

# Intro

Adhese can be integrated into your back-office and workflows. Below, we'll explain how Adhese can be integrated with your existing systems.

## Marketplaces

Do you have some space left that needs filling? Adhese enables the full integration of marketplaces (or ad exchanges) for both demand-side (DSP) and supply-side platforms (SSP). We are constantly expanding our partnerships with new parties. Refer to the [list of third-party ad servers and marketplaces](#) for an overview of the markets with which Adhese integrates.

Adhese gathers all demand sources, whether direct-sold, in-house, or programmatic, and lets them compete against each other. Adhese is a real-time decision engine that ensures you get maximum value from every impression by matching the right ad to the right visitor.

Your data stays where it belongs: in your hands. You never lose control of your inventory because you decide what you want to share.

[Contact Support](#) if you wish to integrate your inventory with a marketplace.

## Profile databases

Adhese's data usage philosophy combines all available data to optimise revenue. As a publisher, you probably have access to a valuable database of registered users who have registered an account for your website and/or subscribed to your newsletter.

By combining these existing profile databases with the data Adhese can collect, you can refine your profiles and gain more actionable insights.

# Customer Relationship Management

From prospecting to launching your clients' online advertising campaigns, managing customer relationships can be complicated and time-consuming. Integrating your existing CRM system with Adhese enables better account management and measurement of your sales and advertising campaigns.

# Content Management System

Adhese can be integrated with your content management system, allowing you to match your clients' advertising campaigns to the design style of your website.

This integration goes far beyond a consistent look and feel. For example, imagine you have a webshop. This allows you to sell online shelf space to your suppliers as featured products on your webshop's home page. These featured products can be targeted based on the visitor's demographics or interests.

# Order and Invoicing management

Do you want to have control over rates, calculate accurate eCPMs and have a transparent view of discounts? By integrating Adhese with your invoicing software, sales and account managers can create offers on the fly without consulting multiple offline rate cards. At the same time, you retain control over which rates are available, who receives what commission, and so on.

# Third-party ad creatives

Advertisers and agencies often use their own ad servers, such as Google DFP, OpenX or Atlas. This enables advertisers to have control over the ad creative and receive reporting on campaign delivery.

If an advertiser sends the code for an ad creative, you must upload that ad creative as a third-party ad tag in the Adhese user interface. The implementation and trafficking of third-party ad tags is straightforward. Adhese recognises almost all third-party ad servers and automatically replaces the placeholders in the ad tag code when they are pasted into the corresponding field.

Adhese enables the implementation of third-party ad tags from multiple third parties or external ad servers and networks. Refer to the [list of third-party ad servers and marketplaces](#) for an overview of supported third-party ad servers.

For more information on adding a third-party ad tag to a campaign, refer to [Add a third-party tag](#).

# Real-time bidding integrations

In short, **programmatic buying** is a process that enables the automated buying and selling of online advertising inventory. The automated nature of programmatic transactions is designed to streamline the ad-buying process and minimise the risk of human error inherent in direct buying.

**Real-time bidding** is a programmatic tool that operates on the principle of an auction. Each impression is sold individually, based on a maximum bid price set by the advertiser and a floor price set by the publisher.

Adhese allows publishers to make inventory available to an RTB demand source and integrates with multiple third-party marketplaces thanks to the **open RTB protocol**. You are not tied to a single marketplace or network. Adhese allows you to be platform-independent, enabling your collection of RTB demand sources to compete with one another for your traffic.

# Yield management: Everything is revenue

Adhese simplifies **yield management**. Whether you're running a direct-sold, in-house, or programmatic RTB campaign, Adhese allocates your inventory to the highest-performing demand source.

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