

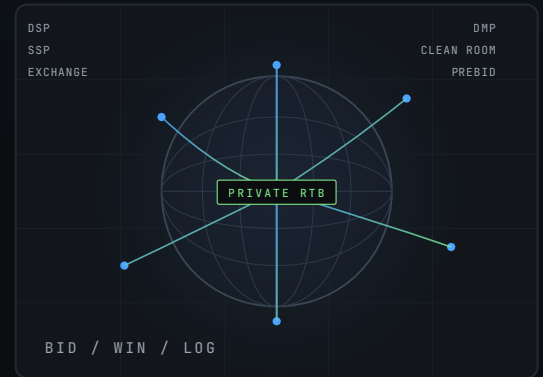
● CONTROLLED INFRASTRUCTURE · NOT CHEAPER INFRASTRUCTURE

Own Your Private Programmatic Infrastructure.

Private RTB infrastructure for enterprises that need full control over data, demand, supply, auction logic, and media economics.

AdSovereign helps enterprises operate DSP, SSP, Exchange, DMP, and Clean Room components as one governed infrastructure layer without exposing data, margin, or bidding logic to external platforms.

Your Ads. Your Data. Your Rules.



01 WHY ENTERPRISES NEED PRIVATE RTB

Modern programmatic was built for access. Enterprises now need control.

- **Limited visibility** into how SaaS DSPs use bidding logic and first-party data.
- **Hidden fees, rebates, and opaque margins** across the supply chain.
- **Auditability gaps** for regulated industries — finance, healthcare, telecom.
- **First-party data exposure** to external platforms erodes long-term value.
- **Black-box dependency** instead of predictable, owned infrastructure.

02 WHAT ADSOVEREIGN PROVIDES

A private programmatic control layer.

Private DSP, SSP, Exchange, DMP, and Clean Room components deployed as one governed infrastructure layer.

- **Private DSP infrastructure** for bidding, targeting, pacing, and optimization.
- **SSP and supply orchestration** with floor and demand-routing policy.
- **RTB Exchange Node** for owned auction logic and yield rules.
- **DMP and first-party data activation** inside your infrastructure.
- **Clean Room analytics** for partner collaboration without data leakage.

PROTOCOLS

OPENRTB VAST VPAID PREBID S2S

Supported protocols for predictable integration. Partner IDs, endpoints, onboarding, and QA follow a migration playbook.

DEPLOYMENT

ON-PREM HYBRID DEDICATED

Model depends on scope, volume, compliance requirements, and operational ownership.

03 WHAT YOU GAIN

01

Data Sovereignty

Keep data, IDs, logs, and audience intelligence on your servers, under your control.

02

Private Auction Control

Own bidding logic, floor rules, demand routing, and auction policy end to end.

03

Compliance-Grade Infrastructure

Support GDPR, CCPA, CPRA, HIPAA, and SOC 2 needs through clear control boundaries.

04

Lower Long-Term TCO

Reduce percentage-based media taxes and convert platform dependency into owned infrastructure.

05

Strategic Independence

Reduce reliance on walled gardens, opaque agency trading, and external optimization logic.

04 WHEN IT MAKES ECONOMIC SENSE



Not for low-volume media buyers.

Built for enterprises where data leakage, hidden margins, compliance exposure, and external dependency cost more than infrastructure ownership.

05 COMMERCIAL MODEL

Subscription	\$30k-\$40k / month depending on scope
Perpetual source-code license	From \$400k one-time per licensed module
Annual support & maintenance	10%-15% of license value
Exchange Node	\$250k — auction capacity for high-volume deployments
Retail Media Module	\$150k — white-label retail media with shopper DMP
Clean-Room Analytics	\$80k — privacy-safe measurement and attribution

Licensing note: DSP and DMP are separate licenses. Operating both requires separate module licenses.

Final pricing depends on deployment scope, traffic volume, integrations, SLA, compliance requirements, and licensed modules.

06 DEPLOYMENT IS PREDICTABLE, NOT ONE-CLICK

AdSovereign does not pretend enterprise RTB is one-click. We provide the infrastructure, supported protocols, connector framework, and migration playbook required to make deployment predictable.

- 01 Audit stack
- 02 Map DSP / SSP
- 03 Configure endpoints & IDs
- 04 Parallel traffic
- 05 Validate latency & fill
- 06 Cut over
- 07 Optimize

Onboarding may include partner approvals, seat IDs, supply paths, demand sync, and QA validation.

07 BUILT FOR

- Enterprise publishers
- Banks & fintech
- Telecom & ISP networks
- Agencies building owned trading infrastructure
- Retail media networks
- Healthcare & regulated advertisers
- Large programmatic advertisers
- CTOs · CMOs · CISOs · Heads of AdTech

Built for companies where media, data, and infrastructure are strategic assets.

Ready to evaluate private programmatic infrastructure?

Start with an architecture review and a 60-day pilot plan for your stack, controls, integrations, and expected TCO.

START 60-DAY PILOT →

pilot@adsovereign.com · adsovereign.com