

Wondering what the right **AD MEDIATION PLATFORM**

should look like?



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

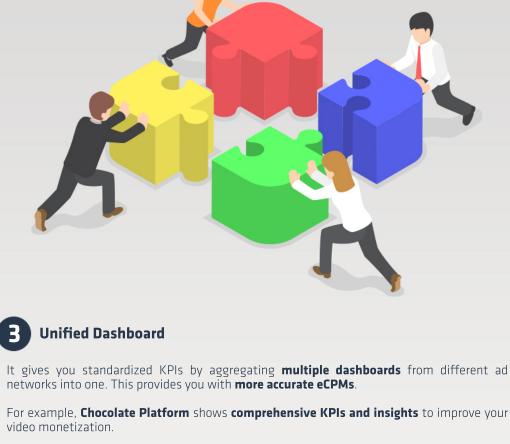
For example, Chocolate Platform uses Universal Auction Model instead of the traditional

waterfall model.



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).







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.