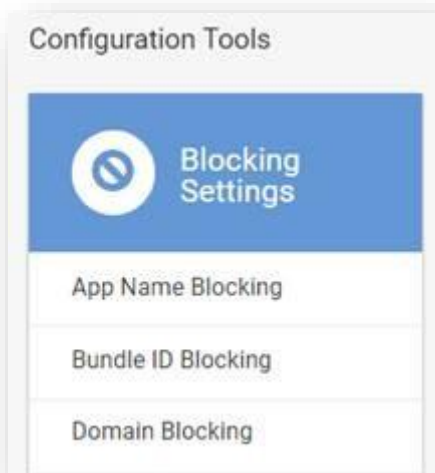*Peak DSP Release Notes*

# peak²²⁶

March 12, 2018

## App Blocking

**Block Apps on Network Level**
- A new ability, same as blocking domains
- Use it for App names and bundles
- We've also added an option to add the app/bundle/domain in bulk



## New Features!
Contact Us to Get Onboard

## Header Bidding

**Maximize your revenue by connecting to many advertisers all in one place, using RTB**
- Bid only on requests our algorithm predicts will result in views
- All you need to do is create a publisher & supply item and add our adapter to the publisher website through prebid.org
- **Use our prediction to pay only for valuable impressions**

## CPC

**We're expanding Peak DSP to new opportunities!**
- Buy in CPC from leading SSPs
- Work with text ads, banners and native ads in order to gain more clicks that really reach your advertiser's landing page