

OFFICIAL PRESS KIT

Auctera Fact Sheet.

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Scale without risk. Settle on outcomes.

Auctera is the world's first fully unified performance marketing platform. We provide an ecosystem where programmatic demand, affiliate networks, and retargeting logic share a single data layer.

The Mission

To eliminate the opacity and data fragmentation in digital advertising. We believe that advertisers should not have to pay multiple vendors to reach the same customer, nor should they have to manually reconcile conflicting attribution reports to discover what actually drove a sale.

The Core Problem

Modern digital acquisition is fundamentally broken by fragmented data across walled gardens. When an advertiser's Demand Side Platform (DSP), Affiliate Network, and Retargeting Engine operate in silos, the advertiser inevitably pays multiple times for the same conversion.

Because these platforms don't "talk" to each other in real-time, they all claim credit for the same sale. This leads to artificially inflated ROAS (Return on Ad Spend) reporting and massive budget waste.

"Most acquisition stacks optimize toward whatever the individual platform can measure: clicks, video completes, engagements. The real question is whether the customer came back and bought. Auctera connects the dots."

The Auctera Engine.

At the core of the platform is a high-frequency, low-latency trading engine built to process massive volumes of global bid requests while simultaneously maintaining a unified identity graph.

How It Works

The Auctera Engine reroutes bids across 240+ global GEOs in milliseconds, hunting the exact moment where impression cost hits rock bottom and conversion probability peaks.

- **Unified Identity Graph:** Six products sharing the same audience insights means instant optimization across all channels. If a user buys via an affiliate link, the DSP instantly stops bidding on them for acquisition, and the Retargeting Cloud shifts them to a post-purchase upsell flow.
- **Real-Time Bidding (RTB):** Direct integrations with every major global ad exchange.
- **Server-to-Server Tracking:** Bypassing iOS restrictions and cookie degradation with native server-side infrastructure to reclaim true ROAS.

Machine Learning & Fraud Prevention

Our proprietary ML traffic-scoring algorithms block suspicious activity before bids are even placed. We don't just detect invalid traffic (IVT); we preemptively filter it, ensuring that 100% of the advertiser's budget goes toward genuine human impressions.

Programmatic DSP.

Automated media buying across display, video, native, and CTV with fully transparent fee structures. No black boxes. No hidden margins.

Unmatched Reach

Auctera's DSP provides access to premium inventory across the open internet. Instead of relying solely on walled gardens like Meta or Google, advertisers can reach their target audiences wherever they consume content, at a fraction of the CPM.

Algorithmic Optimization

Advertisers simply define their target CPA (Cost Per Acquisition) or ROAS, and the Auctera algorithmic bidder takes over. It analyzes over 150 unique data points per bid request (including contextual relevance, historical publisher performance, and user intent signals) to determine the optimal bid price in less than 10 milliseconds.

Transparency First

Unlike traditional DSPs that hide their take-rates, Auctera provides log-level transparency. Advertisers see exactly what they paid the publisher, what the exchange fee was, and what Auctera's fee was. Total clarity.

Affiliate Network.

A premium, vetted network of global publishers operating on guaranteed on-time payouts and strict compliance.

For Advertisers

Scale customer acquisition risk-free. With the Auctera Affiliate Network, advertisers only pay when a specific outcome occurs (a sale, a lead, or an app install). The network is strictly vetted, meaning your brand is never associated with low-quality or non-compliant traffic sources.

- Pay-for-performance model (CPA, CPL, CPI).
- Granular control over which publishers can promote your offers.
- Automated fraud detection on every click and conversion.

For Publishers

We treat our publishers like true partners. Auctera offers some of the highest payouts in the industry, backed by guaranteed Net-7, Net-15, or Net-30 payment terms. We don't hold your money: payments go out on schedule, every time.

- Exclusive, high-converting direct offers.
- Real-time reporting and postback tracking.
- Dedicated affiliate managers.

Retargeting Cloud.

Bring back buyers without annoying them. Dynamic, intent-based retargeting that suppresses recent buyers to eliminate ad waste.

Intent-Based Engagement

Not all website visitors are equal. Someone who spent 5 minutes reading a product page has much higher intent than someone who bounced after 2 seconds. The Auctera Retargeting Cloud segments users based on their exact behavior and serves dynamically generated creative tailored to their specific interests.

Global Suppression

The most common (and annoying) retargeting mistake is showing ads to someone who just bought the product. Because Auctera's Retargeting Cloud shares a data layer with the DSP and Affiliate Network, as soon as a user converts via any channel, they are instantly suppressed across the entire internet.

"Retargeting works best when it's based on intent, timing, and customer stage: not just repeated exposure. The teams that win don't chase every visitor; they re-engage the right ones."

Unified Measurement.

Data-driven attribution models that measure true incrementality. Stop guessing and start knowing.

Multi-Touch Attribution

Last-click attribution is dead. It unfairly rewards bottom-of-funnel channels while ignoring the crucial top-of-funnel awareness campaigns that actually drove the user to search for your brand. Auctera offers comprehensive Multi-Touch Attribution (MTA), distributing conversion credit across every touchpoint.

Incrementality Testing

How many of your conversions would have happened anyway, even if you hadn't run the ad? Auctera's built-in incrementality testing uses automated holdout groups to prove the actual net-new lift of your campaigns.

- Ghost Bidding technology to measure lift without wasting money on PSA ads.
- Geographic holdout testing for localized lift analysis.
- Cross-channel deduplication.

Enterprise Grade.

Auctera operates at the highest standards of global data privacy and security, trusted by the world's most heavily regulated industries.

Certifications

GDPR NATIVE

SOC 2 TYPE II

ISO 27001

IAB TECH LAB

TAG CERTIFIED

CCPA READY

Privacy First

In a world of deprecating third-party cookies, Auctera's architecture is fundamentally built on first-party data and privacy-safe contextual targeting. We do not rely on invasive tracking. Our server-side API integrates directly with your secure data warehouse, ensuring PII (Personally Identifiable Information) never touches the open bidstream.

System Reliability

The Auctera platform boasts 99.99% uptime, processing billions of requests daily with built-in redundancy across multiple global AWS availability zones.

Proven Results.

Auctera is the platform of choice for hyper-growth startups and global enterprises alike. When performance teams switch to a unified stack, the results are immediate.

D2C Fashion

A global fashion retailer consolidated their affiliate program and programmatic display into Auctera.

+42%

Increase in measurable ROAS by eliminating duplicated attribution payouts.

Fintech App

A challenger bank utilized the DSP's granular traffic-quality controls.

-35%

Reduction in Cost Per Install (CPI) while maintaining high LTV metrics.

B2B SaaS

An enterprise software company leveraged intent-based retargeting.

3x

Increase in high-value demo requests within the first 60 days.

Get in touch.

For press inquiries, executive interviews, and media assets.

Media Relations

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