

Epom Announces the Opening of the RTB Department

Written by Australian Business

(PRLEAP.COM) Epom, one of the world's leading ad serving companies, is launching the new RTB Department within its IT division.

As the company has announced, the new subdivision will handle integration of the RTB-model into Epom solutions in terms of its technical aspects. As a result, clients, using Epom Enterprise, will be able to connect with different DSP's and combine RTB-based ad campaigns with direct ones (CPC, CPA, CPM).

"We're delighted to help our customers increase their business profitability, using our new complex platform that enables access to pools of top advertisers and publishers in the RTB niche and a vast array of additional resources. Collaboration with the most prominent SSP and DSP providers is crucial for any ad network in the RTB segment. It allows running campaigns, tailored for each and every visitor and monetizing all types of traffic across versatile verticals, which isn't always achieved via existing direct advertising campaigns", Epom CEO Anton Ruin explained.

The RTB Department is already developing a trading desk engine and integrating large players in the RTB sector. The company aims to complete the final stage of testing in Q3, 2013 and introduce the complex RTB-Enterprise in Q4, 2013. Additionally, Epom Market will be transformed into an innovative RTB-enabled ad network.

"Certainly, the "traditional" scheme is rather effective, yet, it won't always meet everyone's requirements and needs. Acknowledging this, we've been developing the new solution for a very long time. Epom Market has already got 25+ billion impressions/mo and a huge client base that includes the most reputable direct advertisers. Such considerable growth assures that the new RTB-enabled network will be beneficial for all parties," Anton Ruin added.

About Epom:

Established in 2010, Epom is an international company that develops ad serving and ad management solutions for publishers, multi-site content networks, ad networks, and advertisers. Epom enables its users to run display, video, mobile ads in one place thus saving time, resources and bringing more profit. Epom is massively scalable platform suitable for any impressions volume that needs to be served.

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For more information, visit <http://epom.com>