

REDEFINE THE WAY YOUR PROGRAMMATIC PERFORMS

#1 Rated Demand Side Platform (DSP)

Increase transparency, create better outcomes for your campaigns, and grow your digital business with Basis DSP, an award winning omni-channel DSP built for speed and performance.

LEADER IN 5 ADTECH CATEGORIES



MEET GOALS AND CREATE IMPACT WITH BASIS DSP

Flexible & Intuitive

Basis DSP grants access to an entire programmatic universe of inventory, audiences and data.

Brand Safety & Privacy

Protect your advertiser's brand with monitoring and premier integrations.

Artificial Intelligence

Generate better outcomes; analyze data with algorithmic or machine learning optimizations.

API & DMP Solutions

Easily connected your front end, dashboard, or data to Basis DSP.

Data & Inventory





Access industry leading exchanges, along with 25K+ audience segments across 30 providers.

Private Marketplaces (PMPs)





Leverage our best-in-class private marketplace library of over 2,000 active deals.

COMPREHENSIVE & AUTOMATED





Devices

-  Desktop
-  Mobile
-  Connected TV
-  Tablet

Ad Formats

-  Display
-  Native
-  Video
-  Audio

Targeting

-  Audience
-  Contextual
-  Retargeting
-  Hyperlocal