

Pricing

Platform Fee

\$212+

Free

Server Fee

Free

Yes, depends on your volumes

Maintenance Fee

Free

Yes, depends on your business scale

Technical Expertise Required

Setup

Only ad ops expertise

Developer needed

Maintenance

Maintained by provider, included in all plans

Developer needed

Updates

Updated by provider, included in all plans

Developer needed

Custom dev

Yes, possible in custom plan

+

Support Availability

Documentation

Yes, included in all plans

Yes

Onboarding

Yes, included in all plans

No

Email Tickets

Yes, included in all plans

No

Video Calls

Yes, included in all plans

No

Ad Ops

Yes, possible in custom plan

No

Platform Features

Ad Formats

Banner, HTML5, video, responsive, interstitial, pop-under, screen modifier

Banner, HTML5, video

Video Calls

Location, user, time, site, cookie, channel, custom

Location, user, time, site

Retargeting

Yes

No

Analytics

40+ metrics, 10+filters, scheduling, report templates, export campaigns, 3rd party analytics, custom reports

4+ metrics

Auto Optimization

CPA, CTR, eCPM optimization, eCPM weighting(auto/manual)

No

RTB Module

DSP endpoint setup for publishers no module for advertisers

No

API

Used for 3rd-party analytics connections

Open-source

Roles & Permissions

Root user, supervisor, network manager, publisher, advertiser, custom

Admin, manager, publisher, advertiser accounts