

What clients say about us

Notes from
feedback sessions

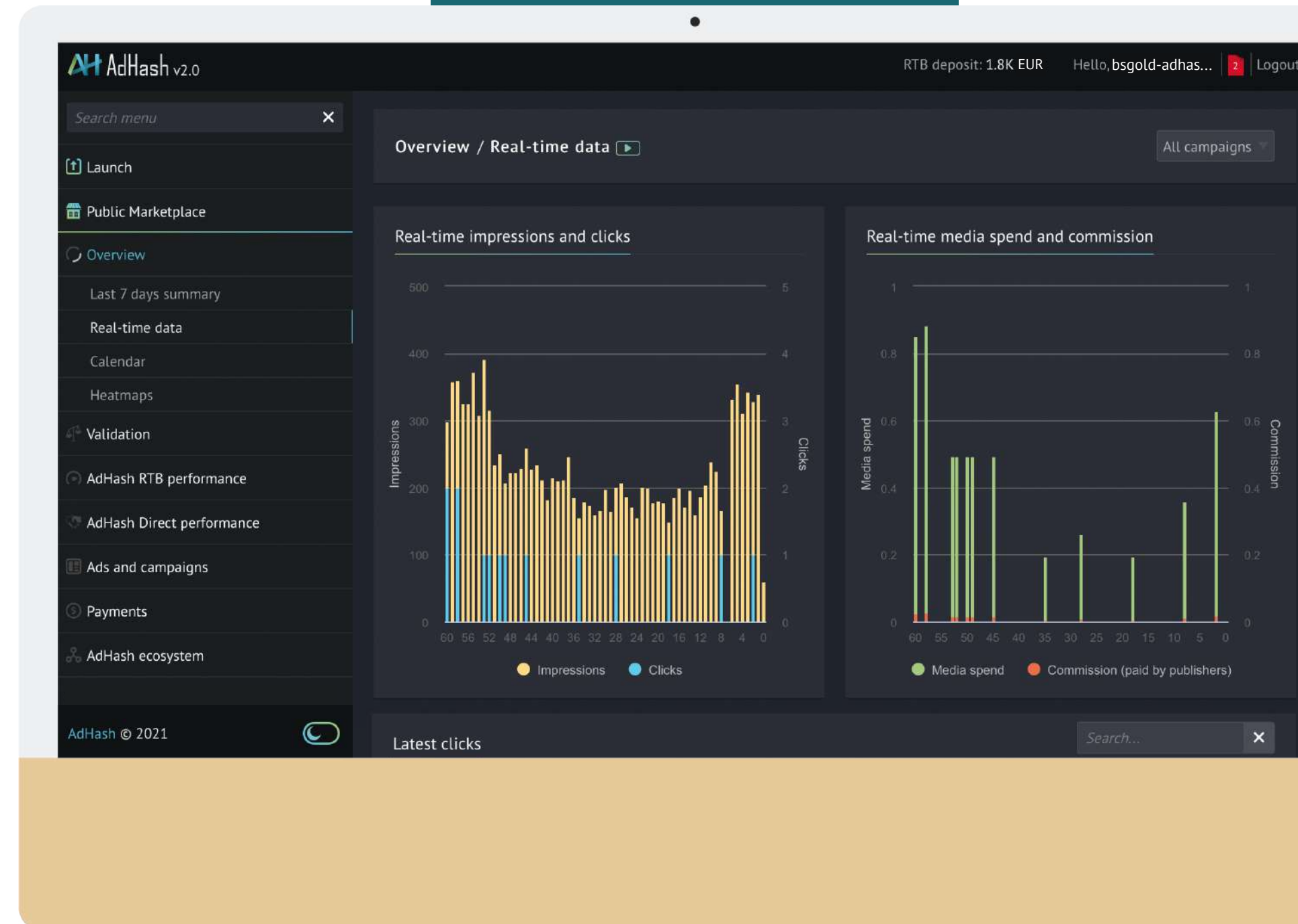




Real-time data

“The level of transparency and control the platform offers is unparalleled. We see everything in real time and have full control over every aspect. For us it's key that we can monitor exactly where our ads appear in any given moment and optimise if necessary.

- Black Sea Gold



Direct path to customers

“One of the key strengths of the platform is the direct supply path it offers. Eliminating the middlemen makes things a lot quicker, more flexible, and cost-effective.

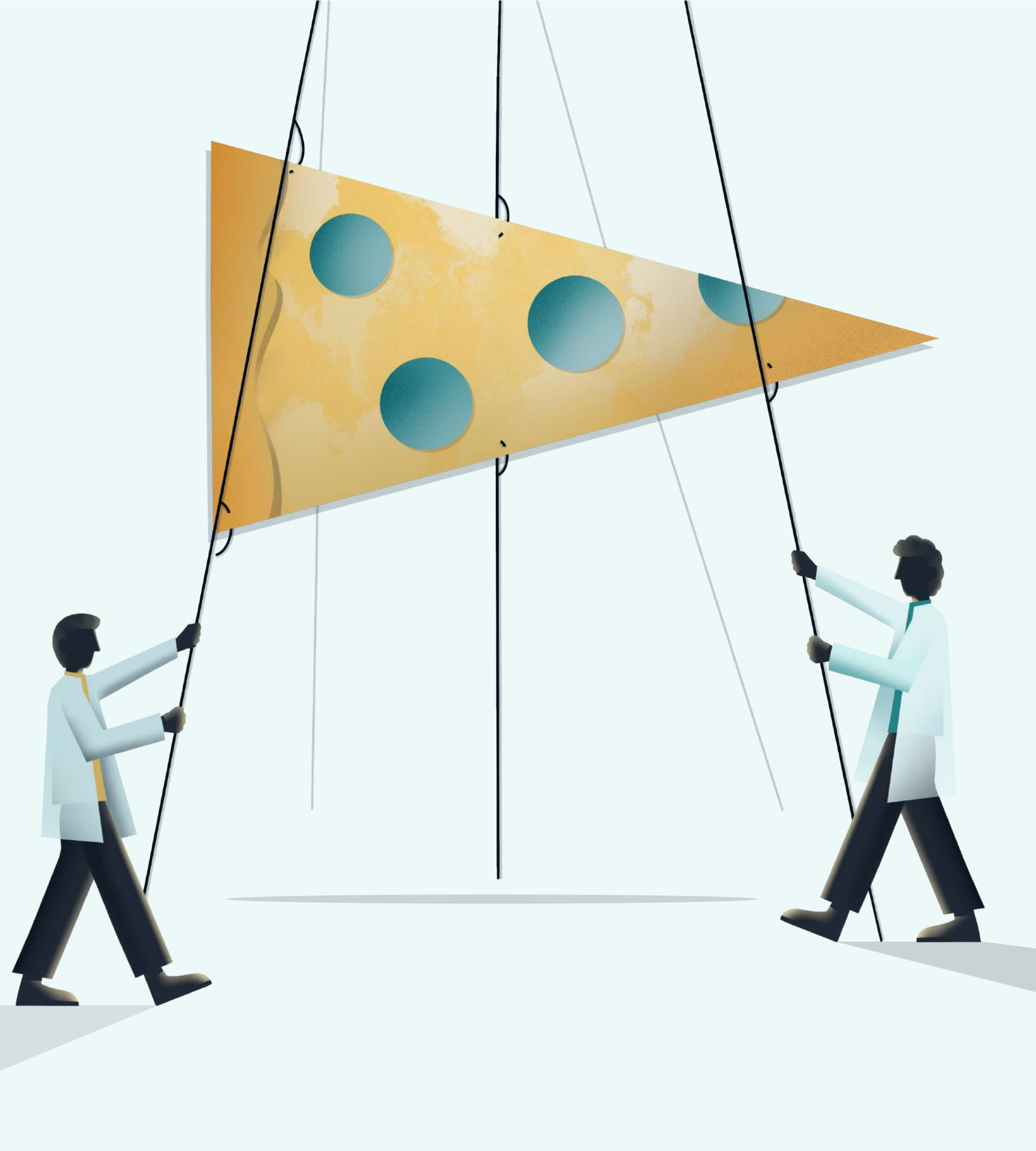
- Refan



A bigger slice of the pizza

“ We compared results running the same campaign in AdHash and a leading DSP. When comparing performance across the same sites, AdHash delivered 43.8% lower cost-per-click (CPC). This allowed us to focus more of our capital on premium publishers. As a result, the overall campaign in AdHash achieved a 92.3% increase in our click-through rate.

- Dominos



Cost reduction

“ We achieved a 50% reduction in our cost-per-click, compared to our campaigns through Google Ads.

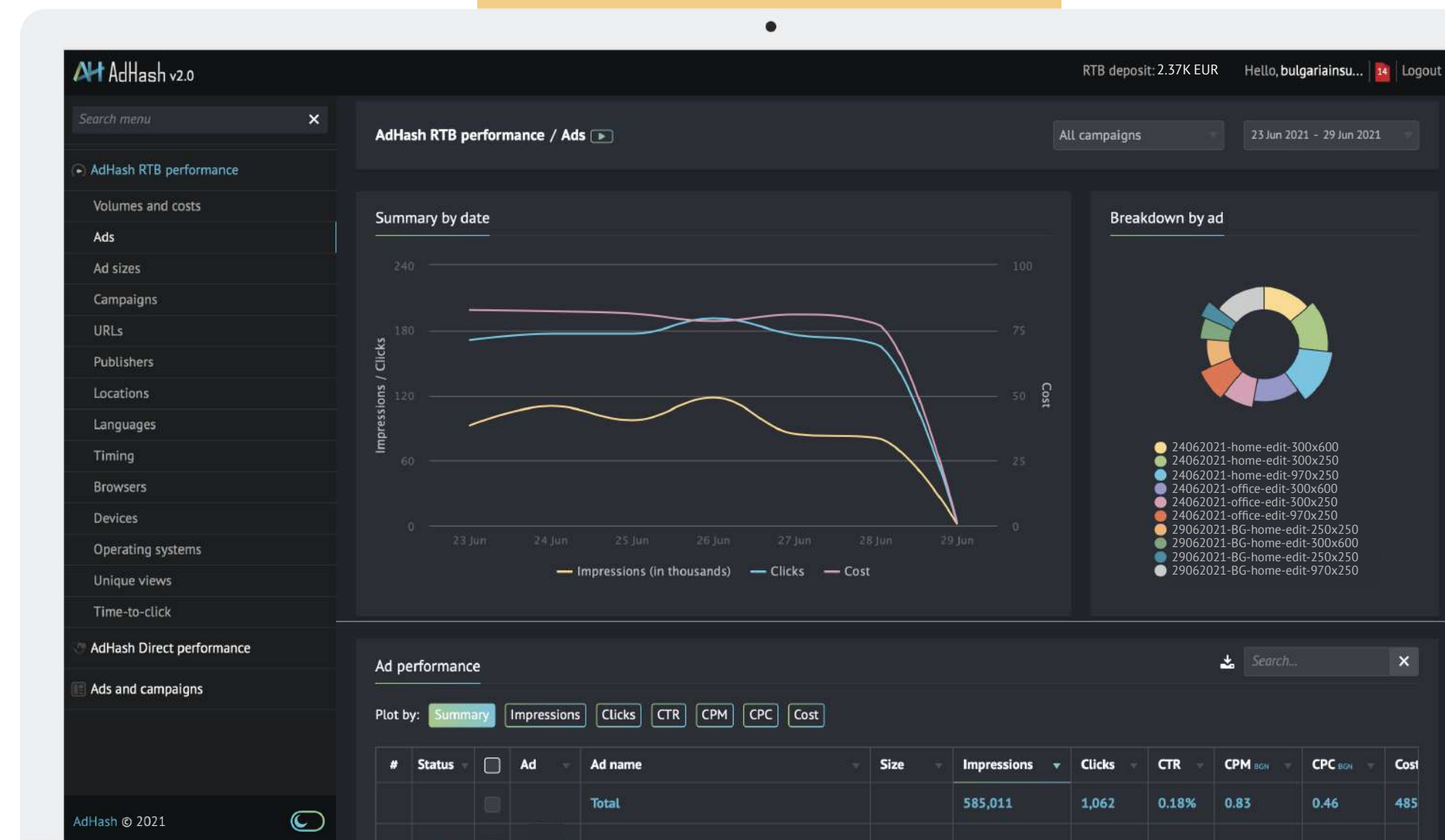
- Neterra

“ Paying a single 3% commission allows us to focus more of our capital towards working media.

- Bulgaria Insurance

“ We managed to drive down our CPC by 44.7% and increase our CTR by 124% at the same time.

- Cash Credit



Instant campaign launch

“ We really appreciate how quickly creatives get approved compared to other platforms. This allows us to plan our time and budget effectively.

- Domino's

“ Typically, we get the green light to run campaigns at the very last minute, so being able to create and launch campaigns so quickly and easily is key for us.

- Bulgaria Insurance



Ad fraud prevention

“When we started running our campaigns in AdHash, we noticed a 57.7% drop in CPC on the same sites we were previously buying through a DSP. We also achieved a 115% increase in CTR. People were engaging more on the same websites due to better ad placements and stronger ad fraud prevention.

- Refan



Growth

“Our Netfleet campaign generated so much interest that our sales team could hardly keep up with the requests. Thanks to our December campaign, we signed our biggest online deal. Not just our biggest deal that year but the biggest we have ever had.

- Neterra

“The access to premium websites is key for our brand. Tapping into high-quality inventory drove 36% growth in revenue generated per client. We achieved a 140% ROI.

- Bulgaria Insurance



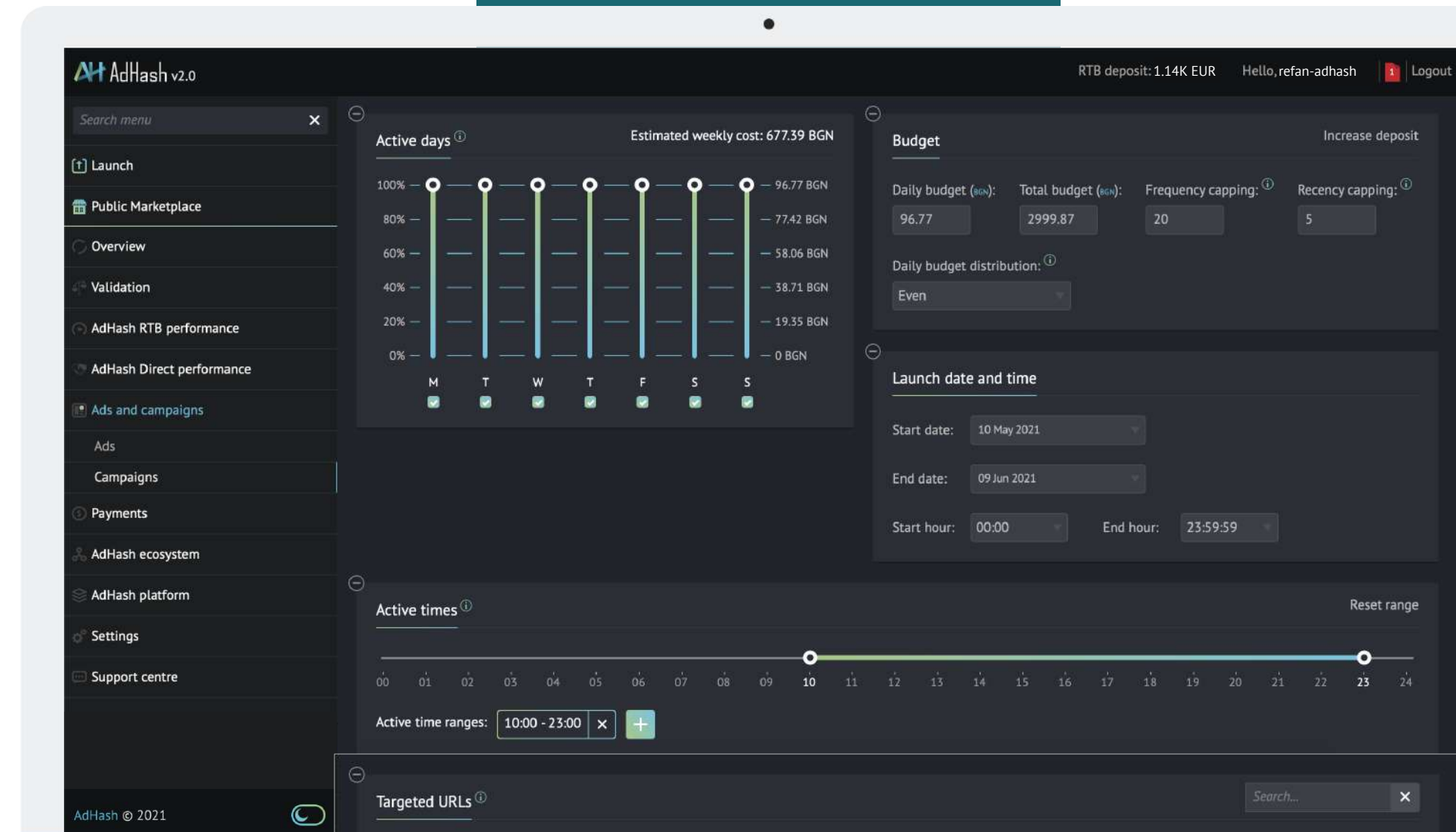
Ease of use

“The platform is very user-friendly. The campaign set up process is straight forward but what really makes a difference is how quickly campaigns start running and changes get deployed.

- Refan

“Installing the server-side platform was quick and easy. The instructions were clear.

- Neterra



Channelling spend

“ We realise that we offer a very specific product, this is why we use bid multipliers on a site level, depending on how relevant the audience is.

- Neterra

“ We look at performance by site to analyse engagement and adjust bids accordingly.

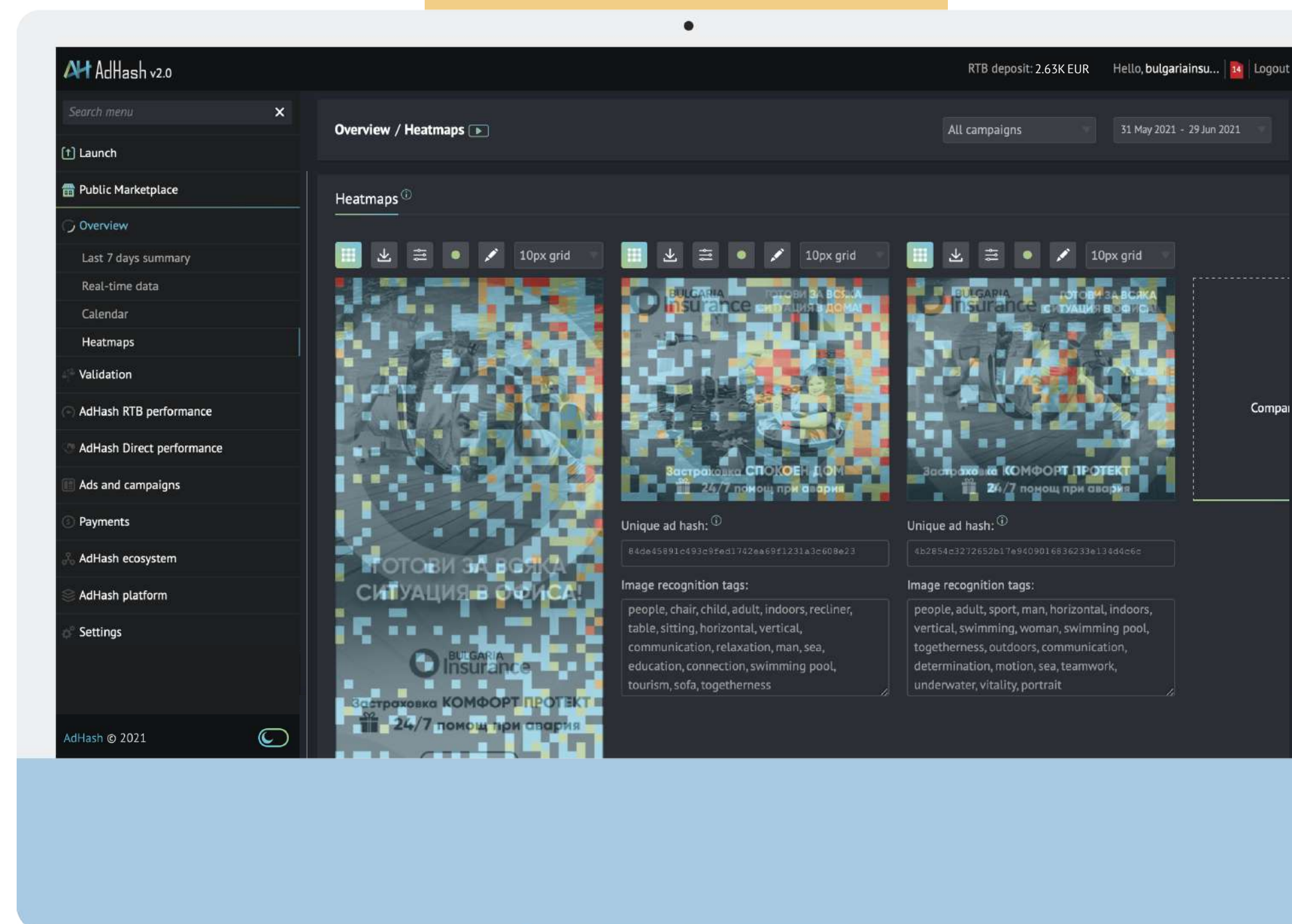
- Refan



Heatmaps

“We use the heatmaps to analyse where people click on the ads and what that tells us about the design of the creative and the quality of the traffic.

- Bulgaria Insurance



Hypercontextual targeting

“ Specific pages sharing one particular theme performed better than others. More people were clicking and the product clearly resonated more strongly with people visiting these pages. Targeting only pages with such content drove 36% better click-through rates than the campaign using general targeting.

- Winbet



In closing

After applying commissions, the CPM received by publishers from Domino's campaign in AdHash was 246% higher than from Google Ad Manager and other ad exchanges.

Not only did Domino's save nearly 50% per click, but the publishers earned nearly 250% more for their inventory. This allowed Domino's to spend 24x more on the same premium publishers during the same period of time.



 AdHash