RTB DEMAND

DEMAND.COM

Mission and Vision

To provide a safe environment to our Advertisers/Publishers and provide brand safety to platforms both on buy/sell side when scaling up the business and meeting objectives for our publishers/advertisers.

We partner with content providers, demand players and tech platforms. RTBDEMAND harnesses programmatic buying and selling across the ecosystem.

Founders' Desk

Shreyans Chopra is the Founder and CEO at RTB Demand Group. Having graduated from University of Pennsylvania, he started working as a Technology Analyst in Goldman Sachs. Over the years, he has pivoted his experience and run several startups successfully in Financial and E-commerce space. He has garnered 8+ years of experience in building Worldwide Advertiser & Publisher Ad Network from scratch.

Audience

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- High Values users
- Highly engaged
- SEC A and SEC B Category Audience
- Users that matter to your brand

Global Presence

Interaction Rates

Results

100% Viewable Inventory

Interaction Rates of 0.3%+ across

Reasons for same

Exclusive Inventory and native formats

First look due to Header bidding

Other Advantages

Integration methods with Publishers

Header bidding

Prebid Adapter

Openrtb

Tag based

Fraud Check partners

Forensiq

WhiteOps

Transparency

Ads.txt compliant

Why Publishers work with us

- Working on exclusive formats including skinning, slider and various native integration.
- We generally do MGs and 100% fills and hence publishers sign up.
- We generally affect publisher's bottom line without disturbing their current user experience.
- Being ahead of the curve looking at various models to provide them low latency, better ads etc. through optimized async code, server to server header bidding (moving towards that) etc.
- Bringing publishers new content partnerships with Video to bring in newer revenue streams.
- Self Service Platform to generate ad units per your interest.
- Simple Header Bidding wrappers for our ad units which increase their yield.

Video/Impact Solution

For Supply Partners:

High Quality Content that knows how to:

- Engage the user.
- Monetize publisher revenue.

For Demand Partners:

- Over a 800 million monthly imps available.
- Fraud free traffic verified by Fraud Detection Tool – Forensiq and WhiteOps.
- High ROI.

Programmatic Opportunities

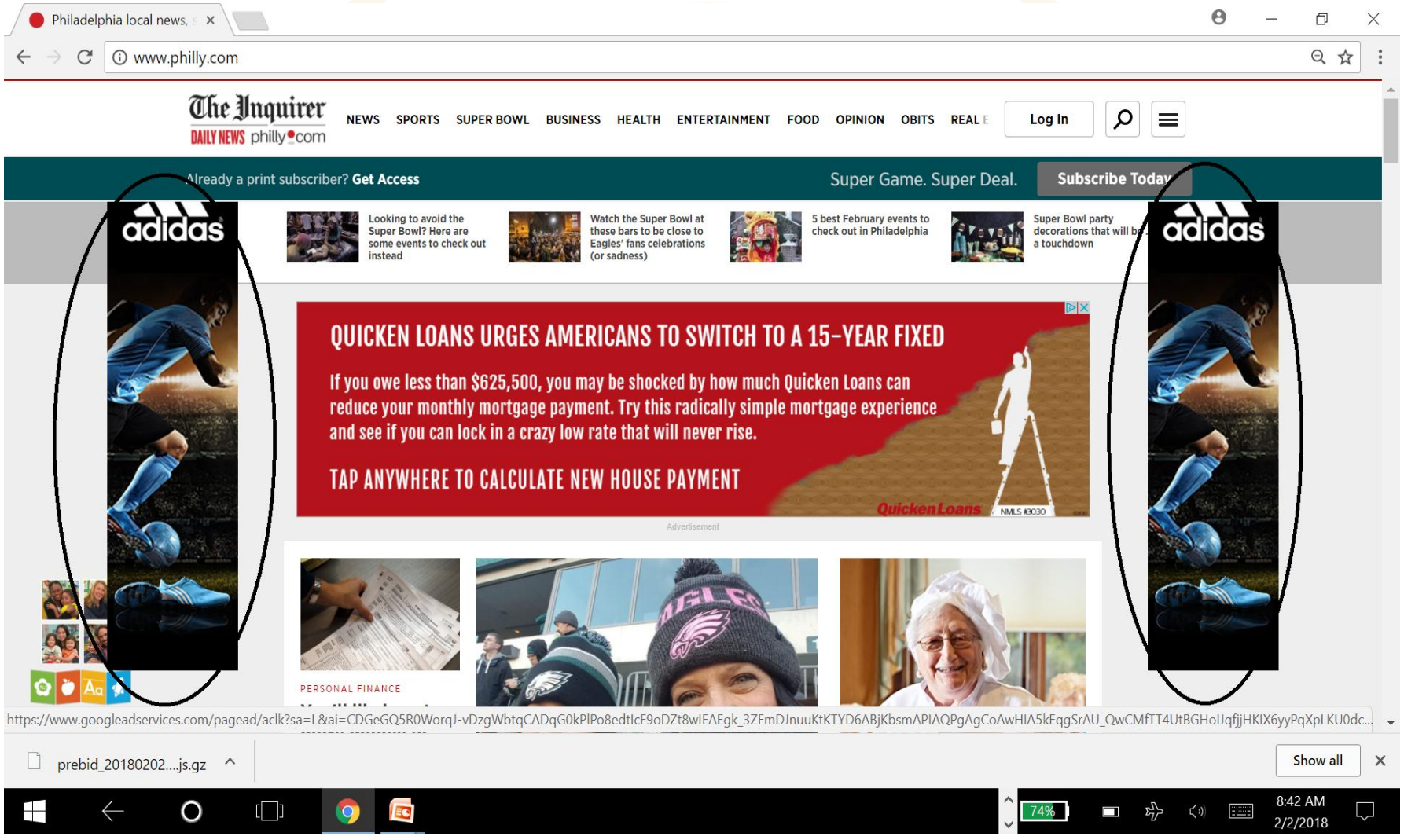
For Supply Partners:

- Programmatic and direct deals
- OpenRTB 2.3 integration for banner, native and video.
- In-app and SDK.
- Header bidding/Standard IABs and other Rich media integrations.

For Demand Partners:

- Insights in seconds.
- Real-time results.
- Instant reach.
- Fraud detection tool- Forensiq, WhiteOps.

Skinning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Super Bowl party decorations that will be a touchdown
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If you owe less than $625,500, you may be shocked by how much Quicken Loans can reduce your monthly mortgage payment. Try this radically simple mortgage experience and see if you can lock in a crazy low rate that will never rise.
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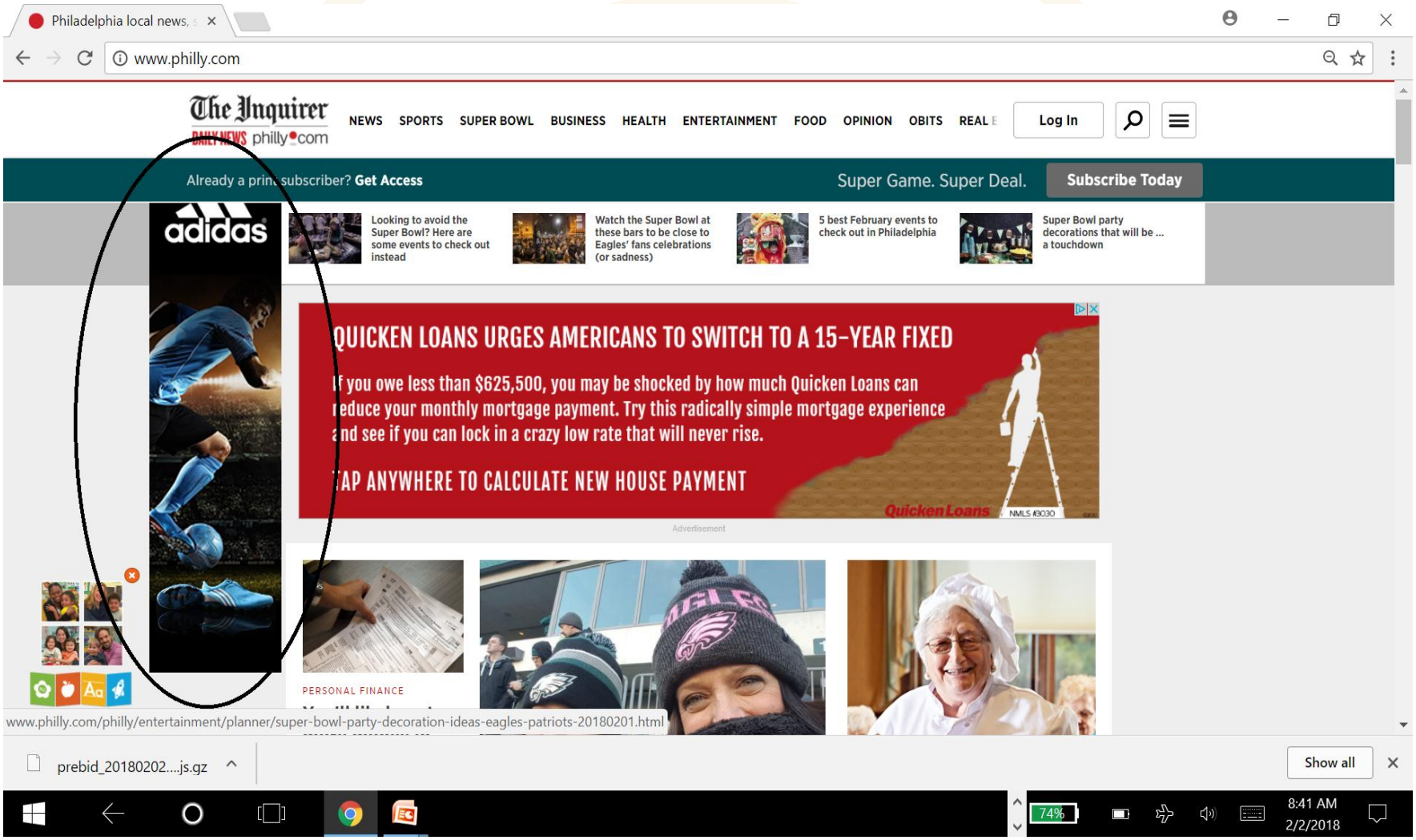
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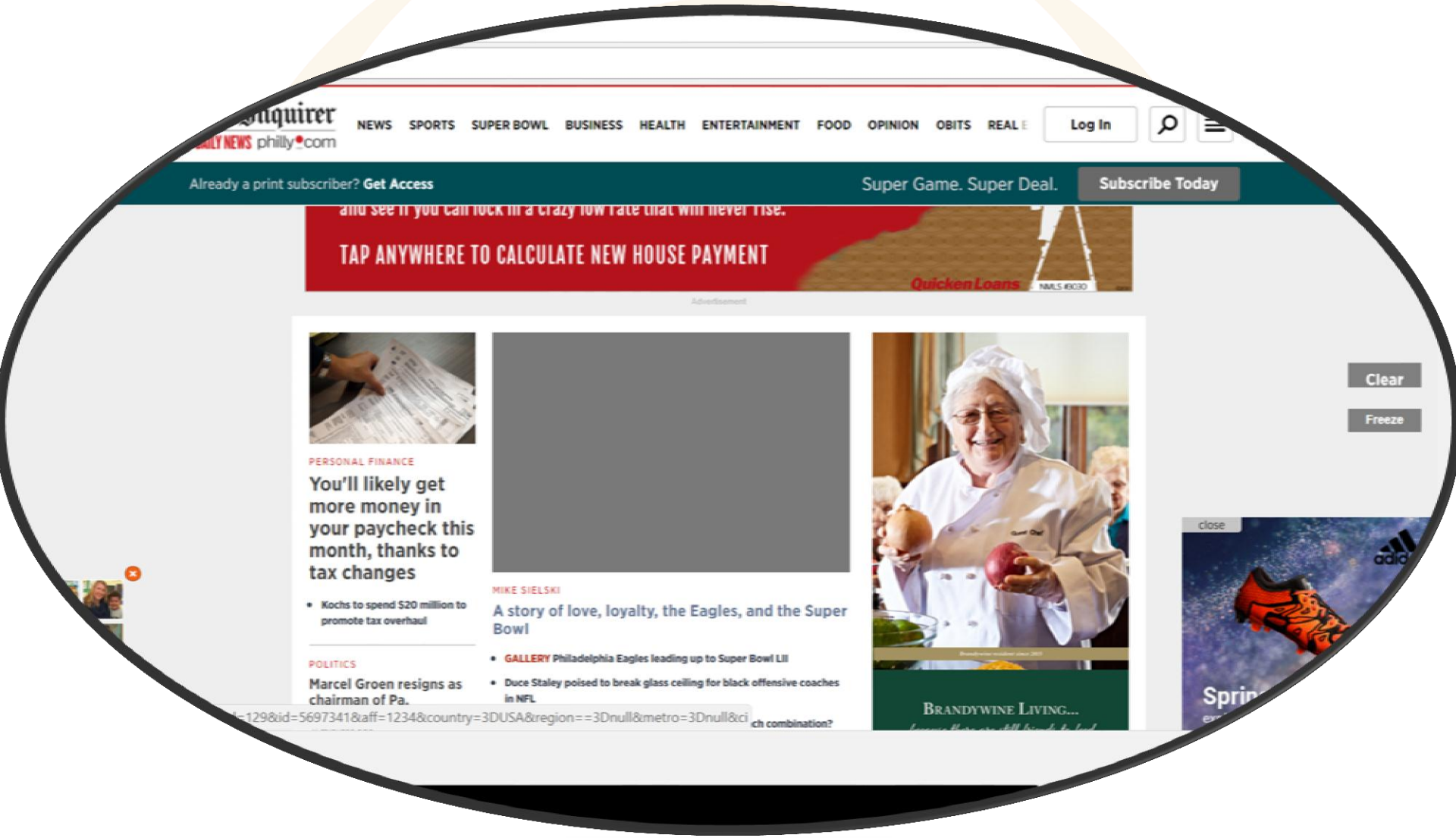
Native Unit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Reach us out at bd@rtbdemand.com

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