

Wondering what the right AD MEDIATION PLATFORM should look like?



1 Transparency in traffic allocation

You get the highest-paying ads **without bias** and understand how the platform is assigning requests, optimizing on your behalf, etc.

For example, **Chocolate Platform** uses **Universal Auction Model** instead of the traditional waterfall model.



2 Complete control with Expert Advice

It guides you towards the right ad network based on the goals of your monetization strategy but **gives you full control** of your ad strategy by making **direct deals with ad partners**.

You can also add any new demand sources of your choice beyond the bundle ad networks through **Bring Your Own Demand (BYOD)**.



3 Unified Dashboard

It gives you standardized KPIs by aggregating **multiple dashboards** from different ad networks into one. This provides you with **more accurate eCPMs**.

For example, **Chocolate Platform** shows **comprehensive KPIs and insights** to improve your video monetization.



4 Wide array of demand sources

It has a wide range of good quality demand sources – how many spouse, how many formats etc. This gives you the option to **change your ad strategy** while **continuing with the same mediation partner**.



5 Good Customer Support

Lastly, it attends to and resolves your queries quickly. Availability of a thorough online resource will enable you to resolve your problems on your own.

So, before you close a deal with your next ad mediation partner,
make sure you go through the checklist twice.