

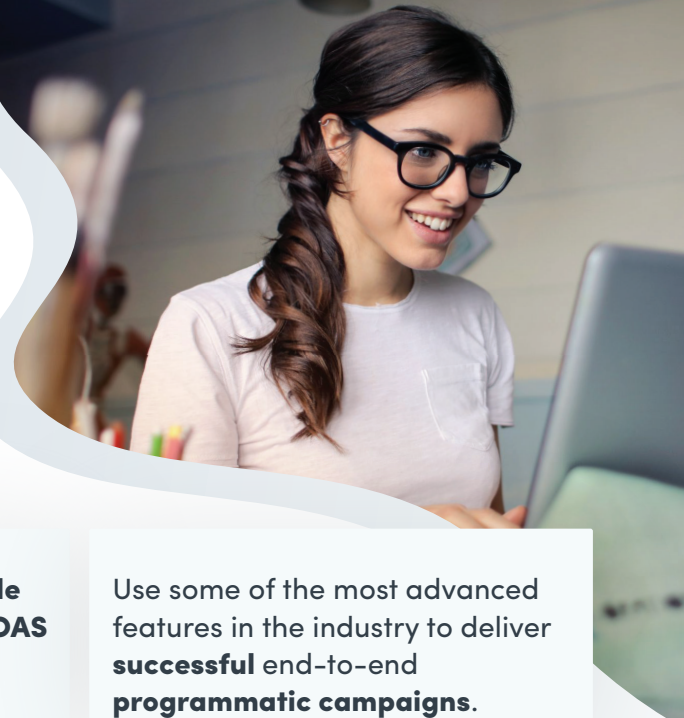
Zemanta is the Only DSP Built to Maximize Engagement and Performance

Don't just serve impressions. **Deliver outcomes and intent-driven consumers.**

Access **55+ SSPs / 650K+ publishers** worldwide to buy native, video, and display ads programmatically.

Achieve **the lowest possible CPCs with the greatest ROAS** for post-click action.

Use some of the most advanced features in the industry to deliver **successful** end-to-end **programmatic campaigns**.



Experience the Uniqueness of Zemanta

- Zemanta is the world's first multi-channel demand-side platform built for post-click engagement. Traditional programmatic advertising platforms are built to serve impressions, but Zemanta has pioneered the technology that empowers you to show actual outcomes and ROAS.
- Zemanta is designed for prospecting and consumer discovery. Zemanta's advanced AI and automation features accurately predict your CTR to minimize CPC, enabling you to acquire traffic in the most cost-effective way possible.
- Using direct integration with Google and Adobe Analytics, you can measure, report, and optimize against first-party site performance.
- Zemanta has removed dependency on third-party cookies to attribute conversion events using the Zemanta pixel. All methods for attribution, reporting, and segmentation are fully anonymized and never utilize PII.

650K +
Publishers

350B +
Impressions/day

\$0.09
Average CPC

Zemanta Provides White-Glove Service

Zemanta offers more than just a support team. Our dedicated programmatic advertising specialists provide you with guidance and expert tips & tricks that superpower your campaigns.

Advanced AI & Automation

Powered by automation, the intuitive Zemanta platform enables you to centralize every aspect of your programmatic media buying, from planning and creative management to tracking and optimization. Empower your teams and save time, while gaining more control and increasing performance through Zemanta's advanced automated optimization tools.

Fully Transparent Reporting

Say goodbye to unreported markups or margins on media, data, or third-party services. Zemanta offers full inventory and cost transparency so you can get a clear picture of how and where your advertising budget is distributed.