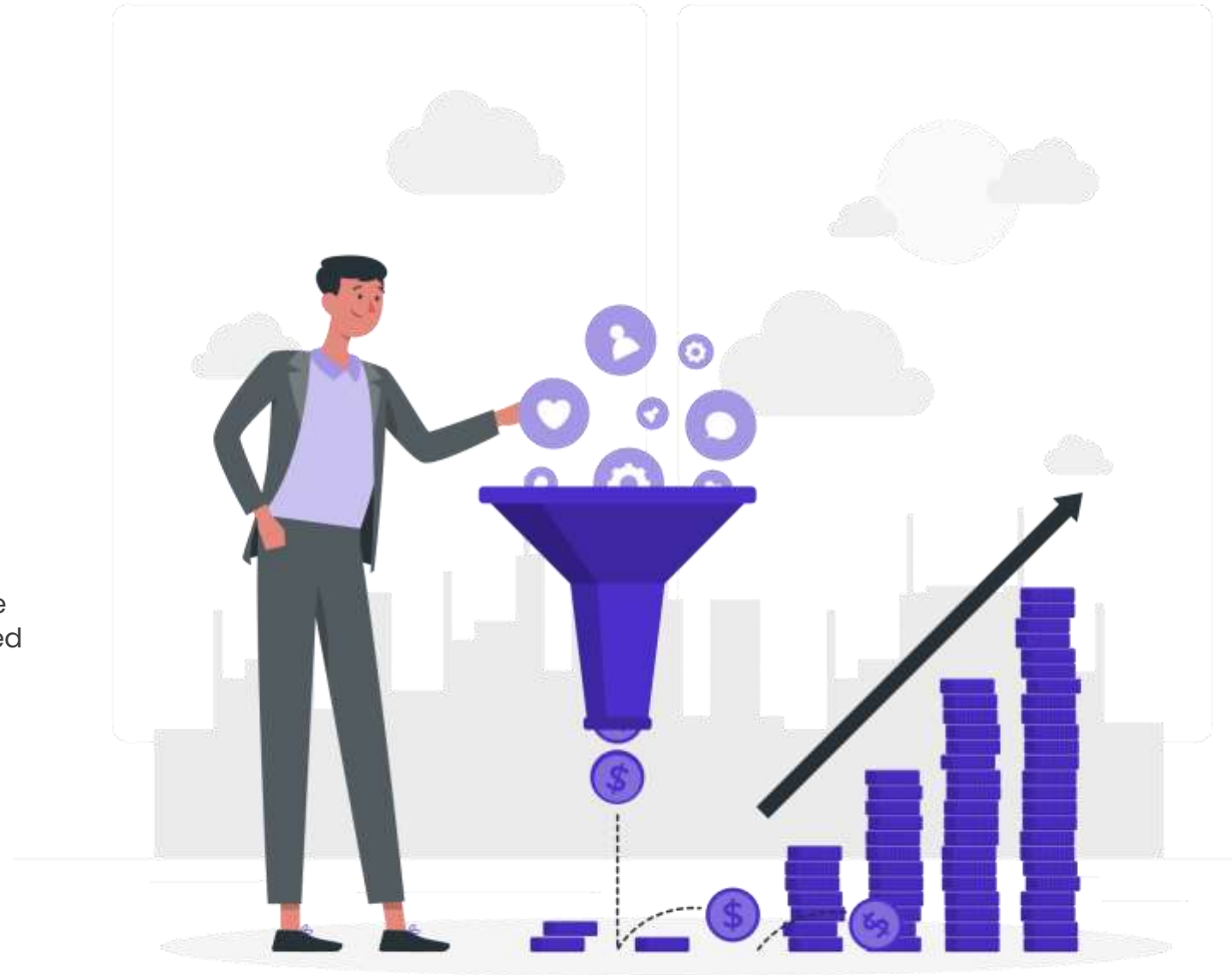


Addigi

Programmatic Solutions for Publishers & Demand Partners

Intro duction

Welcome to Addigi, the premier partner for publishers seeking to harness cutting-edge technology to maximize the value of their digital assets. We specialize in advanced monetization strategies, AI-driven optimization, and precision targeting to deliver unparalleled results



What Do **We** Do?

At Addigi, we transform publisher ecosystems by:

01

Utilizing sophisticated programmatic monetization strategies to optimize revenue streams.

02

Delivering end-to-end solutions for user acquisition, advanced search optimization, and integrated social strategies.

03

Enabling actionable insights through real-time analytics and machine learning-driven recommendations.

What Is Our USP?



AI-Driven Targeting:

Advanced algorithms analyze user behavior to enable hyper-accurate audience segmentation, ensuring optimal ad relevance and performance.



Higher CPMs Through Dynamic Optimization:

Real time bidding strategies and AI-based predictive modeling maximize yield for every impression.



Technology Leadership:

Proprietary tools and an integrated tech stack provide unmatched scalability and efficiency.



Our Services



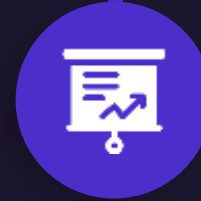
**AI Programmatic
Monetization**



User Acquisition



**Search
Optimization**



**Social Media
Strategies**

Technology & Tools

Technology Stack

01

Heatmaps and Flow Analytics

Integration with leading SSPs and DSPs, enhanced by custom bidding algorithms.

02

AI Optimization

Real-time machine learning systems adaptive ad placements and revenue maximization.

03

Cloud Infrastructure

Helps with identifying project priorities and making effective decisions

Data Insights Tools

01

Predictive Analytics

AI-powered models forecasting user behavior and engagement.

02

Advanced Dashboards

Helps with resource allocation and time management agar lebih efektif dan efisien.

03

Heatmaps and Flow Analytics:

Help better prepare everything more thoroughly before the set time

Audience Targeting Capabilities



AI-Powered Segmentation

Leverage machine learning to identify and target high converting audience clusters.



Behavioral Data Analysis

Combine first-party and third-party data to predict and influence user actions.



Contextual Relevance

Dynamic content alignment to ensure ads resonate with the right audience at the right time.

Expertise



Ad Tech Expertise Across Verticals

Extensive experience in deploying advanced ad tech solutions for publishers across various verticals.



AI-Powered Revenue Growth

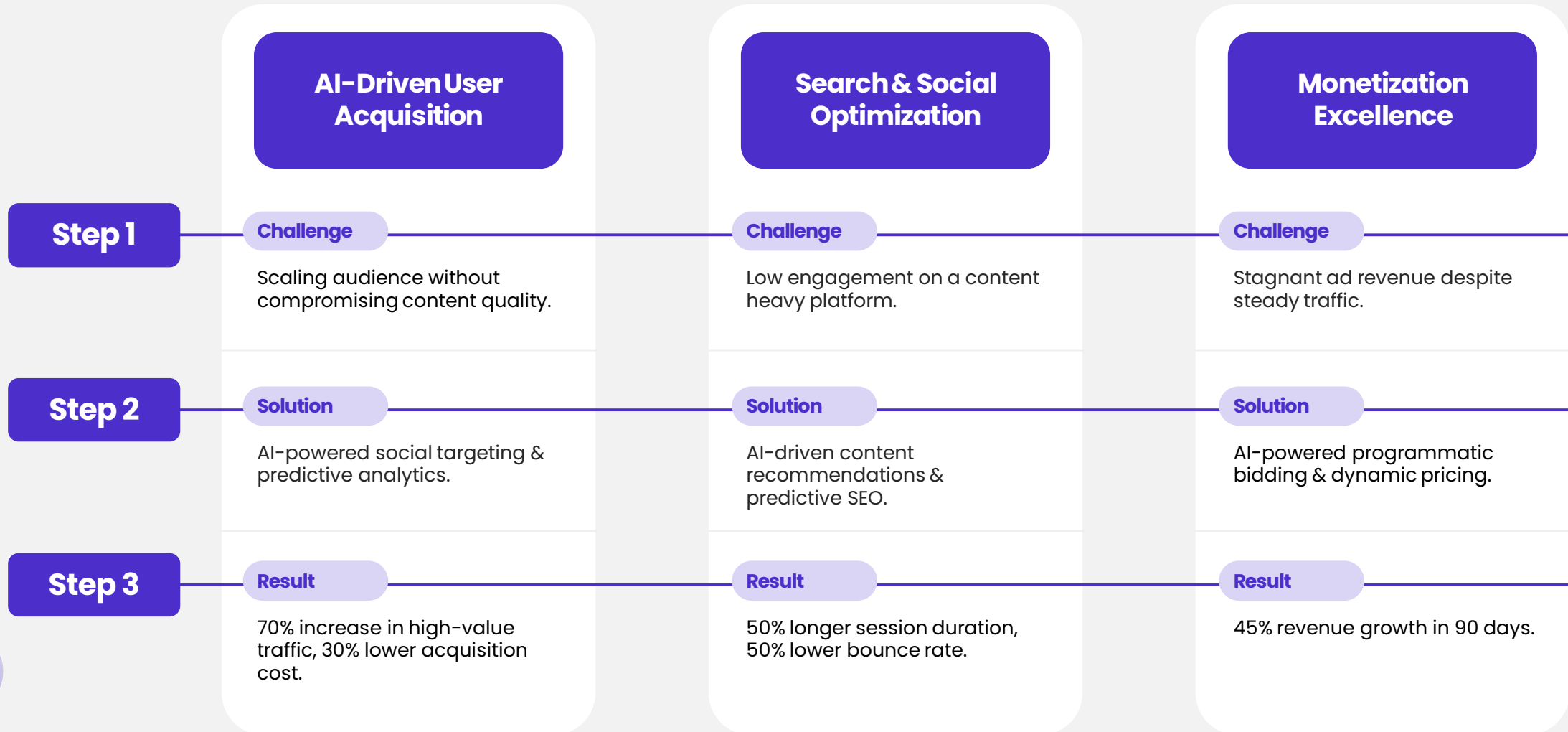
Proven track record of integrating AI and automation to scale publisher revenue.



24/7 Expert Support

Dedicated technical account managers and 24/7 support for seamless operations.

Case Studies & Success Stories



Our SSP Partners



The Future With Addigi Media **10 Key Takeaways**

End-to-End Digital Solutions

Seamless integration of search, social, and programmatic advertising.

Advanced Audience Targeting

Machine learning-powered segmentation for higher engagement and conversions.

AI-Driven Monetization

Maximizing revenue through predictive bidding and real-time optimization.

03

Higher CPM & Revenue Growth

Dynamic pricing and real-time bidding to maximize ad yield.

Reductive analytics for Decision making

Actionable insights to optimize content, ads, and user engagement.

02

04

01

05



Scalable & Adaptive Strategies
Future-proof solutions that grow with publishers' evolving needs.

Enhanced User Acquisition
AI-powered targeting to bring high value traffic with lower acquisition costs.

Optimized Content Distribution
AI-driven recommendations to increase user session duration and reduce bounce rates.

Future-Ready Digital Growth
Continual innovation in AI, automation, and analytics to stay ahead in the industry.

Dedicated Support & Expertise
24/7 technical assistance and expert account management for seamless execution.

Our Team



Velangini Reddy
C.E.O



Sandeep Matta
Head Of
Programmatic operations

Let's Partner for Growth

At Addigi, we redefine digital publishing through technology and innovation. Let us help you unlock untapped revenue opportunities and achieve exponential growth.

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