

White-Label DSP vs. Self-Serve DSP

This short comparison table uncovers the intricacies of both solutions, highlighting the key differences to help you make an informed decision.

Legend	White-Label DSP	Self-Serve DSP
Definition	A technology to buy and use as you need	A platform to use as a source of RTB traffic
Pricing	\$2000/mo platform fee	\$0/mo platform fee
Owner	Your own traffic	Epom ad exchange traffic
SSPs	Your own SSPs	Google Adx, MoPub, Sonobi, Unity, and 30+ more at Epom ad exchange
Traffic Price	Agreed with your SSPs	Rates set by Epom Market
Epom bid markups	✗	✓
Admin panel	✓	✗
Customization	✓	✗
Bidstream data	✓	✗
API	✓	✗
Trial	14-day free trial	No trial, as the platform is free
How to start?	Sign up on Epom.com and contact your sales manager	Sign up on Epom Market and deposit your account

Major point: With a white-label DSP, you customize the technology and set up your own SSP connections. By contrast, a self-serve DSP is a traffic source where you buy impressions from Epom ad exchange only.