

Publisher Solutions

Your partner for global monetization

Teaming. Tailoring. Optimizing



Online Advertising



Mobile Advertising



Post-Click Optimization

conversion@first impression

Working together to optimize inventory.

Every centimeter. Every opportunity. Every campaign.

CREATING impact globally through local expertise

DMG's global online ad network is already serving over 25 billion impressions and reaching over 200 million unique users per month.

A large-scale media aggregator, DMG is recognized as one of the top five in its field in the EU.

With more than 350 advertisers in diverse markets and countries, DMG empowers publishers to capitalize and monetize global media opportunities on both online and mobile platforms--to achieve 100% inventory fill and high CPMs time and time again.

How?

- Innovative and powerful tailored solutions
- Dedicated professional team
- Trailblazing optimization technology
- Sustainable revenue over a long-term partnership

Where?

Fifty-two countries: 25 languages

CALLING for dedicated Account Managers

DMG offers publishers the highest caliber dedicated Account Managers, They do the field work of tracking, measuring, and optimizing--with your objectives always in mind. Their talent for out-of-the-box thinking is a reliable revenue accelerator.

Publishers always have a clear, detailed picture which presents measurable results of traffic, performance and revenue; and they have a team which strives for constant improvement.

How?

- Dedicated teams that speak 10 languages
- Experience with thousands of publishers worldwide

Where?

Online - always available listening to you.

CAPTURING customized solutions

As yield management experts, our teams have an ability to see both "the forest and the trees". They can ensure that customized solutions are tailored to your particular goals, inventory, advantages and constraints.

Furthermore innovative add-on ad formats for existing properties boost ad space earnings and increase traffic incomes without changing site layout structure--for more value, more control and more revenue.

How:

- Expertise tailored to each publisher for optimized fill and revenues
- Rich media, Ads on Photos/Videos and innovative Banner solutions and all without changing site structure

Where:

Premium websites, major portals, niche content sites, country localized sites, social media and large media houses.

CREATE
international
inventory fill

CALL
for dedicated
Account
Managers

CAPTURE
customized solutions

CONVERT
impressions into
phenomenal revenues



CONVERTING online expertise and success to Mobile

A trailblazer in online results, DMG now brings its vision, monetization experience and technology to the world's fastest growing arena: mobile advertising.

DMG's aggregated mobile ad network and Traffiliate post-click optimization technology increases CPMs dramatically.

In emerging markets mobile is the primary gateway to the web, and, in certain locations, the only access to modern communications. In developed markets the mobile experience is constantly expanding and intensifying.

How?

- Adaptation of online expertise, solutions and buying power to mobile platforms
- Full inventory fill
- Breakthrough optimization technology
- Trained and experienced dedicated team for mobile

Where:

In emerging and developed markets

- At DMG we know every publisher has a unique profile: **of goals, advantages and constraints.**
- At DMG we never forget this; and that is why you have a **dedicated, personal partner.**
- It's about going that extra mile.



Our success is measured by your success



Create international inventory fill
Call for optimized end-to-end solutions
Capture online and mobile opportunities
Convert traffic into high CPMs

ABOUT

DSNR Media Group-DMG delivers result-based advertising solutions for online and mobile campaigns.

Operating in the global arena, DMG's experienced teams partner with advertisers and massively aggregated publishers. DMG's proprietary TRAFFILIATE post-click optimization technology, and integrative approach to value chain optimization, consistently yield higher profitability. A specialized ad network boosts global exposure for advertisers across top-tier publishers.

As multi-platform interactive advertising becomes the funnel of choice, DMG is setting the standards for sustainable revenues.

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