

AXIS



PUBCIRCLE



Axis

Media Kit Q4, 2024



Where AdTech Matches Are Made

Axis is a multi-product AdTech company, recognized for its proprietary **SSP** that specializes in in-app and **CTV advertising** across Tier 1 markets. Additionally, Axis has developed an **innovative Prebid Wrapper called Pubcircle**, which integrates with fully managed and O&O websites, **empowering publishers to boost their revenue**. Alongside these offerings, the Axis Middleware platform streamlines **connections between advertisers and suppliers**, automatically identifying the **best-suited advertising partners** to simplify acquisition and trading processes, ultimately maximizing campaign performance for clients.

History

AXIS

- **2015** A group of technical enthusiasts from the UK and Ukraine founded an outsourcing company in London, bringing together a talented team of developers from Ukraine.
- **2019** Analyzing market needs and driven by a desire to grow, they were inspired to start creating solutions for their own needs rather than just working for others. This led to the idea of a new company where we could innovate under our own brand.
- **2020** A large-scale, multifaceted development process began, resulting in the creation of several platforms that later became separate products within Axis Corp. LTD.
- **Nov. 25, 2022** Official establishment of Axis Corp. LTD and registration of the company in England and Wales under the Companies Act 2006.
- **2023** Axis made its official debut on the international stage at DMEXCO23, marking a significant milestone for our project. In the same year, Pubcircle, one of Axis's projects, reached a new level as a Prebid Wrapper for website owners and became ready for public launch.
- **2024** Axis accelerates the growth of its SSP platform for direct trading, launching new partnerships and increasing total revenue by 30 percent.

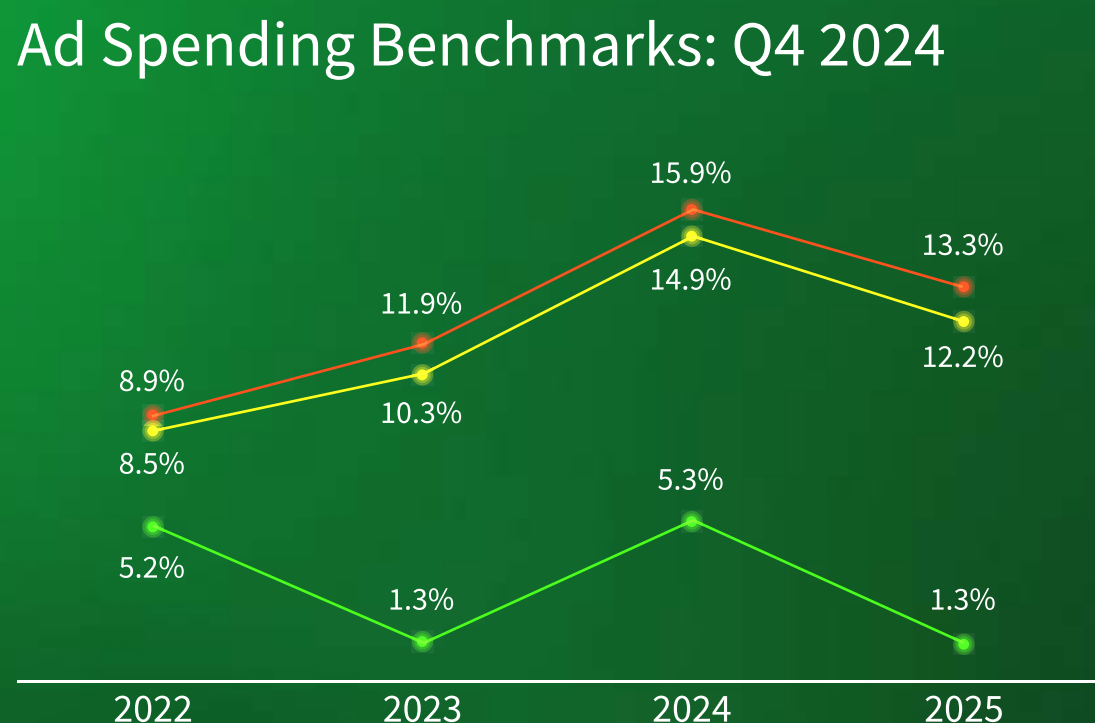


Axis pioneers the uncharted realms of innovation and programmatic excellence, epitomizing the fusion of visionary leadership, expertise, and transformative spirit, poised to lead the way into the future of advertising technology.

Trends in Programmatic

Programmatic ad spend will increase by 15.2% in 2024 to reach \$156.82 billion, 75% of which will go to direct channels. Programmatic video ad spending will grow even quicker at 21.2% YoY in 2024 and will continue to grow at a CAGR of 14.3% over the next two years.

Ad Spending Benchmarks: Q4 2024



- Programmatic digital display ad spending
- Nonprogrammatic digital display ad spending
- Total digital display ad spending

Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; excludes SMS, MMS and P2P messaging-based advertising.

Source: eMarketer, Q4 2024

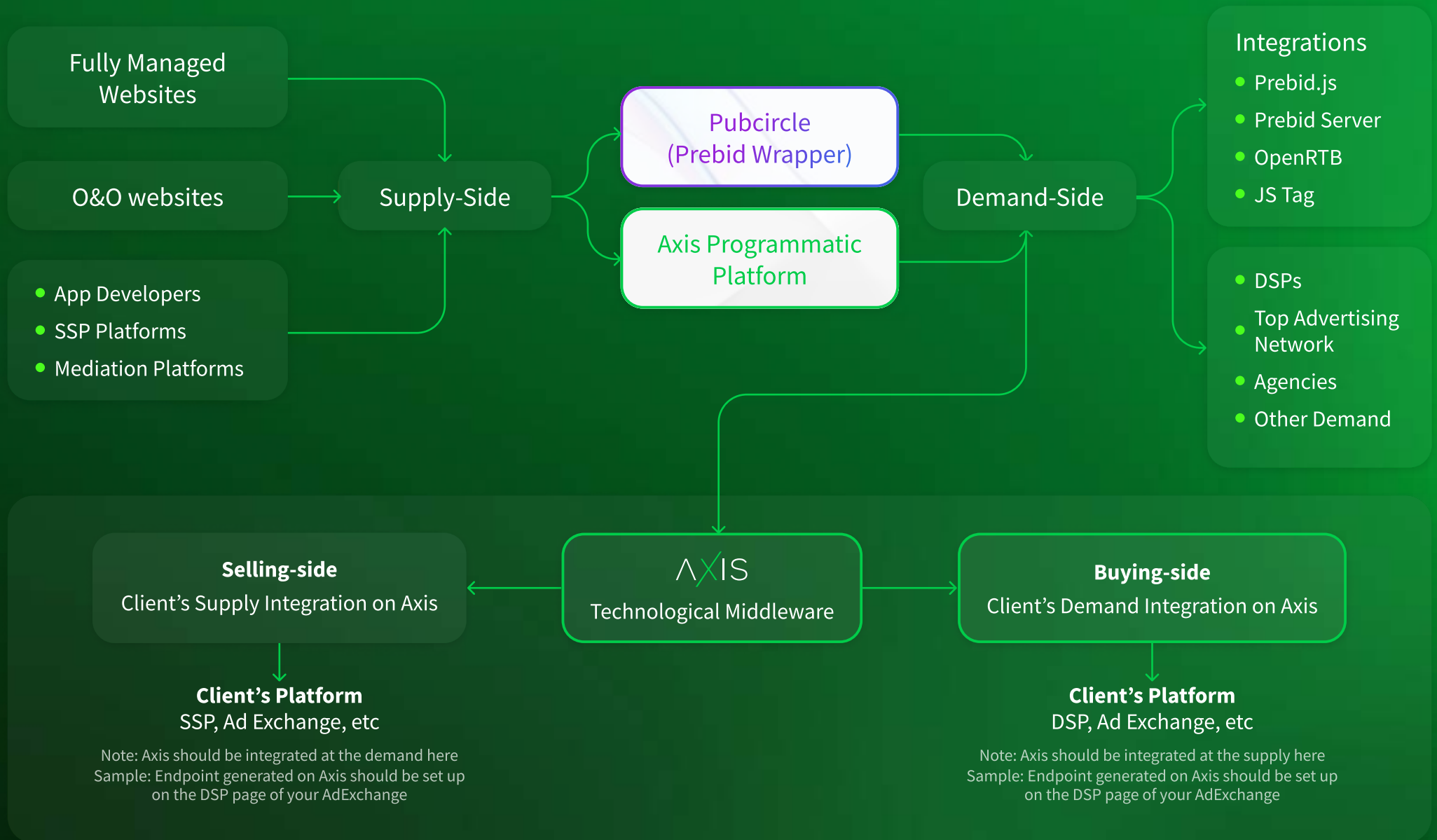
CTV's stats

The growth in CTV has been incredible. In the U.S. alone, **CTV ad spending is projected to hit \$42 billion by 2027, up from \$24 billion in 2023**. This shift reflects a larger trend of consumers moving from traditional linear TV to streaming platforms, with over 121 million U.S. households expected to use CTV by 2027.

Overall, CTV isn't just a trend—it's a major strategic shift for advertisers. With improved targeting, cross-device integration, and real-time measurement, CTV has really moved to the forefront of programmatic advertising. It's become an essential part of any modern ad strategy.



Axis Structure



AXIS

Products



Axis Middleware

AXIS

Axis – a technology platform and middleman, or if you prefer, the "Tinder" for advertisers and partners. We don't make anyone "swipe" – we simply provide advertisers with a list of potential partners, and then the selection process begins.

If your chosen partner "winks back," the deal automatically moves to the next stage. No fanfare, no fuss – just a straightforward hello to trading.

All integration happens solely between Axis and the client's platform, so no headaches with setup. With Axis, you can start trading with a single click: no ceremonial dances required, just quick and reliable "matches."

Global Reach

250+ countries, with a focus on Tier 1.

Ad Formats Available

In-App

Mobile Web

Desktop



Video Ads



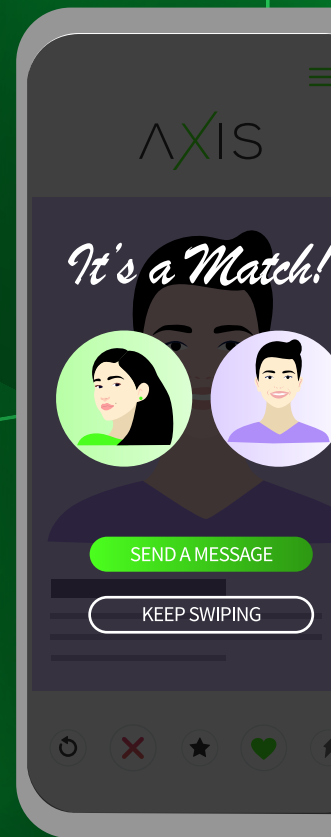
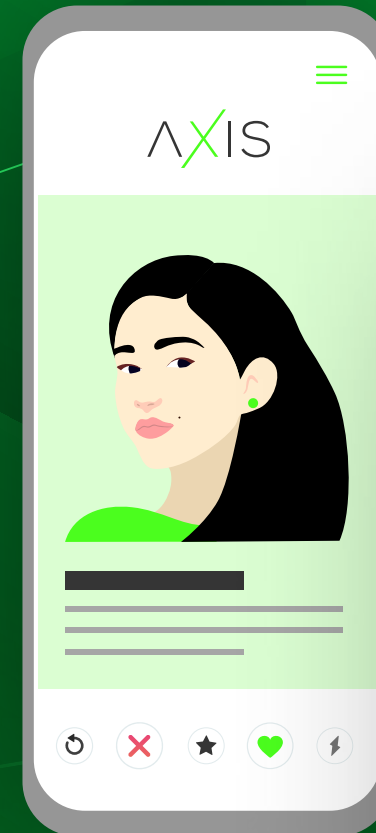
Display Ads



Native Ads



CTV Ads



Why "Swipe Right" on Axis?

AXIS

We prioritize real connections

We're always in touch with our clients, helping resolve issues and never ghosting them. Free webinars, educational videos, articles, and case studies — that's our way of saying "how can we help?" We even organize "meetups" (roundtables and panel discussions) so our clients can share experiences.

Tech-savvy and proud of it

We don't just keep up with new technologies — we aim to set the trends ourselves. With our team of tech experts, you can be sure there's always someone who knows "how the algorithm ticks."

Flexible ad formats – because everyone's unique

Just like in a perfect "match," we offer different ad formats for each type of traffic. In-App, Mobile Web, or Desktop — pick the format that suits you best.

Data Protection – like a private profile

We understand the importance of protecting confidential data, so we encrypt and safeguard it as carefully as personal boundaries. Our security protocols ensure that your data stays safe and sound.



Why "Swipe Right" on Axis?

AXIS

No awkward fees

There are no surprise charges with us. Our terms are transparent, with no hidden traps — just like a first date where everything is honest and upfront.

Bonuses – we don't come empty-handed

Exclusive offers and bonuses are available for our users. Because it's nice to bring gifts at the beginning of a relationship.

Easy start – no "hard to get" vibe

Getting started with Axis is simple: no endless pages of instructions or confusing forms. Just log in and start trading — it's all intuitive and straightforward.

No effort – we take care of the boring stuff

Forget about legal or financial headaches. Axis handles it all for you, like a dedicated partner who's always got your back.

Free Trial – No Catfishing Here

We offer a free trial because we believe honesty is key in any good relationship. If our "photos" don't match your expectations, you can walk away with no strings attached. No hidden terms or vague promises — Axis is exactly what you see.



Pricing Model

Let's Keep It Simple

AXIS

SSP Integration

4% Total Revenue Share

Only for the traffic you bring under 100 million monthly requests. No pressure, just a straightforward match.

DSP Integration

4% Total Spend

You only pay from what you actually spend — we're not here to complicate things.



Note: For traffic exceeding 100 million monthly requests, you pay just \$0.0005 per 1000 requests, along with a 4% revenue share

Prebid Wrapper for Websites

Pubcircle.ai

Pubcircle is a global advertising platform designed to help publishers maximize ad revenue by efficiently attracting demand. It's the perfect solution for website owners.

For Publishers

Get a tag and place it on your website — that's all it takes. This straightforward integration enables publishers to increase revenue by bringing in advertisers from around the world.

For Advertisers

Join competitive auctions by integrating your adapter into our Prebid wrapper via Prebid JS and gain access to 100% direct inventory. Our system automatically analyzes key metrics to maximize sales efficiency through unique internal mechanisms.

Available Ad Formats

Mobile Web

Desktop



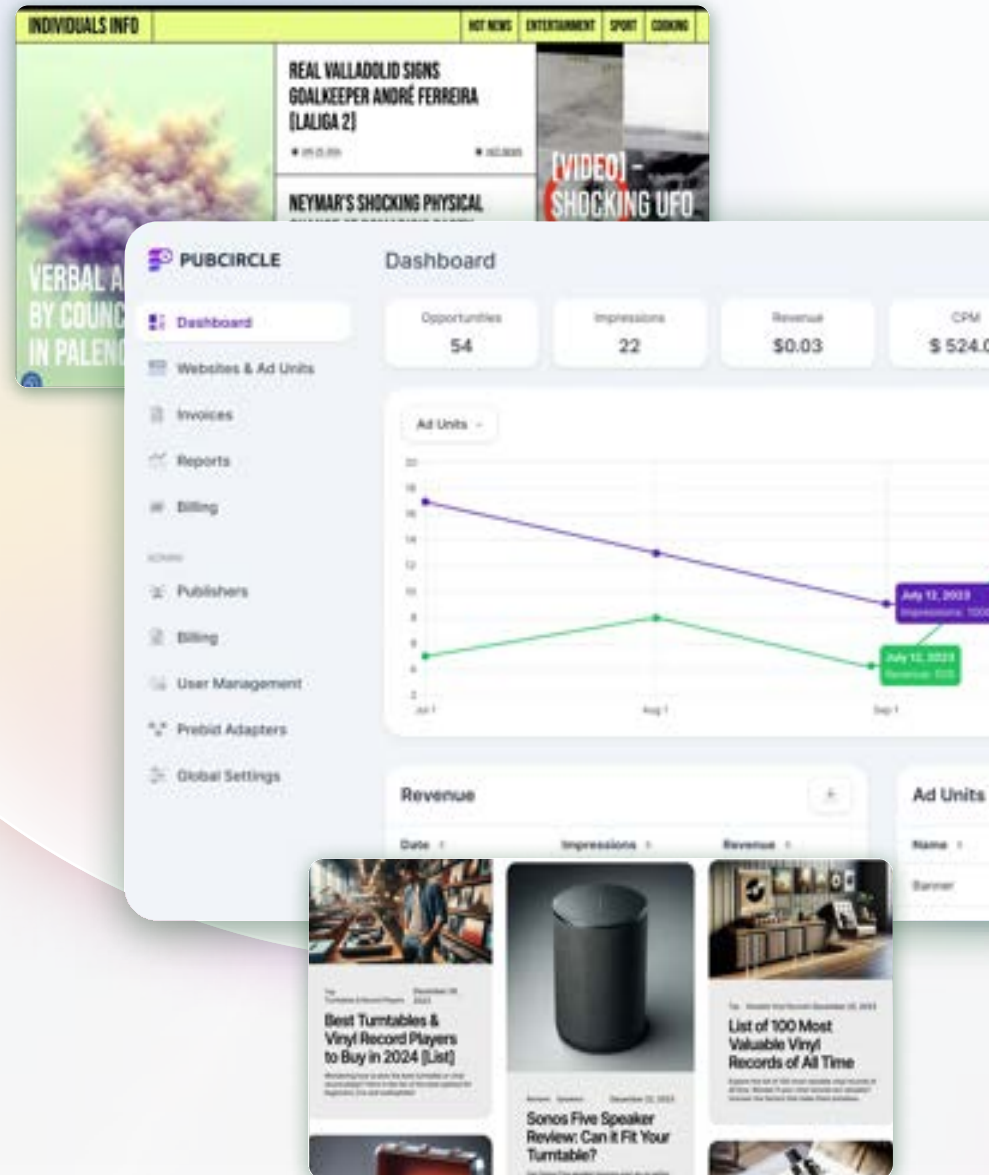
Banners



Native Ads



Video Ads



How to Get Started



Step 1

Fill Out the Form on Pubcircle.ai

Tell us about your goals, and we'll evaluate partnership possibilities

OR

Register

Get access and start exploring partnership options

Step 2

Define Your Objectives

Our team will reach out to discuss your goals and guide you through the platform - stress-free

Step 3

Add Your Sites and Ad Units

Set up your sites and ad units on the platform, then copy the tag and place it on your website.

Step 4

Install ads.txt

Publishers, make sure to set up ads.txt on your website for smooth integration and optimal performance.

Step 5

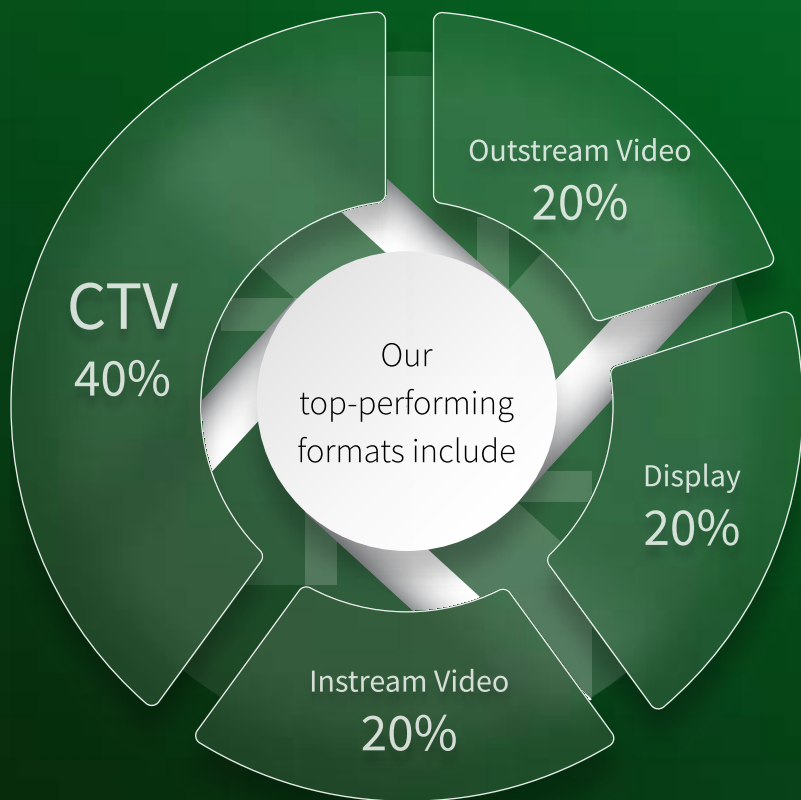
Start Earning

We're here to support you every step of the way to achieve the best results.

Axis Programmatic Platform



Our supply is driven by top market rates in the USA and Tier 1 countries overall, with approximately 60% sourced from direct partnerships and 40% from third-party platforms.



Protection

We filter out traffic from known data centres, proxy servers, and suspicious IPs, and we partner with Pixalate for pre- and post-bid traffic analysis. Our QA team conducts real-time monitoring and regular audits to maintain traffic quality, and we provide detailed reports on traffic quality and IVT rates to our clients for full transparency.

📍 Data Center Locations: US East and Singapore

Integration Options



OpenRTB

oRTB streamlines real-time programmatic ad transactions by standardizing bidding processes. It fosters growth by facilitating seamless communication between buyers and sellers in digital advertising. Axis handles all requests using either AT=1 or AT=2, empowering buyers with comprehensive data for informed bidding.

Prebid Server

Axis provides Prebid Server, an open-source solution for server-to-server header bidding. It supports various use cases including mobile apps, AMP, and server-side web integration with Prebid.js. Prebid Server validates and enhances incoming requests, resolves dynamic 'stored requests', and ensures compliance with privacy regulations.

Prebid.js

Axis leverages Prebid.js as its robust header bidding solution for web platforms. Boasting over 300 demand sources and 50 analytics adapters, it offers extensive features including currency conversion, GDPR compliance, common ID systems, and seamless integration with multiple ad servers.

VAST Integration For Supply-Side

VAST, or Video Ad Serving Template, is a standardized protocol by the IAB, streamlining communication between ad servers and video players for seamless ad delivery. In programmatic advertising, VAST integration is essential for distributing video ads across diverse platforms and ensuring consistent presentation.

Demand Across All the Platforms

AXIS

LEMMA

VERVE GROUP

richAudience

Bucksense

onetag
SMART CURATION

ADTARGET
PERFORMANCE MARKETING AGENCY

LEAPMOB

Magnite

RTBHOUSE

SOOTIX

edge26

escala

FREOWHEEL
A COMCAST COMPANY

QORTEX

acuity

152HB

brush

lockerdomo

kimia

smartyads

hop[®] HOUSE OF PUBS

NUVIAD

Smoot^{AI}

smile wanted

adagio

E-Planning

RISE

OpenWeb

Playdigo

MEmob⁺
Data Mining & Monetization

aceex

ThirdPresence

SCREENCORE

AD YOU LIKE.
an OpenWeb company

STREAMKEY.TV

TAKE

Meta X

fluct

ADAGIO

timetoGrow

TMS.

SSP Partners

AXIS

take your revenues to the top
adapex

ADMIXER^{EE}
ADVERTISING

AlgoriX

amagi

CAS.AI

E-Planning

EZKIWI

FASTTV

Gravite

hop[®] HOUSE
OF PUBS

edge²²⁶

escala ✕

mobfox.

OMBU
DIGITAL

OpenWeb

QORTEX

SmartLineTV

tappx

ThirdPresence

VERVE
GROUP

zone.tv

ZETA

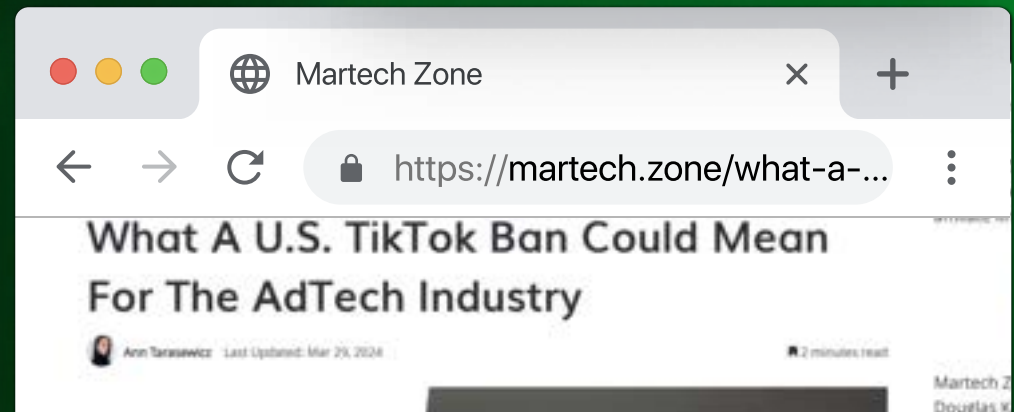
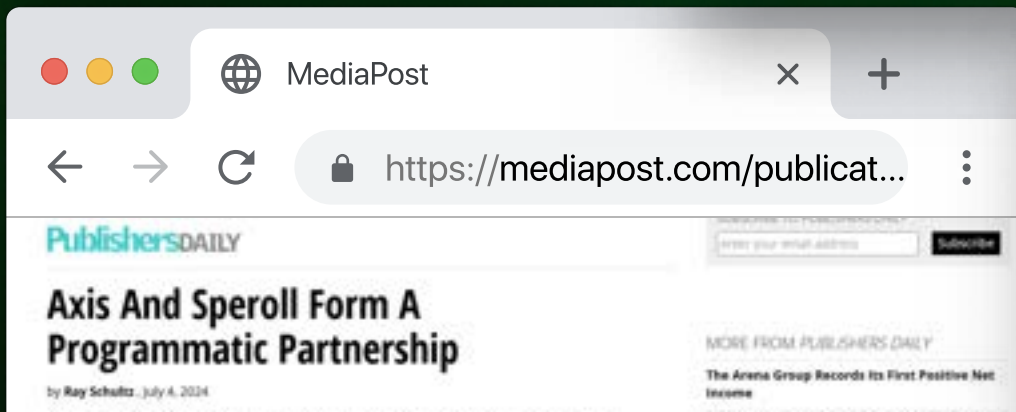
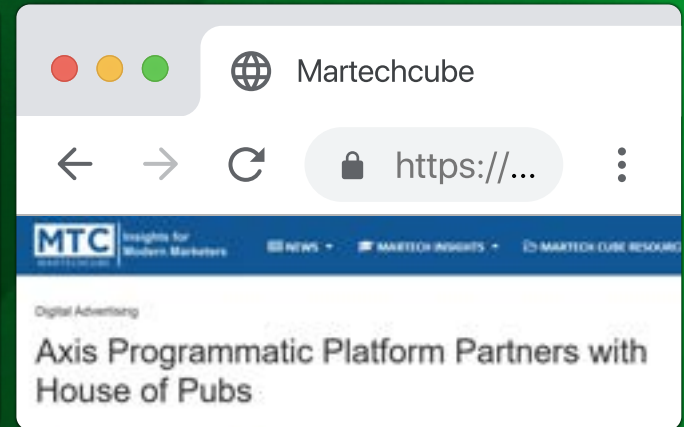
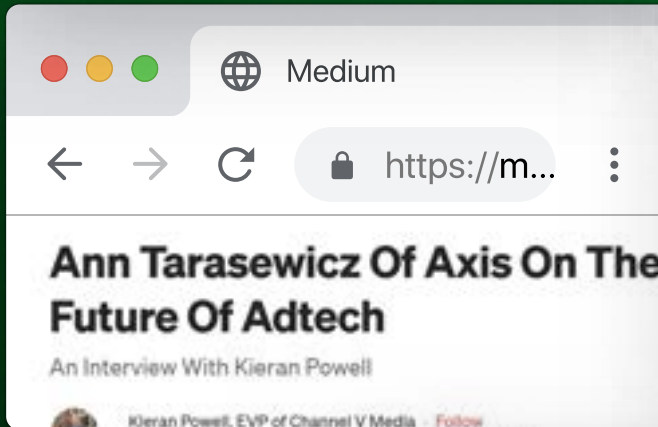
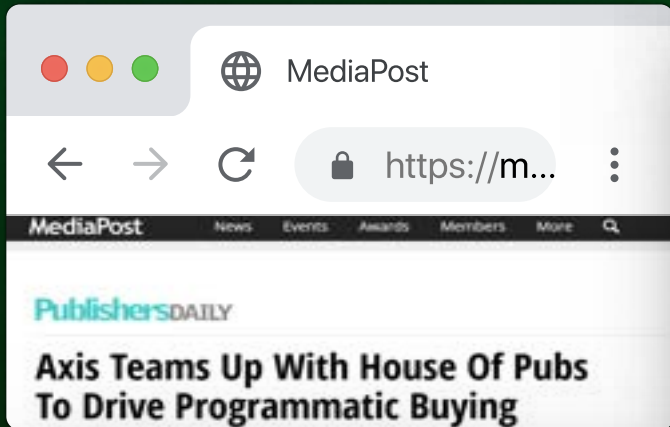
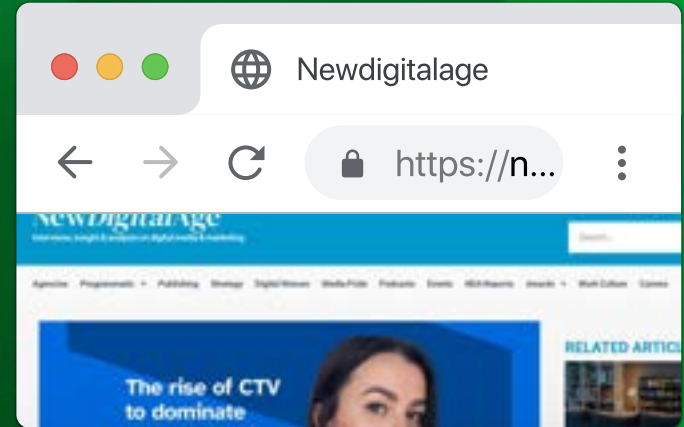
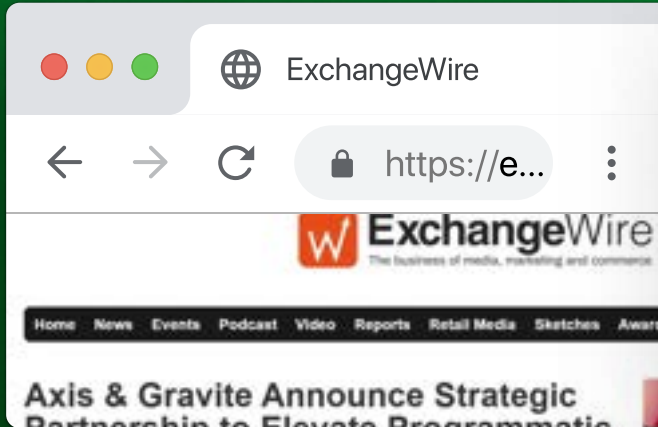
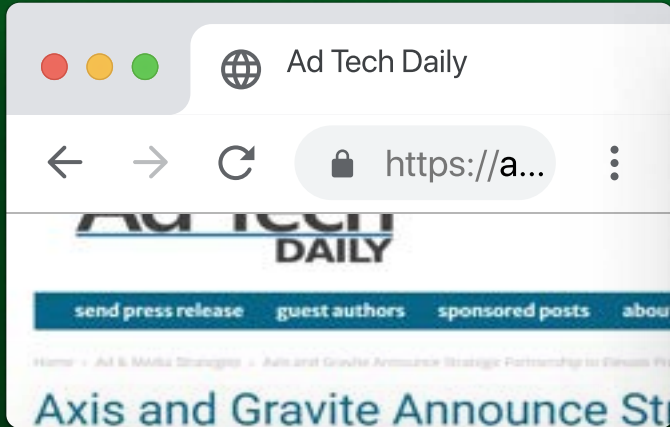
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Mars Media
Group

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Axis In News



Awards And Nominations

AXIS



Axis Business Team



Anna Tarasewicz

CEO



Oleksandr Tsurkan

*Project Manager
(Axis Corp.LTD)*



Julia Khalimon

*Marketing Manager
(Axis Corp.LTD)*



Amina Yepisheva

*PR Marketing Manager
(Axis Corp.LTD)*



Anastasia Skliarenko

*Strategic Development
and Growth Executive
(Axis Programmatic Platform)*



Olena Tkachuk

*Business Consultant
(Axis Programmatic Platform
& Axis Middleware)*



Oksana Vanko

*Business Development &
Publisher Relations
Specialist*



Mykyta Plastomak

*Chief Growth Officer
(Pubcircle)*



Dmytro Doronin

*Ad Ops Specialist
(Pubcircle)*

AXIS

Axis: Where AdTech Matches Are Made

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