

SouthernX launches pilot system of RTB with SpaceStation, Junk Mail

SouthernX has announced its entry into the real-time bidding (RTB) space within South Africa and Sub-Saharan Africa, with a specific focus on optimising the yield on sold inventory for publishers. The organisation is a recently launched coalition of publishers that forms a local ad exchange within a private and controlled market place.

The announcement comes after successfully signing The SpaceStation and The Junk Mail Group in an effort to pilot the system to ensure that publishers get premium floor rates for verified inventory and advertisers get brand safety.

Partnered with AppNexus technology, SouthernX falls under the WPP umbrella and has customised the platform to allow both publishers and buyers to intelligently sell and buy with custom categorisation, rules of engagement for sale and purchase, granulated targeting, reporting and hands-on support.

For more, visit: <https://www.bizcommunity.com>