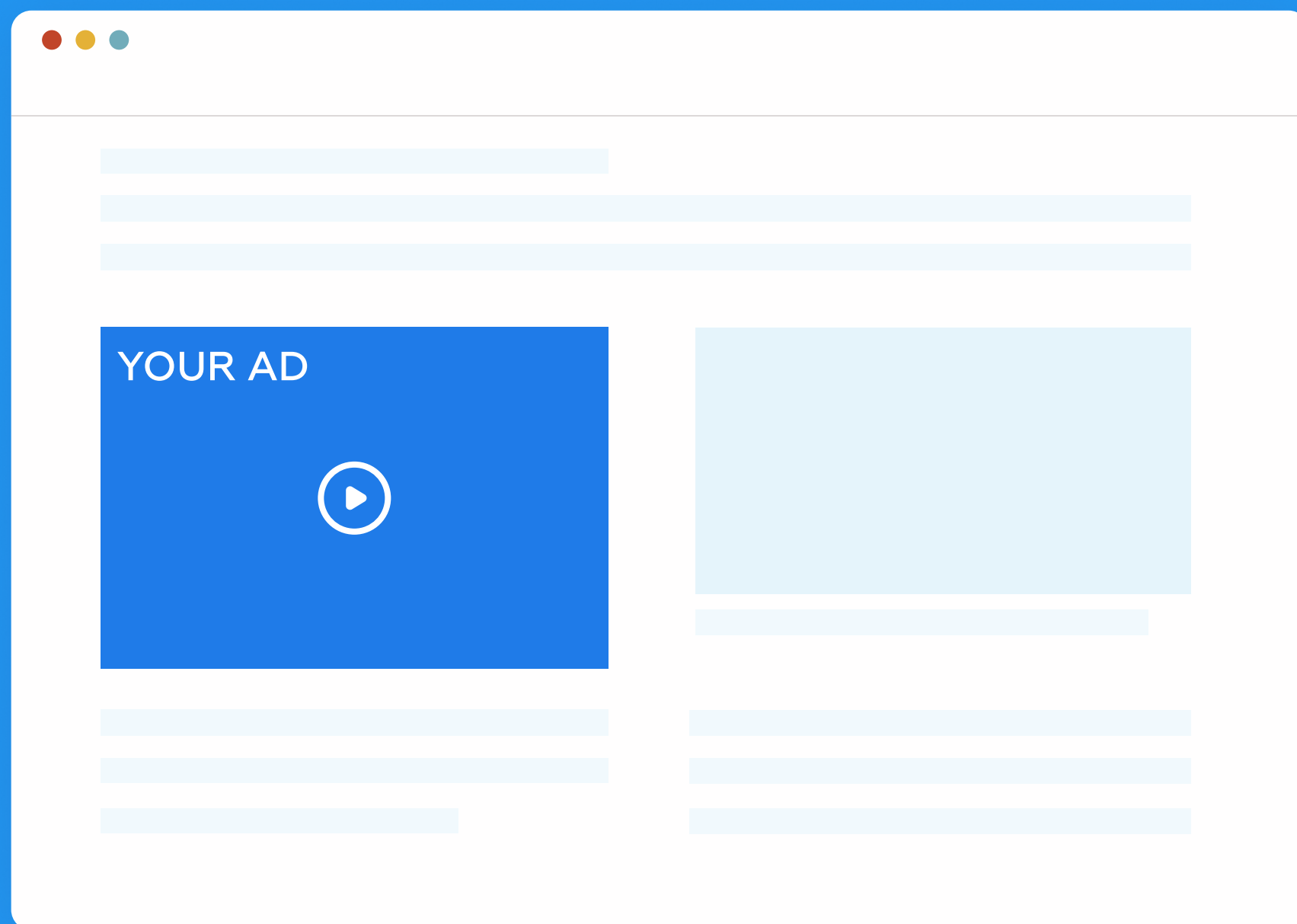
### White Label Solution

Customize every aspect of our ad serving solution to your brand identity.

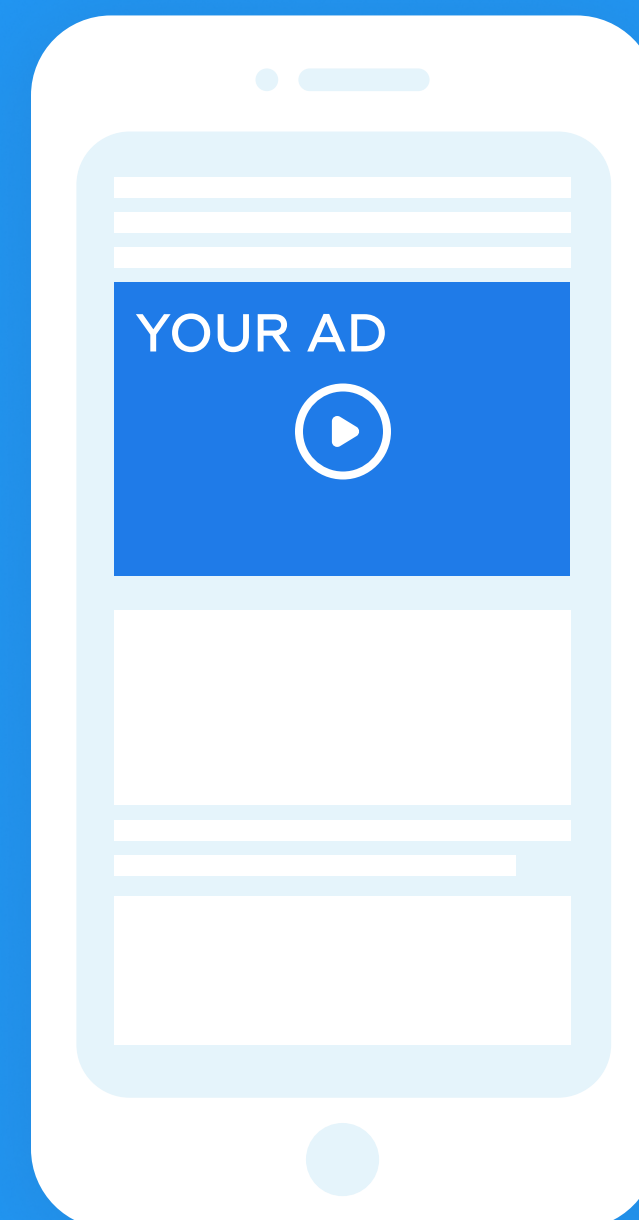
Start your own ad network, use your own domains, logotype and styles

# ③ SUPPORTED AD FORMATS

Sever all types of image banners on desktop & mobile in a responsive or fixed dimension zone.



PRE-ROLL

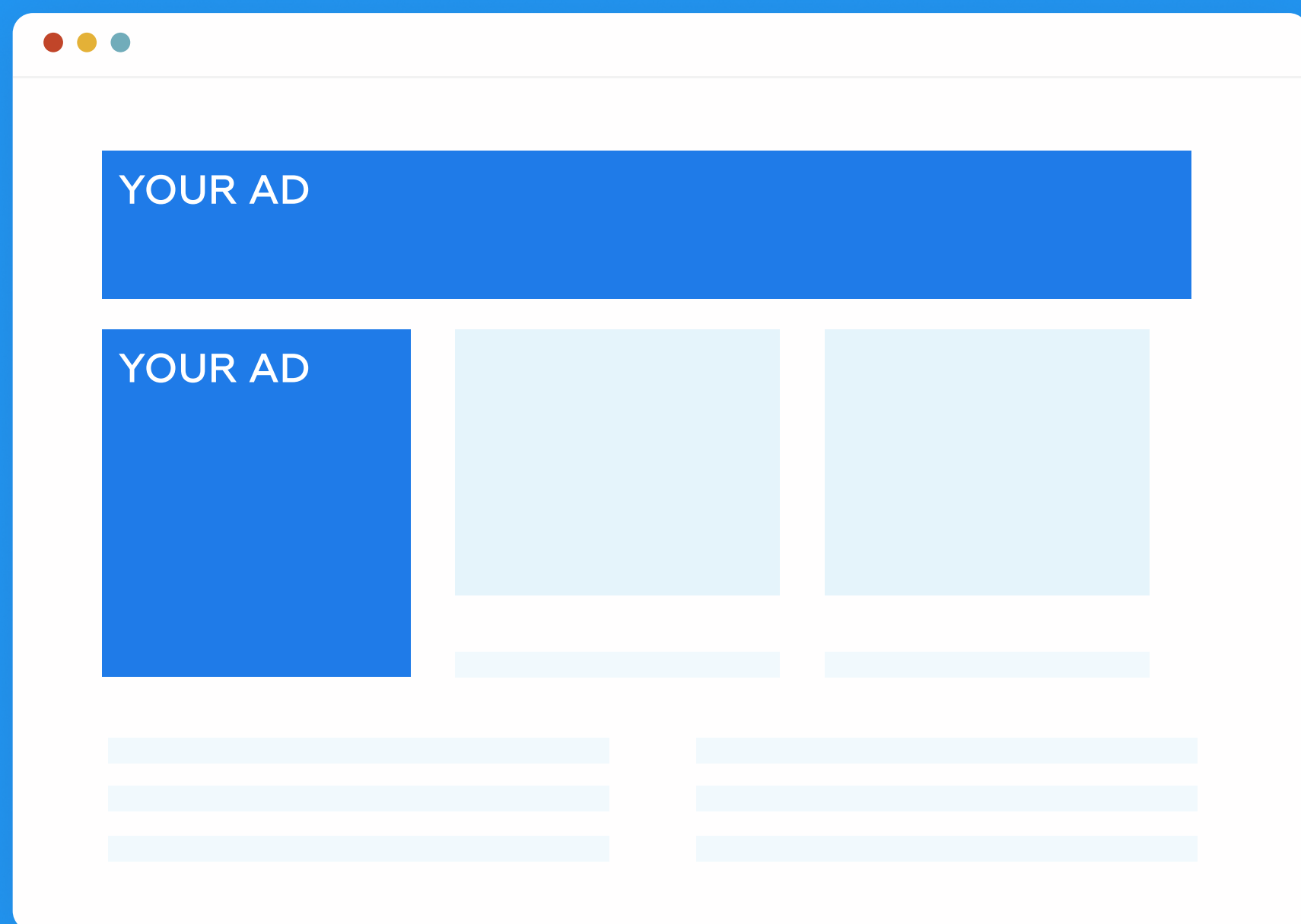


VIDEO SLIDER

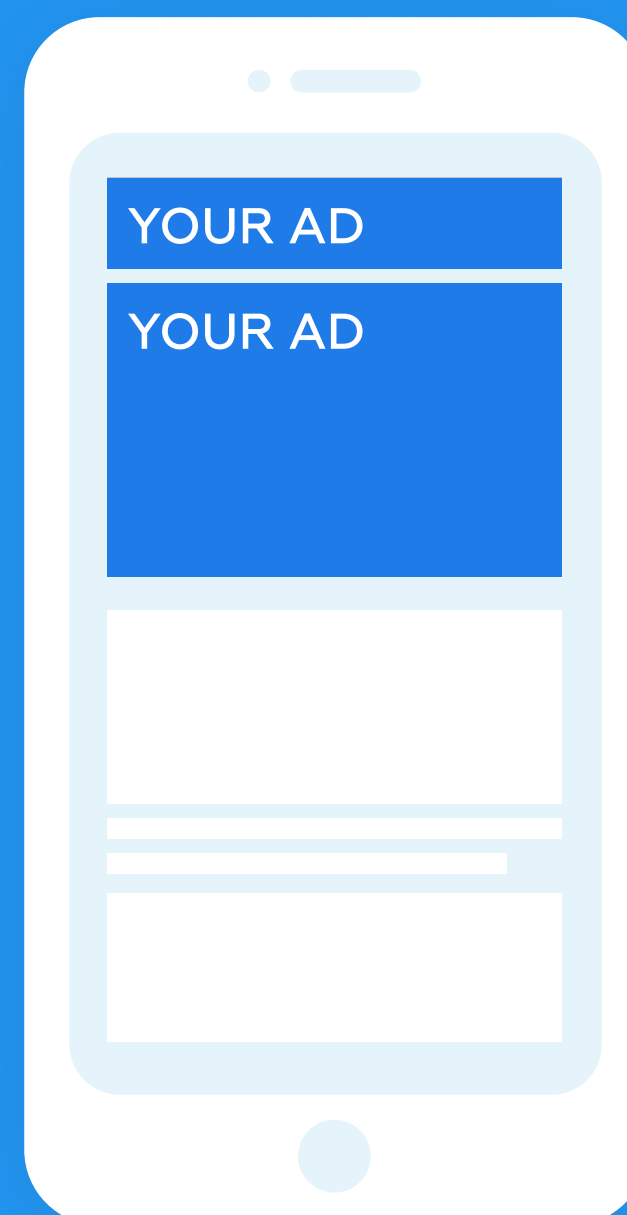


## ④ SUPPORTED AD FORMATS

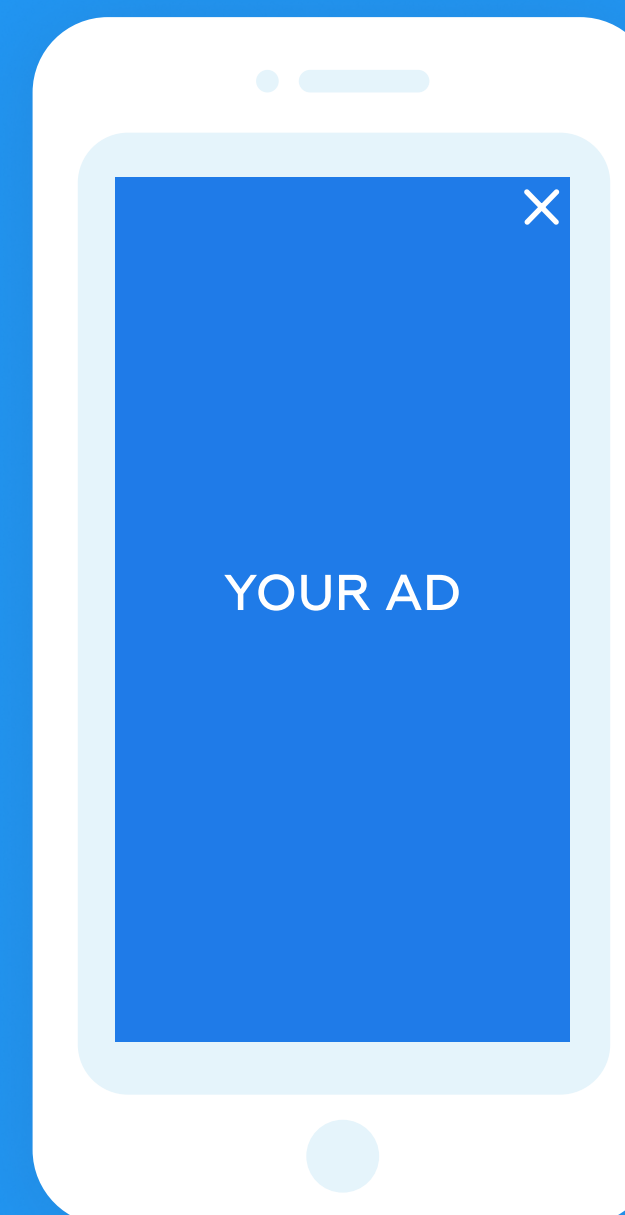
Blend perfectly into a website's content, providing better user experience and increasing ad revenue.



IN-FEED

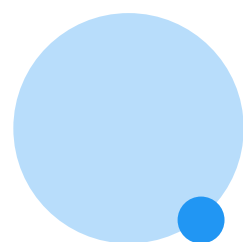


IN-IMAGE



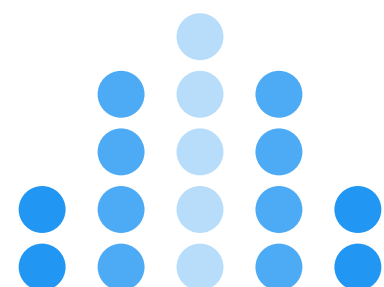
INTERSTITIAL

# ⑤ FEATURES



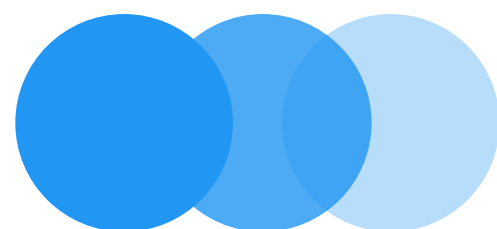
## Real-Time Reporting

We're pushing new data every second at a 1-minute delay. Includes segmentation and API access.



## Conversion Tracking

Track conversions like website signups or downloads. AdWheel supports server-to-server callbacks.



## Viewability Measuring

AdWheel measures viewability as per IAB and MCR standards: 50% of the ad's pixels visible for at least 1 sec.



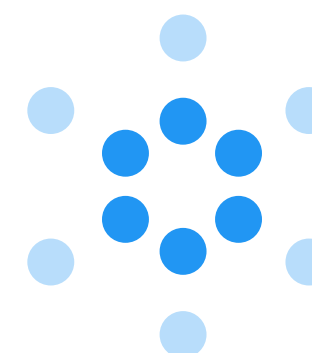
## Pre/Mid/Post Rolls

Generate a VAST tag and feed it to a compliant video player. Show the ads during the main video content.



## Geographical Targeting


Geotarget locations where your ads should be served.



## Free CDN Bandwidth

Host your creative's files on our global CDN. Unlimited bandwidth is included in all plans for free.

## ⑥ CAMPAIGNS MANAGEMENT



**19-26%**  
**Lift CPMs**



**100%**  
**Fill rate**



**45%**  
**Revenue Growth**

Our clients in average gain numbers after joining our platform.

### Main Features

- Easy-to-use trafficking interface
- Precise weighting
- CPM, CPC, and CPA pricing
- CTR & CPA optimization
- Accurate Targeting
- Schedule campaigns by date and time range
- Campaign delivery by campaign weight
- Individually configurable settings by each creative
- Limitations & Frequency capping
- Real-time impressions, click and conversion reporting

# ⑦ ADWHEEL UNIQ BENEFITS

## Free 30 days trial

Enjoy the fully-functional AdWheel ad serving platform for 30 days absolutely for free.

## 100% web-based

We are is an exceptionally reliable web hosted application. No installation. Quick set-up.

## No hidden expenses

No set-up fee. No monthly minimums. Free banner hosting. Free targeting. Free mobile solution. Truly free.

## Exceptionally reliable

Offering the cheapest solution on the market, we don't compromise quality. 99.75% of uptime SLA guaranteed.

## ⑧ WHAT CUSTOMERS SAY ABOUT US

We've been working with AdWheel for more than two years. We are super happy with the product, AdWheel is constantly develop new features that help our business to scale.



Elizaveta, Marketing  
Manager of Hooligapps

# ⑨ TECH SKILLED

## API

API service is a powerful tool what provided to all clients

## Logs

We have logs service which allows to control and cancel every action

## 100+

Ad Serving Nodes

## 5K

QPS in total

## 140 TB

Per month via CDN

## DNS

Load Balancing

## <100 ms

Network Latency







# DELIVER AND MANAGE ADVERTISING CAMPAIGNS ACROSS ALL VERTICALS WITH ADWHEEL AD SERVER

✉ [business@adwheel.co](mailto:business@adwheel.co)

☎ +358-7-532-55-855

🏠 Vipelenkuja 4, Rauha,  
55320, Finland