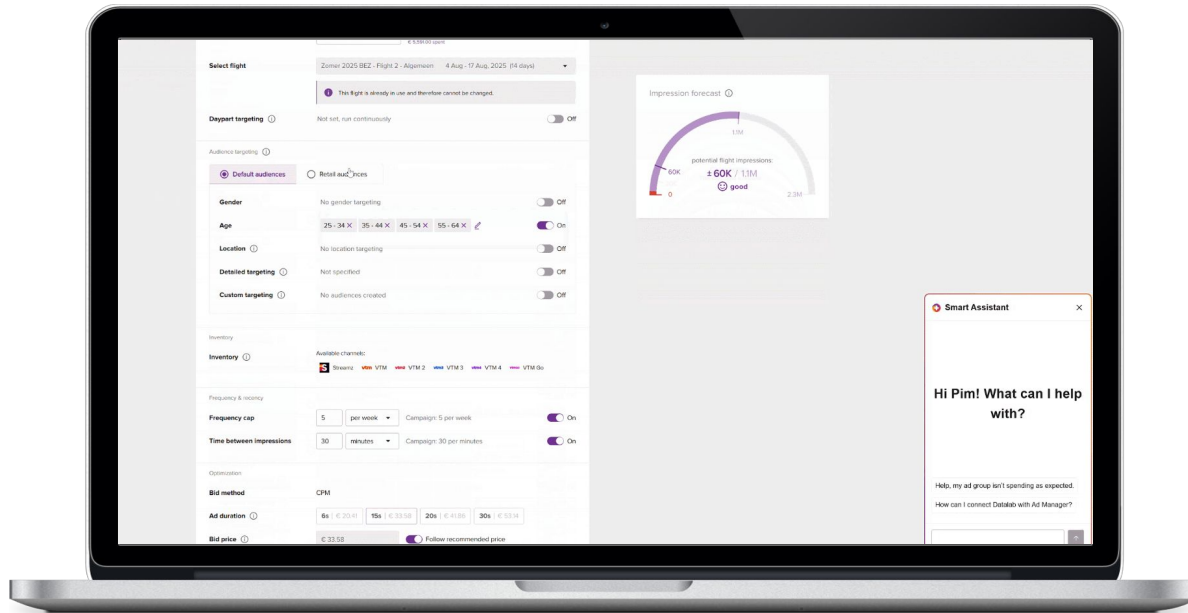


Meet ad manager

The **fastest and most effective** way to buy on DPG Media's Trusted Network at scale across Display, Video and Audio. Designed to drive better outcomes, with AI embedded at every step. Steer your media spend with precision and flexibility. No tech fees, just media.



5 reasons advertisers choose Ad Manager



Direct Access & Control

Premium environments only, with guaranteed brand safety, granular brand suitability controls and a simplified supply chain. No hidden costs. **You only pay for media**



Impactful Creatives

Exclusive impactful formats across Display, CTV and Audio, combined with Smart Ad Studio to build, optimize and manage ads in one **AI-powered workspace**



AI-Powered Advertising

Ad Manager+ advanced AI suite driving campaign management, optimization and ad creation to **maximize performance at scale**



Addressability at Scale

Powered by the DPG Media Identity Graph, enabling **1P audience activation**, frequency management and measurement across every device and environment

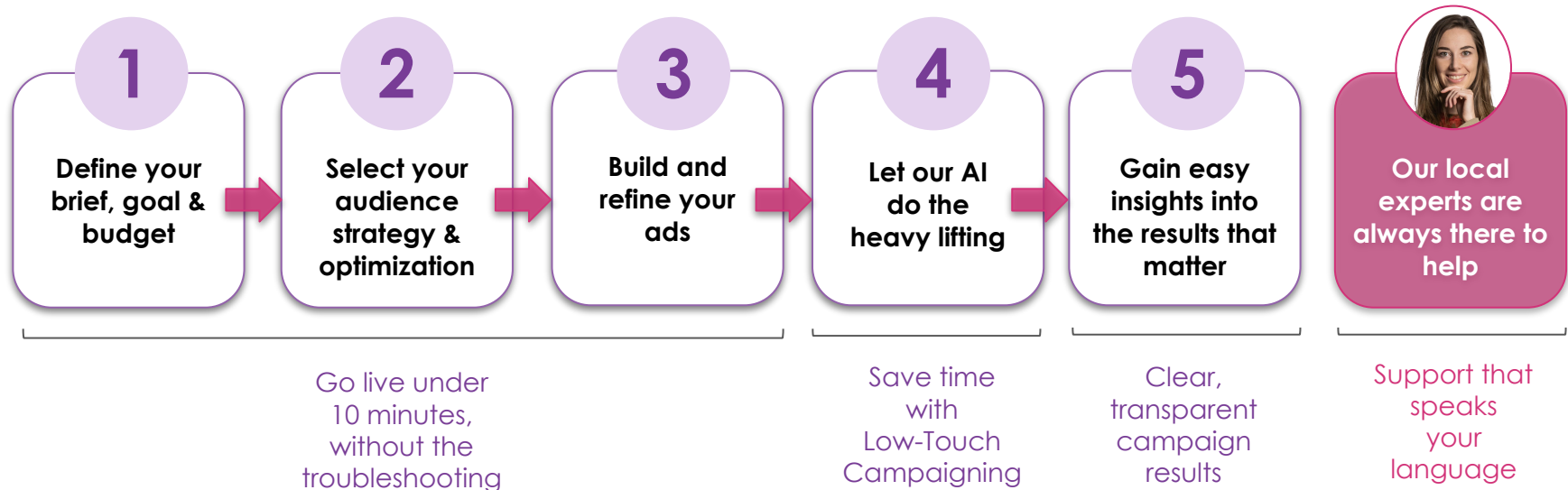


Real Outcomes

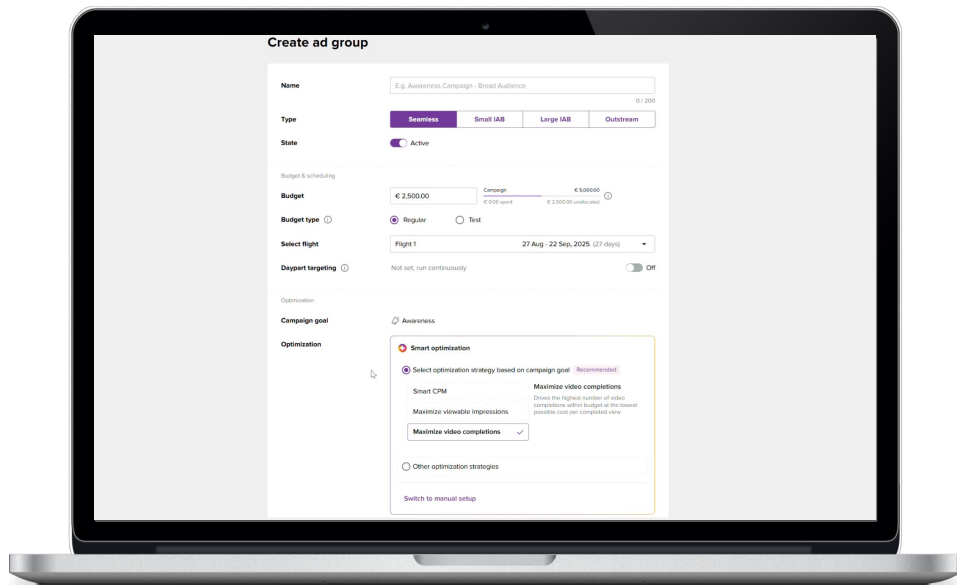
Full-funnel outcome measurement built directly into the platform, easy to activate and designed to **prove real business impact**

Simplicity at the core

Ad Manager removes complexity from Display, Audio and Video buying by bringing the speed and ease of social ad platforms, while placing your brand in premium brand safe environments. Fast, flexible and effective, it enables marketers and advertisers of every size to **move from idea to activation in minutes**.

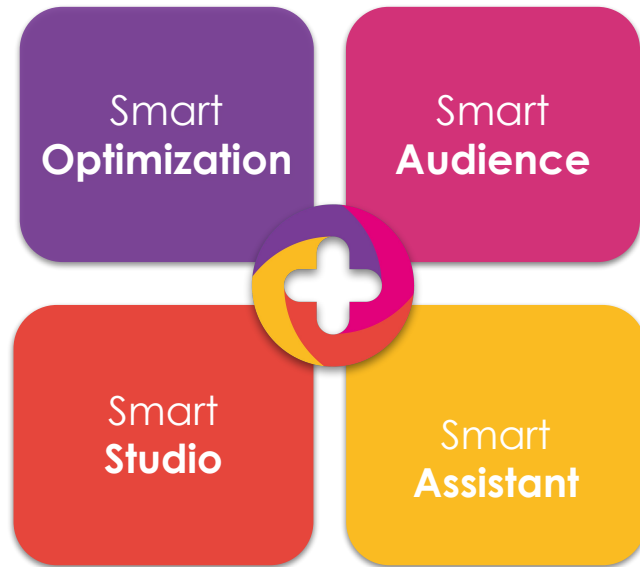


Powered by Ad Manager+



Work **Smarter**,
Drive Better **Outcomes**,
Stay in **Control**

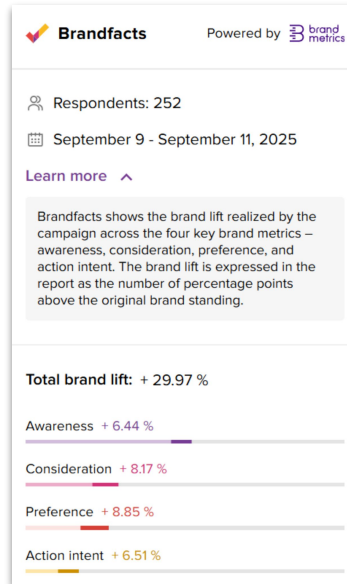
See video for more details: [Ad Manager+ on Vimeo](#)



Driving an average
30-80%
better performance

Tangible Business Outcomes

Outcome measurement shouldn't be complex, so we made it effortless with instant brand lift and attention insights built directly into **ad manager**, turning outcome measurement into a true one-click workflow



Launch a Brand Metrics study directly inside Ad Manager. No manual setup, no tagging, no back-and-forth

From Outcomes to Real-Time Effectiveness

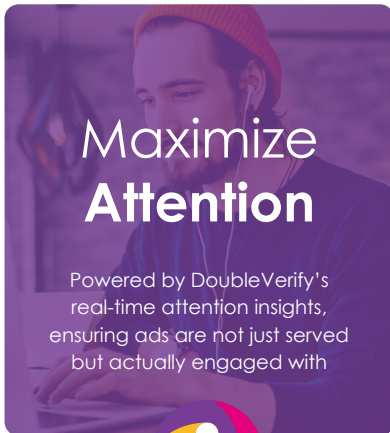
Not all business outcomes can be measured instantly. That's why **ad manager** provides outcome-aligned proxies — powered by our Ad Manager+ Smart Optimization AI engine — to contribute to those outcomes in real-time

Real-Time Optimization Goals launching in 2026:



Maximize Reach

Powered by our first-party identity, ensuring maximum unique reach across campaigns

Maximize Attention

Powered by DoubleVerify's real-time attention insights, ensuring ads are not just served but actually engaged with




Maximize Conversion

Powered by the Ad Manager (cookieless) Events Measurement Service (EMS), ensuring clicks turn into quality visits or actions



Ad Manager, trusted by over 1.250 brands

400+ Advertisers with 1250+ Brands live (BENE)



DECATHLON

↓ 5x Lower CPC due to cost savings, advanced first-party targeting and Seamless Ads

DE MANDEMAKERS GROEP
keukens, meubelen & sanitair

↑ 24% Brand uplift thanks to effective use of Ad Manager in combination with Datalab

EuroParcs

↑ 46% Engagement by smartly combining Datalab, Ad Manager and Seamless Ads

TUI
Airlines Belgium

↓ 14% Cost Savings versus Google DV360 due to a fully optimized supply chain

How Naïf drove Big Screen Impact with Smart Advertising and Real Outcomes

NAÏF | Natural Skincare



ad manager



brand metrics

Brand lift: +27,3%

vs Brand Metrics CTV benchmark of +12,7%

Building our own suite of ads

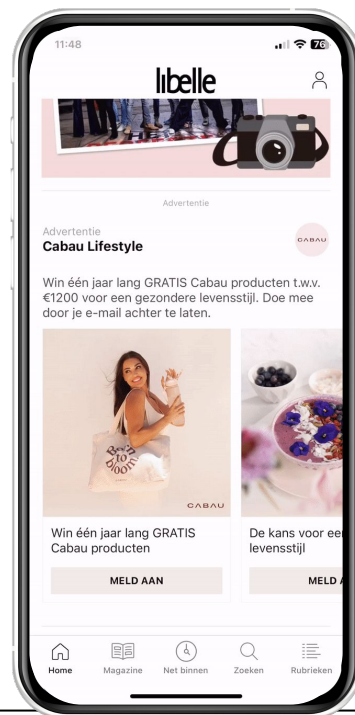
Standard IAB ads are intrusive, underperforming, and undervalued. So, we built a better way!

**Respectful
for users**

**Powerful for
brands**

**Simple for
creators**

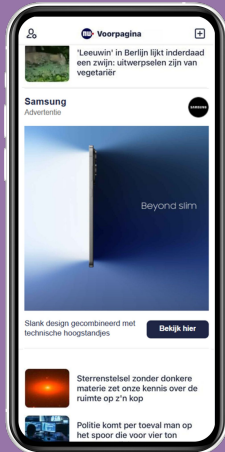
**Valuable for
publishers**



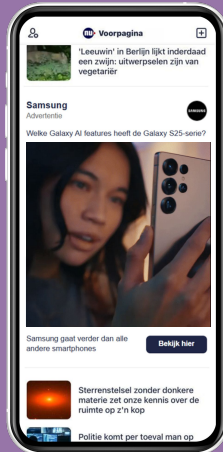
The seamless suite: formats for every goal

From high-impact branding to direct conversions

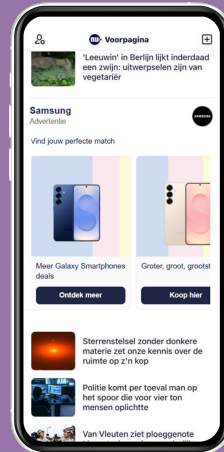
Image instant reach



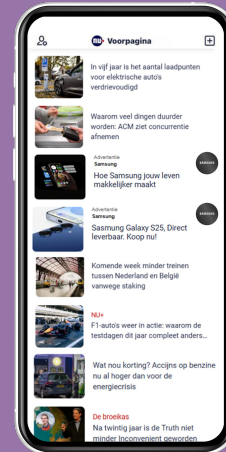
Video attention with motion



Carousel multi-product showcase



Listing direct traffic driver



Branded Content premium storytelling



Unlocking performance with seamless ads

Perfectly integrated & adaptive. Instantly loaded. Proven impact.



2025 data, compared to standard IAB

