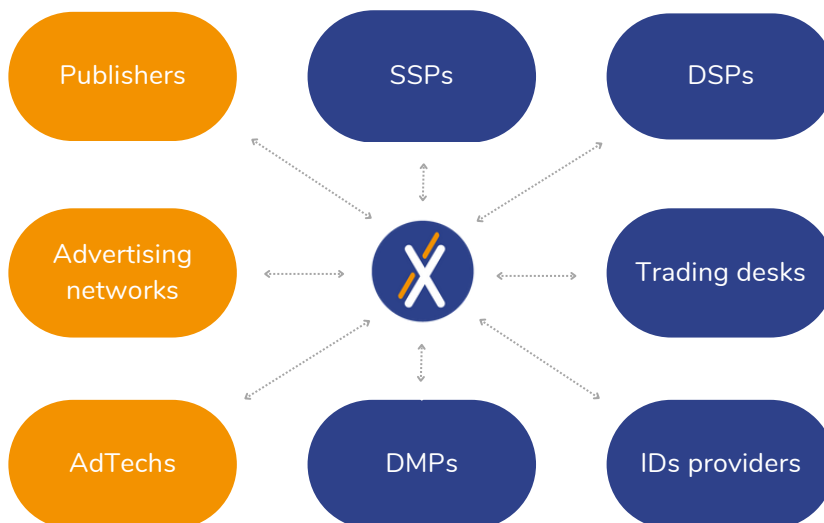




NEXX360

NEXX360 PROGRAMMATIC CLOUD

This **server side SaaS** solution enables various players in the digital advertising market (such as AdTechs and publishers) to interact with agility in the cloud and, consequently, work together in a more **profitable, efficient and transparent** way.



Mobile



Desktop



CTV



In-App



Video



Audio

REVENUE

Gain coverage by connecting a multitude of increasingly varied partners.

↗ Bid density

↗ RPM

PERFORMANCE

Build multiple partnerships while improving ad loading speed!

↗ SEO (core web vitals)

↗ Customer experience

SOVEREIGNTY

Protect users and your company by choosing a made in Europe solution.

↗ Protection (data hosted in Europe)

↘ Dependence on GAFAM

AGILITY

Adapt to your ever-evolving ecosystem and maintain great competitive advantages.

↗ Time & autonomy (no-code solution)

↗ Transparency (no conflict of interest)

CARBON IMPACT

Minimize carbon footprint by exchanging in the cloud and reducing waste.

↘ Number of connections

↘ Bandwidth

+28%

Bid density



Florian POULAIN | Sud Ouest

Nexx360 seemed like the appropriate answer to reconcile both the growth of our programmatic CPMs and the optimization of our web performances [...]

100%

Made in Europe



Maxime MESMIN | Prisma Media

Nexx360 is a start-up: we can talk to them on a daily basis, unlike the Gafam platforms, which are, by the way, much less technically flexible [...]

-78%

Browser requests