videmob

by CYDERSOFT | Digital Intelligent Ad-Center

SSP Manual

Welcome Aboard!

We are very happy to have you as one of our partners and looking forward to a fruitful partnership.
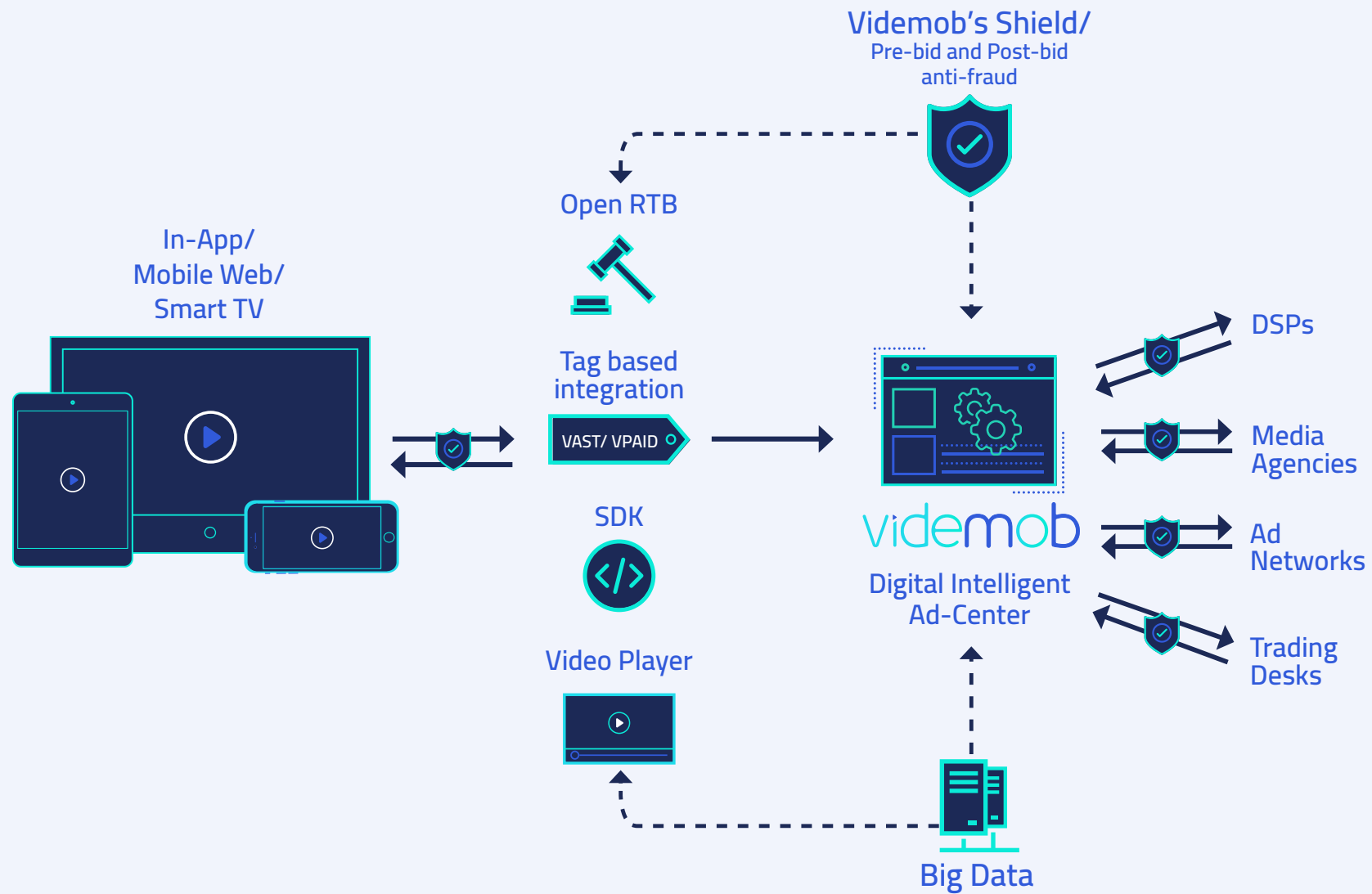**VideMob™** offers an Intelligent Ad Center using real-time data analytics and machine learning algorithms, to allow information driven insights that lead to complex decision making and strategic business moves increasing and optimizing revenue for video advertising.

OVER
1,000,000
QUERIES/SEC

5B
REQUESTS
PER DAY

148,030,570
MONTHLY
UNIQUE USERS

videmob
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How does it work?

Videmob's Shield/
Pre-bid and Post-bid anti-fraud

In-App/
Mobile Web/
Smart TV

Open RTB

Tag based integration

VAST/ VPAID

SDK

Video Player

Big Data

videmob

Digital Intelligent Ad-Center

DSPs

Media Agencies

Ad Networks

Trading Desks

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Dashboard General Overview

Updates and notifications

2 invoice awaiting approval

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Report ▾   Payments ▾

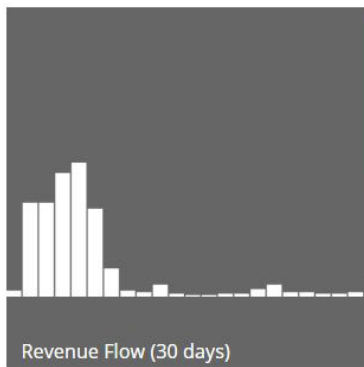Last maintenance: 25 May, 2017 05:00:00 UTC   Publisher

Dashboard

Month to date revenues

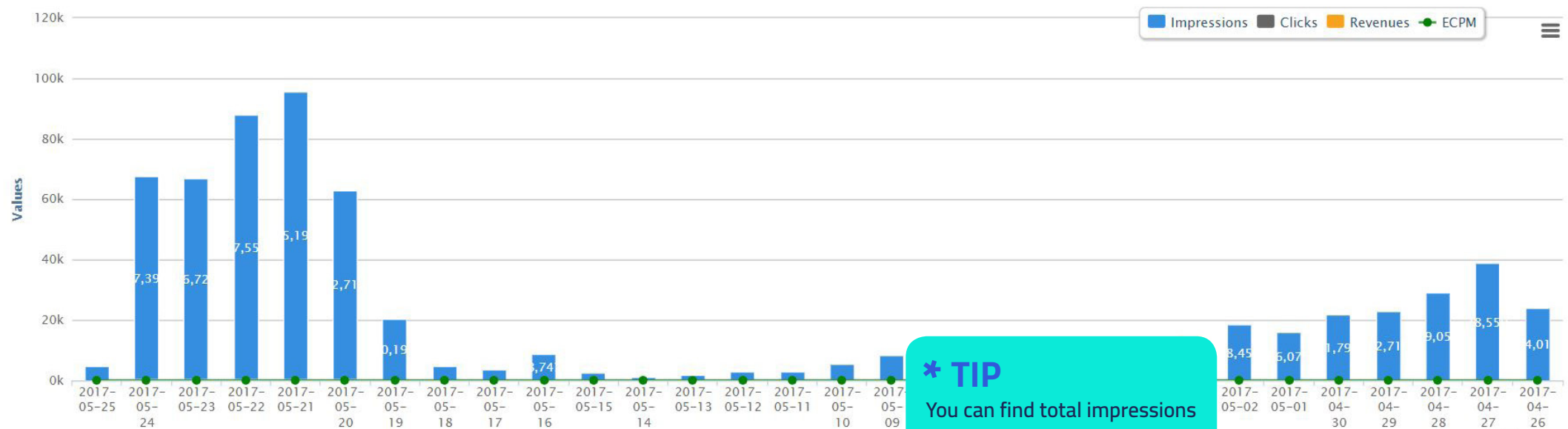$1752.13300 Revenues

May 25, 2017 Thursday, 10:12

Date

5 K	5	$15.87700	$3.43138
Today's Impressions	Today's Clicks	Today's Revenues	Today's ECPM

Revenue Flow (30 days)

📖 Performance overview

🔄 📅 April 26, 2017 - May 25, 2017 ▾

120k

100k

80k

60k

Values

40k

20k

0k

Impressions   Clicks   Revenues   ● ECPM

2017-05-25 2017-05-24 2017-05-23 2017-05-22 2017-05-21 2017-05-20 2017-05-19 2017-05-18 2017-05-17 2017-05-16 2017-05-15 2017-05-14 2017-05-13 2017-05-12 2017-05-11 2017-05-10 2017-05-09 ... 2017-05-02 2017-05-01 2017-04-30 2017-04-29 2017-04-28 2017-04-27 2017-04-26

* TIP
You can find total impressions and total clicks beneath all graph reports

Impression	Clicks
648073	800

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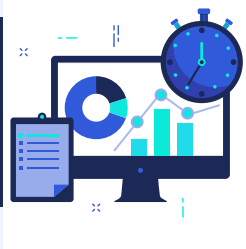
Overview Report

Overview Report track your overall performance by date

Overview report

Track your overall performance by date.

Apply filter

* TIP After choosing all fields click on the magnifier icon in order to apply filters

$1755.41650 Revenues

May 25, 2017 Thursday, 11:12

All Environment
- All Environment
- Website
- Mobile

All Sites
- All Sites
- http://test.mobi
- com.test.inapp

Apr 26, 2017 - May 25, 2017

Choose report relevant date range

* TIP Unselect metrics by clicking the relevant key

Select desired enviroment: Website / Mobile / All Enviroment

http://test.mobi: Mobile web campains **com.test.inapp:** Mobile inapp campains Or leave as default

Impressions 649031

Total Clicks 802

Impressions ■ Clicks ■ Revenues ● ECPM

Impression 326589

Clicks 447
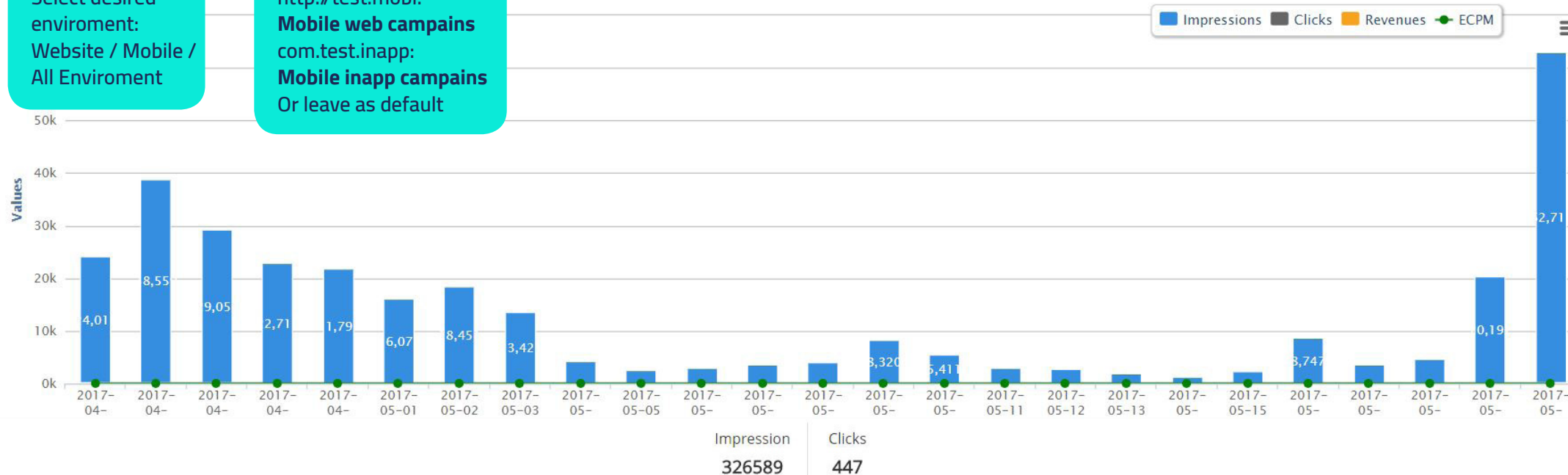
Overview report

25 entries per page

Search: Search here...

Change columns

Copy CSV Excel PDF Print

Date	Impression	Clicks	Revenues	ECPM
2017-04-26	24016	26	$80.93500	$3.37004
2017-04-27	38559	44	$134.95650	$3.50000

Fraud Report

Fraud Report tracks your fraud statistics per Ad Tag

Fraud Report

Fraud Report tracks your fraud statistics per Ad Tag

Fraud statistics

| Publisher custom ID | All fraud ▾ | All tags ▾ | May 23, 2017 - May 23, 2017 ▾ | 🔍 |

Fraud Types

10 - Late Impression - an impression arrived later than IAB allowed time (by default 5 minutes)

11 - Duplicate Impression - more than 1 impression received for the same ad opportunity.

12 - Multiple Sequential Impressions - more than 2 impressions received within 1 second from the same end-user.

13 - Impression Mismatch - the user's impression and the user's request are received from different users.

14 - Empty user agent(header) for impression request - the request is sent without user agent (header) or with user agent equal 0

Detailed information about available Fraud Types

Ad Tags Report

Ad Tags Report tracks your overall activity per Ad Tag

Payments General Invoice

Report ▾   Payments ▾

Last maintenance: 25 May, 2017 05:00:00 UTC   Publisher

Generated invoice
Payment history

Invoice

Find all your monthly invoice here.

$1752.13300 Revenues

May 25, 2017 Thursday, 10:20

Invoice

10 ▾	entries per page						Search:
Name	Invoice #	Invoice date	Invoice period	Payment date	Invoice amount	Invoice Status	
Publisher	4034413941	May-2017	April 2017	2017-07-05	$ 2054.73	Payment waiting	👁 View more
Publisher	4034413914	April-2017	March 2017	2017-06-05	$ 11054.2	Payment waiting	👁 View more

By clicking 'View more', the full invoice details will be opened

Showing 1 to 2 of 2 entries

First   Previous   1   Next   Last

Invoice

$1752.13300 Revenues

May 25, 2017 Thursday, 10:21

VideMob

☁ Download   ◀◀ Back

From
Cydersoft (R.B) ltd
support@videmob.com

To
Publisher

Invoice #: 4034413941
Date: 2017-05-01
Period: April 2017
Payment date: 2017-07-05
Invoice Status: Payment waiting

Description	Total
Earnings for the period 2017-04-01 to 2017-04-30	$ 2054.73
	Total $ 2054.73

Payment methods

PayPal   VISA   DIRECT Debit   MasterCard

Payments Payment History

Payments

| 💵 **$1752.13300** Revenues | 📅 **May 25, 2017** Thursday, 10:21 |

⊞ Payment history

| 10 ▾ | entries per page | | | | Search: |

	Invoice period	Publisher Revenues	Payment amount		Balance
⊕	March-2017	$11054.21400	$0.00000		$11054.21400
⊕		$2054.73150	$0.00000		$13108.94550
⊕		$1752.13300	$0.00000		$14861.07850

Showing 1 to

Previous | Next

> By clicking the green expand icon, monthly invoicing details will be opened according to daily revenue breakdown

Payments

| 💵 **$1760.34150** Revenues | 📅 **May 25, 2017** Thursday, 12:36 |

⊞ Payment history

| 10 ▾ | entries per page | | | | Search: |

	Invoice period	Publisher Revenues	Payment amount		Balance
⊕	March-2017	$11054.21400	$0.00000		$11054.21400
⊕	April-2017	$2054.73150	$0.00000		$13108.94550
⊖	May-2017	$1760.34150	$0.00000		$14869.28700

Date	Earnings	Paid amount
2017-05-01	$56.27300	$0.00000
2017-05-02	$64.57850	$0.00000

Thank you

For more information
please contact your Client Success Manager

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