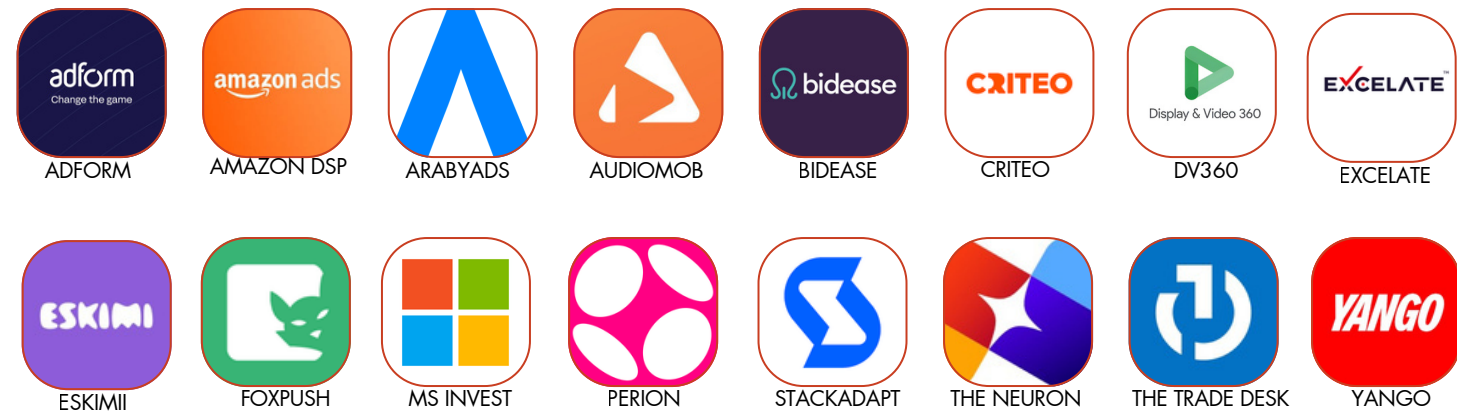


# MENA BUY-SIDE & SELL-SIDE ADTECH ECOSCAPE

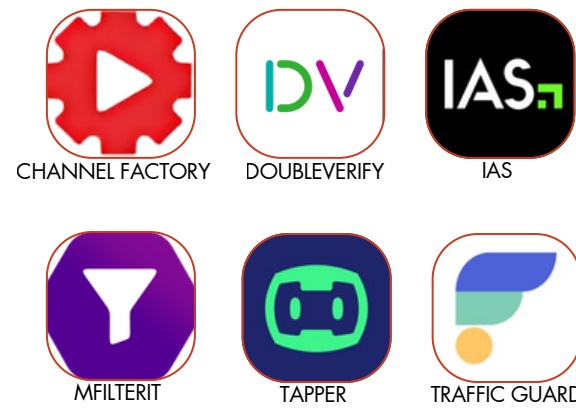
## DSP - DEMAND SIDE PLATFORMS

Self serve platforms that facilitate media planning and buying linked directly to SSPs



## AD QUALITY TOOLS

Tech solutions for verification, brand safety, brand suitability & viewability measurement



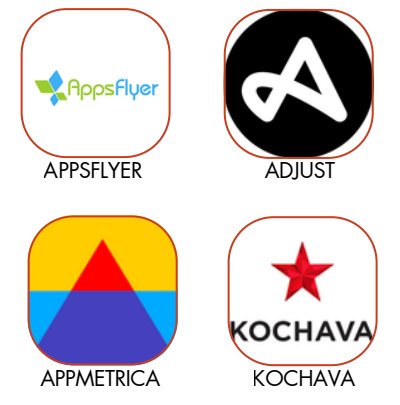
## SOCIAL PERFORMANCE PLATFORMS

Helps advertisers schedule, automate & optimise spends on social platforms using proprietary algorithms



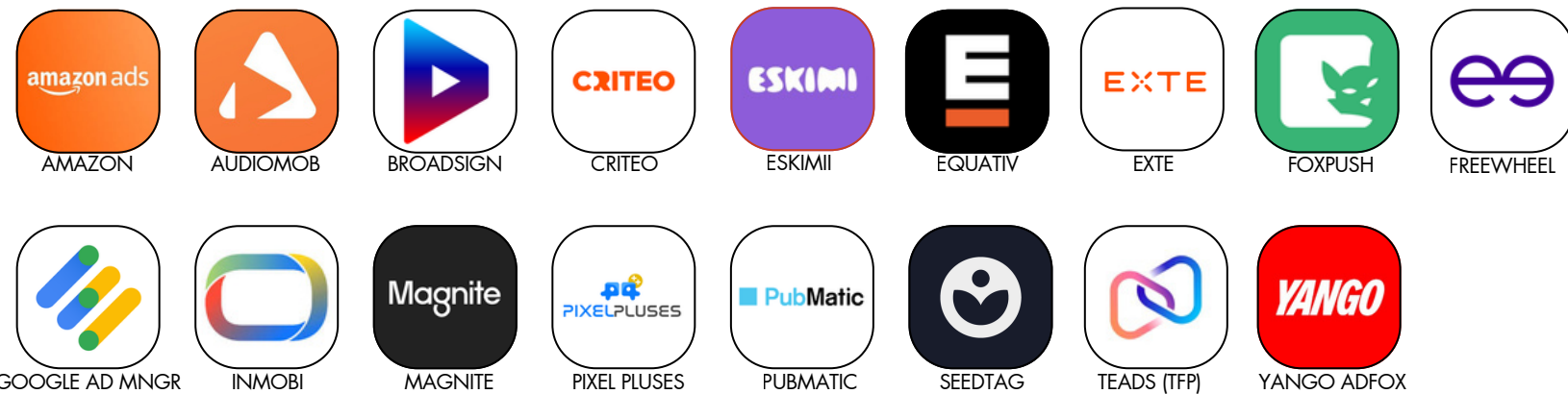
## MOBILE ATTRIBUTION & MEASUREMENT

Helps gather campaign data & analyze effectiveness



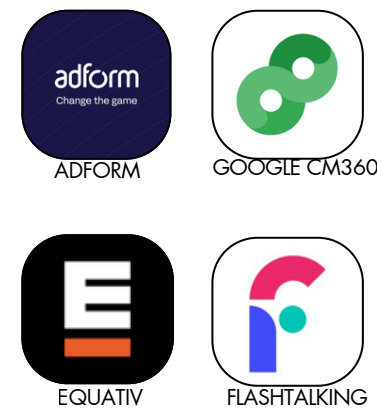
## SSP - SUPPLY SIDE PLATFORMS

A technology platform that helps publishers manage their inventory in real time



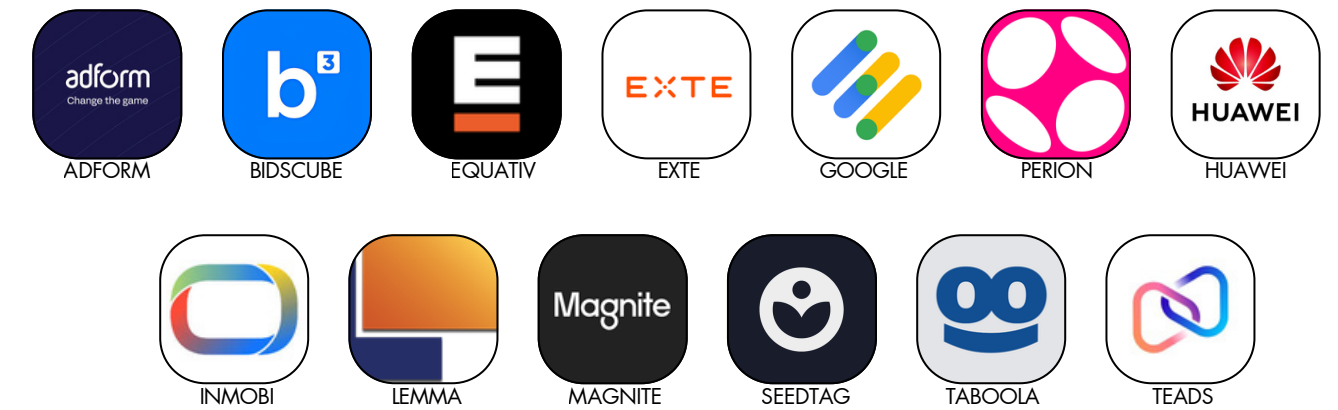
## ADSERVERS

Centralized ad management that decides which ads to serve



## ADEXCHANGES

A virtual marketplace where publishers and advertisers trade digital ad delivery



## ADNETWORKS

An intermediary who connects publishers with advertisers, offering a single buying opportunity to advertisers

