REDspace™

Go further
→ with AdTech

With a focus on cost optimization, REDspace empowers advertisers and marketers with advanced tools to navigate the complexities of digital advertising. We see AdTech as the cornerstone of modern ad strategies, helping brands connect effectively with their target consumers in an evolving digital world.

Redefine your approach to digital advertising.

Our AdTech capabilities encompass a suite of services expertly crafted to optimize the value of your ad inventory. We prioritize three key objectives:

- ✓ **Broadened scope of ad partners**
- ✓ **Privacy compliant identity management**
- ✓ **Refined reporting metrics to deliver actionable insights**
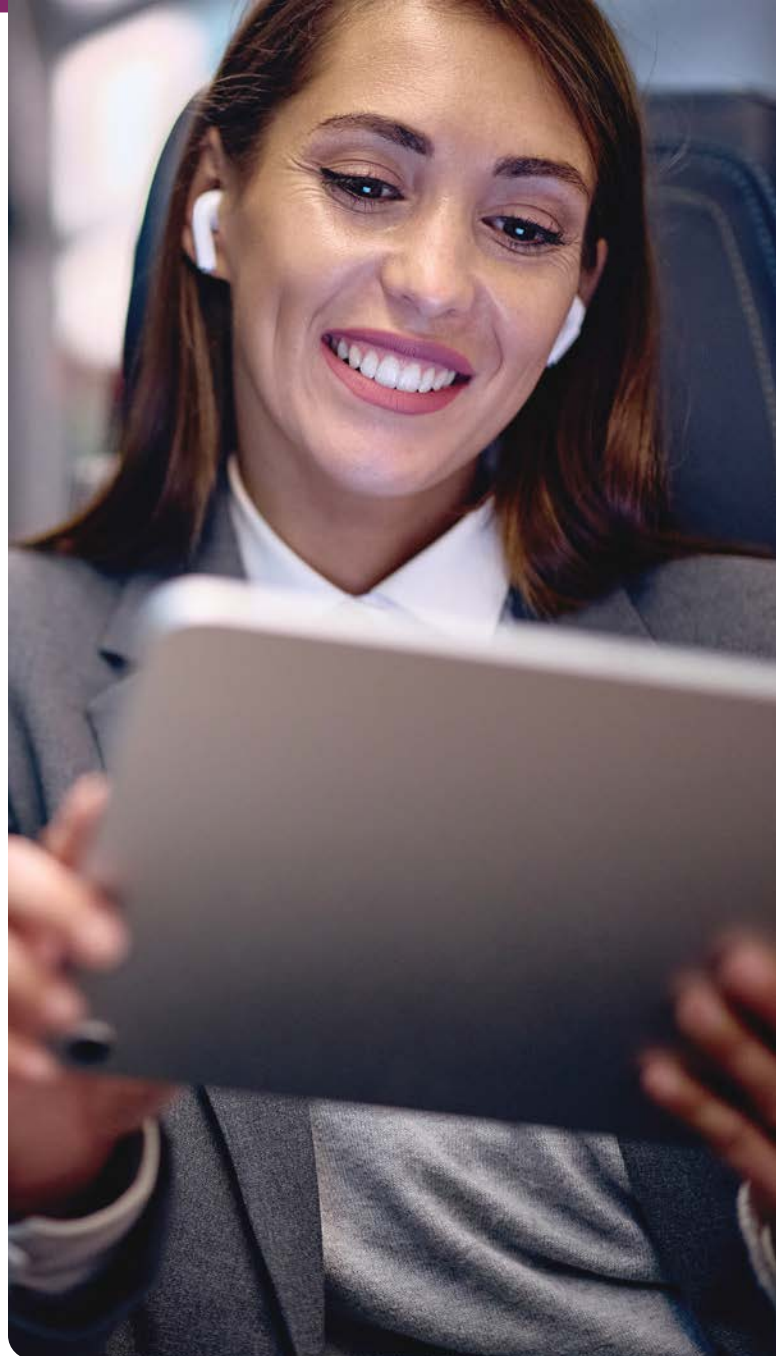
~7 Billion

Ad bids managed/processed per day for a major media company.

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Find success with measurable results.

Our AdTech capabilities deliver tangible, measurable benefits to clients. We take our clients' visions and transform them into high-performing systems with comprehensive operational support, monitoring tools, and real-time reporting that maximizes value.

What makes us different?

Tackling billions of daily requests while minimizing operational costs takes meticulous planning, deep experience, and a strategic use of technology. What sets REDspace apart is our adoption of a cloud-first approach, leveraging scalable and low-latency tooling. This choice has helped us seamlessly handle a doubling of clients traffic overnight without disruption, highlighting the strength of our infrastructure.

↓ **Some of our features and benefits**

Advanced tooling and system integrations
Expand standard OpenRTB and PreBid tools while supporting a wide variety of DSPs and enhancing bid metadata.

Scalable and cost-effective infrastructure
Achieve significant cost savings and substantial scaling across inter-dependent services through strategic optimization.

Latency and performance optimization
Implement latency optimizations to increase available bid time, improving bid return rates and overall system performance.

Comprehensive compliance and analytics
Utilize privacy-compliant identity service aggregation tools alongside highly valuable bid pipeline analytics systems.

Proven expertise
Benefit from our experience in reducing operational costs for high-performance RTB services and constructing efficient, high-yield ad bidding and delivery infrastructure, leading to significant CPM improvements.

Get in touch.

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