



Partnering for Impact

Unlocking the Future of Programmatic
Out-of-Home with Suss Ads

Integration, Reach & Revenue Across Africa, UAE & Europe

www.suss.ae

Leading Programmatic Ad Tech Company in Africa

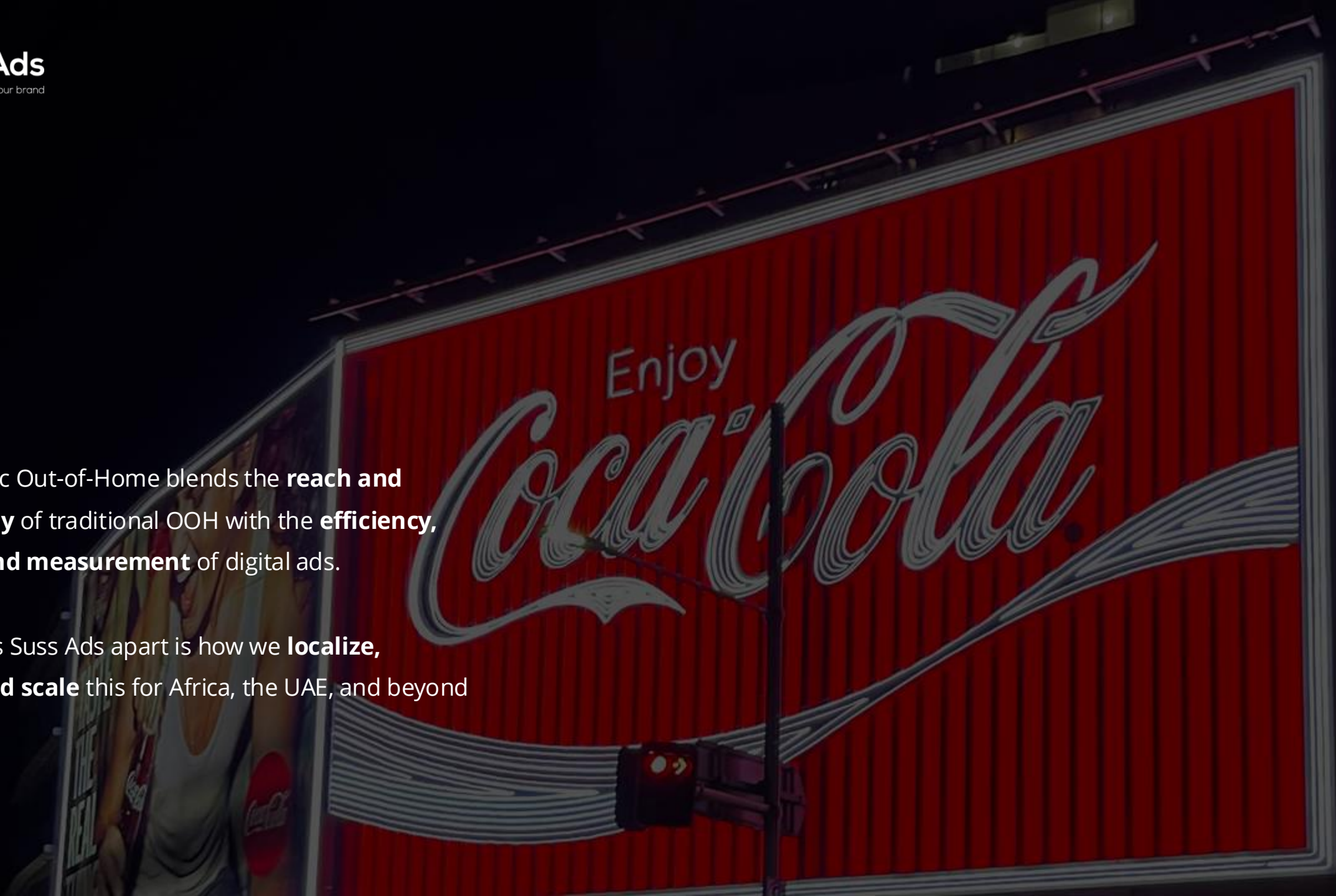
Suss Ads is at the forefront of digital media innovation in Africa, specializing in **programmatic advertising** automating ad buying in real time to deliver efficient, targeted campaigns. We are trusted by major brands and agencies across the continent and beyond.

Active in Africa, UAE & Expanding in Europe

We have **live campaigns** running across key African markets and the UAE. We're also forging partnerships in Europe (UK, France, Spain, Germany, Netherlands) to serve African brands expanding globally and to attract global brands interested in African consumers.

Programmatic Out-of-Home blends the **reach and memorability** of traditional OOH with the **efficiency, targeting, and measurement** of digital ads.

But what sets Suss Ads apart is how we **localize, optimize, and scale** this for Africa, the UAE, and beyond



Capability	Other Partners	Suss Ads
Localized Inventory Access	Limited	✅ Exclusive African + UAE OOH networks
Geo-Behavioral Targeting	Basic	✅ Hyperlocal audience insights (e.g., traffic hotspots, regional events)
Campaign Monitoring	Delayed	✅ Real-time dashboards with custom metrics
Creative Optimization	Standard	✅ Format-specific creative A/B testing & versioning
Customer Support	Global, slow response	✅ Dedicated local support & campaign managers
Cost Efficiency	Mark-up fees	✅ Competitive rates, better margins for partners

What does this mean for you?

- **Deeper Campaign Insight**

Access real-time performance metrics—impressions, dwell time, audience clusters—empowering you to offer clients smarter campaign decisions and transparent reporting.

- **More Demand**

Through Suss Ads, your inventory becomes available to **direct brand campaigns, African advertisers, diaspora brands, and niche regional clients** who are not accessible via global DSPs.

- **Better Monetization**

Our localized expertise and audience targeting bring **higher fill rates, optimized bidding, and better CPMs** which means more revenue for your network.

- **Future-Ready Infrastructure**

From mobile geo-fencing to creative sequencing across regions, we help your PDOOH platform **stand out as a next-gen media channel**.



Why Partner with Suss Ads?

Suss Ads offers more than just a connection we help you **scale, monetize, and future-proof** your Out-of-Home inventory with localized and global demand

1. End-to-End Support

From onboarding to ongoing optimization, Suss Ads provides:

1. **Dedicated technical support** during integration
2. **Performance monitoring tools**
3. **Creative consultation** to maximize effectiveness of DOOH ad formats
4. **Monthly performance reports** and insights to improve monetization

2. Platform Integration

We make it easy to **plug your screens into our programmatic ecosystem** using standard SSP, API, or tag-based integrations.

- Your inventory becomes available to **brands actively buying media across our DSP and partner networks.**
- Seamless integration with your CMS or ad server ensures quick onboarding and minimal technical friction.

Why Partner with Suss Ads?

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3. New Revenue Streams

We don't just list your inventory we **actively promote, package, and resell** your screens to our advertiser and agency partners.

- You benefit from **local and international brand campaigns** across FMCG, telecom, government, finance, betting, and entertainment sectors.
- Campaigns are matched to your screen formats for better fill rates and ROI.

4. Wider Reach Through Our Demand Network

By joining Suss Ads, your screens become visible to:

- Over **100+ active advertisers** across Africa and the diaspora
- Brands expanding into **UAE, Ghana, Kenya, Nigeria, South Africa, and parts of Europe**
- Agencies and media buyers looking for **multi-country OOH scale without fragmentation.**

How it works

1. Inventory Integration

We begin by **connecting your DOOH screens** (billboards, kiosks, transit displays, indoor digital signage, etc.) to our demand-side platforms and trading desks via:

- **SSP or Ad Server Tags**
- **API integration**
- Or through **custom CMS bridgin**

2. Campaign Activation

Once connected, your inventory becomes **visible to media buyers** and advertisers in:

- FMCG, telecom, banking, fashion, betting, and public sector
- Markets like Kenya, Nigeria, UAE, Ghana, South Africa, and growing European regions

3. Ad Delivery & Optimization

Our system delivers the most relevant ad content in **real time** based on:

- Location
- Time of day
- Audience behavior
- Weather, events, or regional trend (if applicable)

How it works

4.

Real-Time Reporting

You get access to a **partner dashboard** showing:

- Campaigns running on your inventory
- Revenue earned
- Impressions delivered
- Screen utilization trends

5.

Monthly Revenue Payouts

At the end of every month, you receive:

- A **performance report** with actionable insights
- A **payout summary** detailing revenue by campaign, location, and screen
- **Support recommendations** to increase earnings (e.g. ideal time blocks, new formats)

Value for DOOH Partners

Expanded Demand & Higher Fill Rates

Suss Ads connects your inventory to

- **Programmatic buyers across Africa, UAE, and Europe**
- **Direct campaigns from local brands, pan-African advertisers, and diaspora markets**
- **Regional media agencies running multi-country rollouts**

This **significantly increases the number of bids on your screens**, resulting in:

- More consistent ad fill
- Fewer idle hours
- Increased eCPMs (effective cost per thousand impressions)

New, Passive Revenue Channels

We monetize screens you're already running with **zero extra cost** to you:

- Idle and remnant space gets filled automatically
- Dynamic ad slots allow flexible scheduling and creative rotation
- Access to **performance-based campaigns**, which often pay more than static bookings

Value for DOOH Partners

Real-Time Analytics & Transparent Performance Tracking

Partners receive access to:

- A **custom reporting dashboard** with revenue metrics, campaign insights, and screen-by-screen performance
- Data on impressions, dwell time, peak traffic hours, and more

This helps you:

- Improve pricing strategy
- Justify value to local clients
- Make data-driven decisions on screen placements and time blocks

Easy Setup, Full Support

We handle the heavy lifting:

- Fast, flexible integration with your existing software (CMS, SSP, or player)
- Dedicated **onboarding team** and 24/7 campaign monitoring
- Creative formatting, A/B testing, and content support for best results

Global Reach, Local Relevance

Unlike generic SSPs :

- Understand the **African media landscape and buying behavior**
- Help you **localize campaigns** with regional language, time-based context, and seasonal strategy
- Give you exposure to **pan-African and diaspora advertisers** seeking visibility in your region

Integrations & Onboarding process

1. Discovery & Inventory Assessment

- We begin with a short onboarding call to:
- Understand your **DOOH network setup** (screens, CMS, SSPs, formats)
- Identify **screen locations, audience types, and peak hours**
- Evaluate your **technical infrastructure**

2. Technical Integration

Based on your system, we:

- Integrate via **SSP tags, ad server APIs, or direct feed**
- Provide support for both **static and dynamic DOOH formats** (LEDs, LCDs, touchscreens, etc.)
- Test ad delivery and creative compatibility in live or sandbox environments

3. Go Live & Campaign Launch

Once tested, we activate:

- **Initial test campaigns** across your screens (from our existing advertisers)
- Monitor for fill rate, screen activity, and revenue generation
- Optimize formats and bid floors based on performance

Integrations & Onboarding process

4. Testing & QA

- We perform:
- **Creative testing** (video, HTML5, GIF, static)
- **Playback validation** to ensure timing, resolution, and sync work perfectly
- **Impression tracking QA** to ensure data is flowing into our dashboard

5. Reporting & Optimization

After launch, you receive:

- **Access to your custom dashboard**
- **Monthly revenue reports** and real-time analytics
- **Optimization recommendations** (e.g., best-performing time slots, creative types, CPM adjustments)

6. Ongoing Support & Growth Planning

We assign a **dedicated success manager** to help with:

- Creative updates
- Revenue maximization tips
- New screen rollouts or format expansions
- Seasonal campaign alignment

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