

OpenX | Enterprise

OpenX Enterprise Solution

With over 50,000 publishers serving more than 300 billion ads per month, OpenX is the largest publisher-side ad server in the world. We mean business.

The OpenX Enterprise ad server delivers world-class ad serving functionality, backed by OpenX support and professional services.

OpenX Real-Time Selling™: OpenX is the first company to allow any publisher to sell directly to more than 300 major real-time bidders with no entry fee or technology integration.

OpenX is the only company to seamlessly combine ad serving and ad optimization across all sales channels (guaranteed, non-guaranteed, and unsold).

OpenX is flexible. Flexible technology and flexible contract terms make doing business with OpenX easy.

OpenX Enterprise has combined ad serving with ad revenue optimization via a seamless integration with the OpenX Market to accomplish three goals:

- 1) Help companies generate more revenue from optimizing ads;
- 2) Help companies cut ad serving costs;
- 3) Help companies streamline their ad serving and optimization to generate more profit.

Key Benefits

Make More Money One click can get your unsold inventory into the OpenX Market for OpenX Real-Time Selling™ to drive more revenue to you.

One Stop Shop One integrated ad serving and ad revenue optimization platform does it all.

Ad Ops Efficiency Stop spending 70% of your ad ops time to manage 20% of your ad revenue, let OpenX Enterprise do it for you automatically.

Audience and Inventory Insights Better insights lead to higher margins for your company.

Customized to Your Business Extend your ad server functionality to meet your business workflows. We work to meet your needs instead of making you work to meet ours

Operational Confidence and Security Data ownership, reliability, and support give OpenX Enterprise customers confidence.

Ad Serving and Optimization Platform



Customizable Solutions

Working with OpenX's Professional Services can make OpenX Enterprise conform to your business processes, not the other way around.

- Plugin framework for custom extensions to the ad server, such as allowing for custom ad types, custom targeting integrations, and custom ad code.
- Advanced plugins developed by OpenX for various enterprise features (competitive exclusions, forecasting, etc.).
- API access that enables deep system integration or task automation.

"After we went with the hosted OpenX Enterprise platform and started making money with the OpenX Market, our remnant yield went up nearly 20% and all of our ad serving and optimizing costs were more than paid for. Plus, we freed up staff time to focus elsewhere."

- Gregory Harrison, Founder and CTO, Mpire

Get Higher Yields with OpenX Market

OpenX Market enables OpenX Enterprise customers to increase their advertising revenue by selling their inventory via a seamless and simple-to-use marketplace where multiple classes of buyers bid for each ad impression through its unique, real-time auction.

- OpenX Market is a risk-free way to maximize your CPM yield for your remnant inventory.
- OpenX Market is designed to pool and sell inventory from hundreds of thousands of websites serving more than 300 billion impressions per month. OpenX Enterprise customers as well as non-OpenX publishers are invited to participate in the market.
- Advertisers are attracted to a massive pool of primary inventory, and the ability to segment and bid on inventory based on multiple targeting criteria.
- On ads served by OpenX Market, publishers see an average revenue increase of 25% over the specified floor price.

"Switching to (OpenX) has been truly liberating since our advertising is now completely hosted on OpenX's infrastructure, allowing us to focus exclusively on our relationships with our publishers, advertisers and the millions of folks who rely on FamilyLink.com to connect with their family members. In addition to the comprehensive ad serving platform and functionality we've come to expect from OpenX, the service and support that their team provides is timely, responsive and, not least, friendly!"

-Jonathan Carroll, Ad Ops Manager, FamilyLink.com

OpenX Real-Time Selling™ - New technology that delivers a significant premium to publishers by allowing more than 300 major buyers to bid on targeted inventory in real-time. No entry fee or technology integration is required.

System Requirements

OpenX Enterprise is a hosted solution, therefore, there are no system requirements. Use your resources elsewhere!

Contact

To find out how your company can benefit from OpenX Enterprise, please contact us at sales@openx.org.
