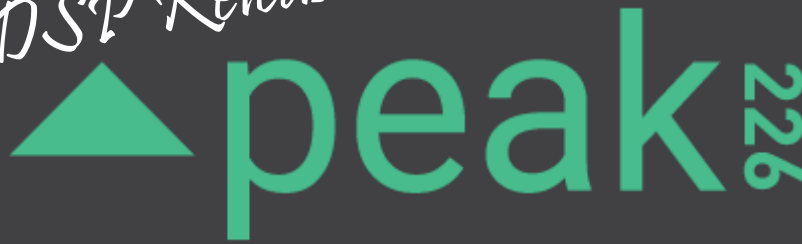


Peak DSP Release Notes



May 22, 2018

NEW!! Display Performance on Peak DSP

Peak DSP continues to grow and now enables RTB buying towards **CPI & CPLV!**

- ▶ Desktop & mobile campaign with multiple ad types: banners, native ads and text ads
 - ▶ Buy from top SSP's and pay only for the actual value

Contact us to get onboard

CPLV – Cost Per Landing Page View

Pay Only for Clicks that Actually Reach the Landing Page

- ▶ Avoid click fraud and bounce rate
- ▶ All you need to do is implement a landing pixel (image) on your advertiser's landing page
- ▶ All landings will be tracked through the pixel

The screenshot shows the 'Display Demand Items' configuration page. The 'Budget & Pricing' section is highlighted, showing the following fields:

Field	Value	Unit	Dropdown
Budget		\$	
Daily Capping		\$	
Expected Revenue	3		CPLV
Rate	2.5		CPLV
Pixel			CPM, CPLV, Optimized CPLV

CPI – Cost Per Install

Pay the Real Bid on the Second Price Auction

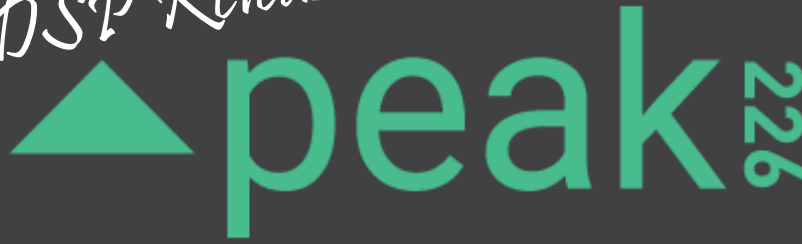
- ▶ Buy with dynamic CPM, using our prediction towards installs

The screenshot shows the 'Budget & Pricing' section of the Peak DSP interface. The following fields are visible:

Field	Value	Unit	Dropdown
Budget		\$	
Daily Capping		\$	
Expected Revenue	2.4		CPI
Rate	1.7		Dynamic CPM
Pixel			Dynamic CPM



Peak DSP Release Notes



May 21, 2018

New Screens

Enjoy an Improved User Experience!

Targeting:



Creative:

