The only audio native server-side header bidder and supply side platform (SSP), enabling Publishers to generate more revenue by connecting them to major global digital audio demand sources. Publishers can manage programmatic demand (such as DSP’s, Agency Trading Desks, Ad Exchanges, Ad Networks and Internal Direct Sales), while benefitting from holistic yield optimization.

AudioMax offers demand yield management for all audio formats - Simulcast, PurePlay, OnDemand, Podcast.

PMP Deal Management
Easily manage and define specific deals with buyers, decide for what inventory they will be enabled and at what price. By using Deal IDs, Agencies and Advertisers will be able to programmatically target your audience using a combination of 1st and 3rd party data segments.

Supply Packs Management
Publishers can save time by easily creating, reusing and transacting inventory based on predefined supply packs (e.g. including Device, Geo, Data, Time, Audience segments).

Holistic Yield Optimization
Publishers can further optimize their yield strategy through a unified auction system in order to improve their revenue, CPM and Fill Rate.

Supports Various Demand Transaction Types
AudioMax supports all major ways of transacting digital audio inventory. It allows a publisher to establish different relations with demand partners depending on context: Direct Sales, PMP, and Programmatic Reserved, Exchange, Network representation.

Advertiser Brand Management
AudioMax handles advertising category conflicts, advertiser category segmentation (brand safety) and prevents grouping of competing advertisers within the same audio ad-breaks even when populated by different sources of demand.

Deal Health Analyzer
Access to a unique diagnosis feature, providing you a real-time view of how your deals are performing and quickly identify what is causing issue (i.e. bids with a wrong ad duration, bids below floor price, category clashing).

Data control
Easily control what data is shared with your direct buyers (e.g. 1st party data, Device, Listener id).

Seamless Billing and Invoicing
AudioMax offers seamless reporting, billing and revenue collection across various geographies and currencies.

Revenue Streams at Your Fingertips
AudioMax offers real-time analytics, granular custom reports, and trends categorized by sales channel.

Connecting to any demand delivered via IAB standard protocols VAST, DAAST, OPENRTB.

+3B impressions transacted monthly