Addigi

Programmatic Solutions for Publishers

&

Demand Partners

Introduction

"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:

- Utilizing sophisticated programmatic monetization strategies to optimize revenue streams.
- Delivering end-to-end solutions for user acquisition, advanced search optimization, and integrated social strategies.
- 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.
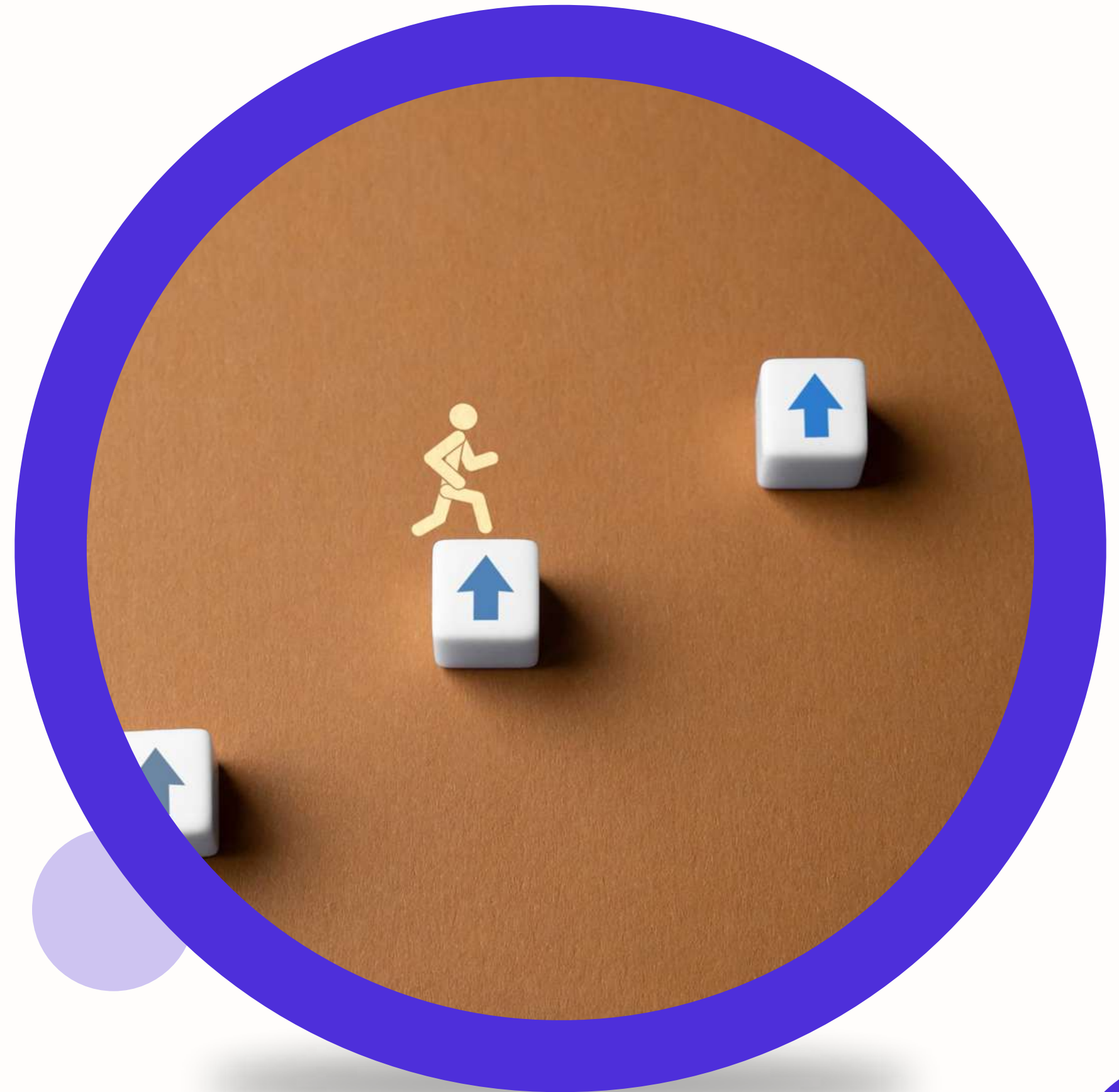
Our Services

1 AI Programmatic Monetization

2 User Acquisition

3 Search Optimization

4 Social Media Strategies

TECHNOLOGY & TOOLS

Technology Stack

01

Programmatic Platforms

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

02

AI Optimization

Real-time machine learning systems for 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 efesien.

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

AI-Driven User Acquisition

Challenge:
Scaling audience without compromising content quality.

Solution:
AI-powered social targeting & predictive analytics.

Result:
70% increase in high-value traffic, 30% lower acquisition cost.

Step 1

Step 2

Step 3
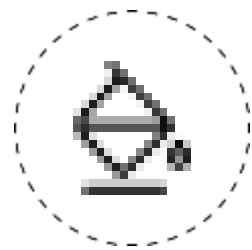
Search & Social Optimization

Challenge:
Low engagement on a content-heavy platform.

Solution:
AI-driven content recommendations & predictive SEO.

Result:
50% longer session duration, 50% lower bounce rate.
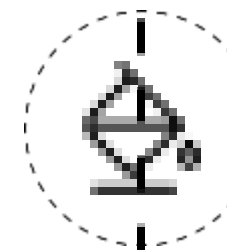
Monetization Excellence

Challenge:
Stagnant ad revenue despite steady traffic.

Solution:
AI-powered programmatic bidding & dynamic pricing.

Result:
45% revenue growth in 90 days.

OUR SSP Partners

The Future with Addigi Media – 10 Key Takeaways

01 AI-Driven Monetization
Maximizing revenue through predictive bidding and real-time optimization.

02 Advanced Audience Targeting
Machine learning-powered segmentation for higher engagement and conversions.

03 End-to-End Digital Solutions
Seamless integration of search, social, and programmatic advertising.

04 Higher CPM & Revenue Growth
Dynamic pricing and real-time bidding to maximize ad yield.

05 redictive Analytics for Decision Making
Actionable insights to optimize content, ads, and user engagement.

Scalable & Adaptive Strategies 06
Future-proof solutions that grow with publishers' evolving needs.

Enhanced User Acquisition 07
AI-powered targeting to bring high-value traffic with lower acquisition costs.

Optimized Content Distribution 08
AI-driven recommendations to increase user session duration and reduce bounce rates.

Dedicated Support & Expertise 09
24/7 technical assistance and expert account management for seamless execution.

Future-Ready Digital Growth 10
Continual innovation in AI, automation, and analytics to stay ahead in the industry.

Our Team

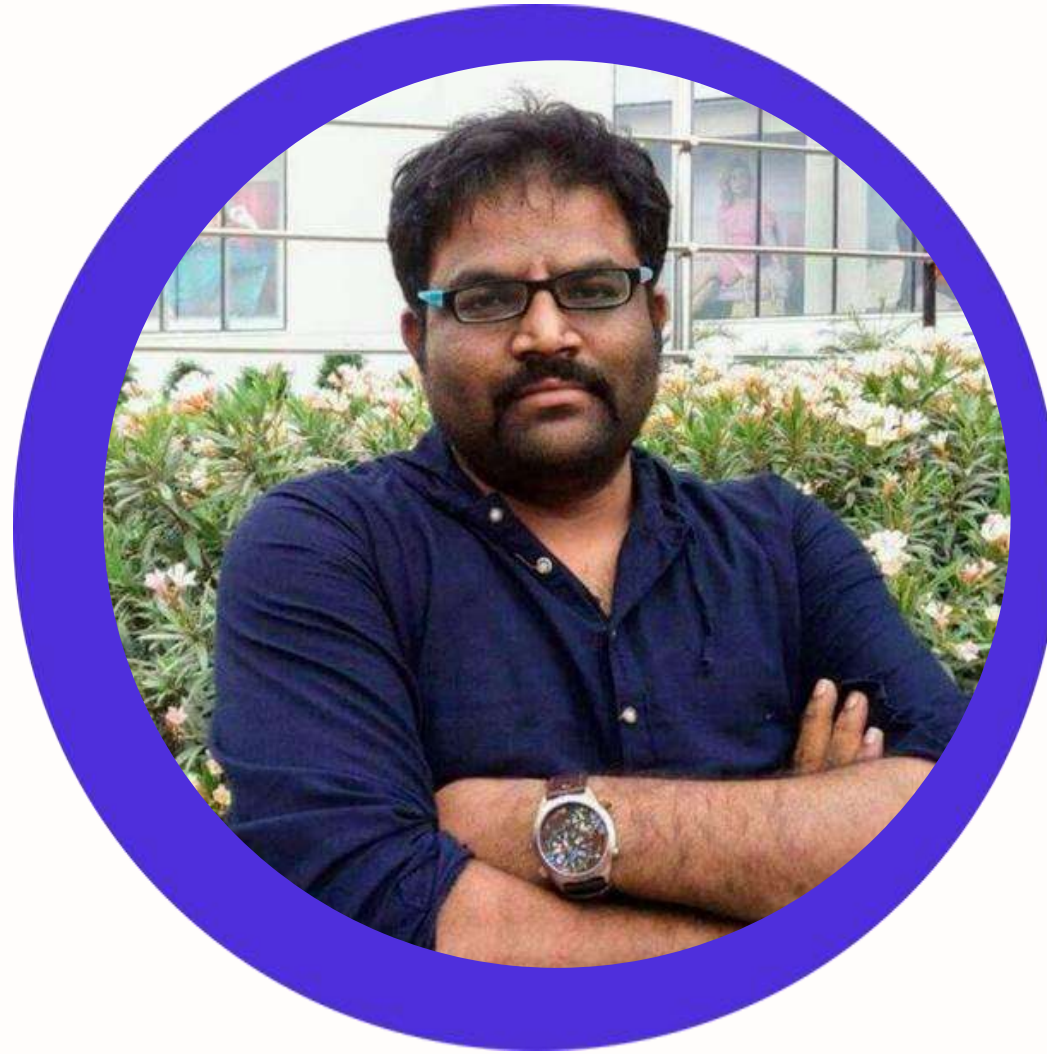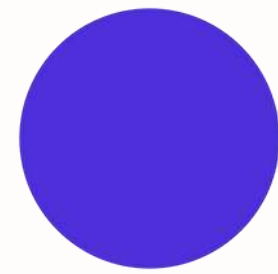**Velanganni Reddy C.E.O**

Sandeep Matta Head Of Programmatic operations

Shiva Programmatic operations Manager

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.

Contact Information

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