

XD Real-Time Media Buying

Advertise online in
a smarter and more
efficient way.

ExactDrive[™]

ExactDrive is a high impact demand-side platform (DSP) providing technology and services to advertisers and agencies. ExactDrive's self-serve advertising platform give clients greater control and better performance with a single point of access for transparent real-time media buying.

XD
ExactDrive.com

What is real-time bidding (RTB)?

Real-time bidding is a new and dynamic way to buy online media. Through an automated process, media buyers can evaluate, bid on and purchase ad inventory on an impression-by-impression basis. With real-time bidding, media buyers can drive meaningful one-to-one connections to consumers with greater scale and efficiency.

