



OpenX operates the world's largest independent advertising exchange connecting tens of thousands of top brands with consumers across the most trafficked websites and mobile apps globally. The company stands uniquely alone in the marketplace as the recognized leader in quality, scale, and performance, delivering value across every type of connected screen and format.

10 YEARS OF MARKET LEADERSHIP AND INNOVATIVE FIRSTS

- First RTB exchange
- First to market with header bidding
- First mobile header bidding technology
- First RTB exchange for rewarded video
- First exchange to introduce transparent First Price Auctions
- First GDPR compliant exchange

THE HIGHEST QUALITY, MOST TRUSTED PARTNER

- Independently rated #1 in quality
- More publishers trust OpenX than any other independent exchange to represent their inventory*
- One of the first global exchanges to remove all ads.txt unauthorized inventory
- One of the largest dedicated quality teams in the business evaluating more than 50 billion requests a day
- First and only global exchange to be independently verified for all TAG quality programs: Certified Against Fraud, Certified Against Malware, Certified Against Piracy, and Inventory Quality Guidelines

THE LARGEST INDEPENDENT EXCHANGE GLOBALLY

- **1.5 trillion** bid transactions per day
- Mobile first with **65%** of all inventory coming from mobile
- Rapidly growing mobile first video exchange poised to surpass **\$70 million** in video advertising spend in 2018
- **96%** of mobile demand sources integrate into the OpenX Mobile Exchange
- **1,500+** publishers rely upon the OpenX Exchange to monetize their business
- **2,000+** premium mobile applications connect into the OpenX Exchange globally
- **34,000** advertisers, including 100% of the Ad Age top 100, utilize the OpenX Exchange to reach and engage their target consumer audiences

How We Stack Up

	TIER 1 ADS.TXT ADOPTION: COMSCORE 1000 RANK	STRICT ADS.TXT COMPLIANCE	TAG CERTIFIED AGAINST FRAUD	TAG CERTIFIED AGAINST MALWARE	TAG CERTIFIED AGAINST PIRACY	TAG INVENTORY QUALITY GUIDELINES
OpenX	2	Yes	Tier 1 **	Tier 1	Tier 1	Tier 1
Google	1	Yes	Tier 2	Tier 2	Tier 2	None
AppNexus	5	No	None	Tier 1	Tier 1	Tier 1
Rubicon	3	No	None	None	Tier 2	None
Index	4	No	None	Tier 2	Tier 2	Tier 2
PubMatic	Not Tier 1	No	None	None	None	None

“At Adobe Advertising Cloud, we believe strongly that transparency is the only realistic path forward to restoring trust in the digital advertising marketplace. OpenX’s first- and second-price auction technology, which empowers buyers with the insights necessary to fully optimize their bidding strategies, is precisely the type of collaboration and transparency that we value in our supply partners.”

Chris Bell
Director of Product Management,
Adobe Advertising Cloud

“We were confident working with a partner like OpenX because quality control is built into the foundation of their Ad Exchange.”

Malcolm Attwells
Digital Commercial Director,
Condé Nast

“With high eCPM’s, access to leading brand campaigns, competitive fill-rate, and easy integration; OpenX earns its spot at the top of our waterfalls.”

Svetlana Osipova
Ad Ops Manager,
Global Mobile Gaming Publisher Zimad

* #1 independent exchange listed on comScore 1000 ads.txt files | ** Tier 1 certification requires independent third party validation