

Digital Ad Serving → FOR PUBLISHERS

With the role XR plays in the video advertising ecosystem, we are uniquely positioned to offer meaningful benefits to our clients and their media partners.

XR is connected to the brands and agencies you do business with and, more importantly, their creative assets are already housed and quality checked in our global cloud platform.

As an independent, omnichannel ad server, we don't buy or sell media, but we do handle everything in between. Creative assets are highly quality controlled and delivered exactly to spec. XR measures and serves to virtually any screen or device around the world.

ASSETS

- All assets originate in the XR platform
- Transcode assets directly from master
- Always served exactly to publisher spec
- Quality checked and client approved

DATA

- Reporting on demand
- Reporting interface for customizable reports
- Hundreds of metrics available
- Accredited and compliant
- Privacy compliant

TOOLS

- Performance + Insight
- Intuitive performance dashboards
- Easily access tags, pixels and assets
- Centralized access point

Why XR?

- ✓ Trusted by the world's largest brands and agencies
- ✓ Connected to virtually every broadcast media outlet around the globe
- ✓ Manages and delivers hundreds of millions of unique media assets
- ✓ Accurate specs every time
- ✓ Creative flights managed directly within customer accounts