

Advertising in Windows Desktop Apps with Pubfinity

The Pubfinity Platform for Windows 10 Apps

Helping Windows App Publishers Generate Revenue through Highly Targeted Advertising

The only programmatic advertising platform available for Windows

Replaces the Microsoft Ad Monetization Platform which was shutdown on May 31, 2020.



End to End Offering

A native Windows SDK allows publishers to easily add Banner, Native, and Video ads to their native apps.



Unified Auction to Maximize Ad Yield

Hundreds of buyers compete in real-time through a single auction to deliver the highest CPMs and fill rate.



Deliver Targeted Advertising in Windows 10

Advertisers can target users even in cookie-less apps just like on the web, improving ad quality, relevancy, and performance.



In-App GDPR Consent Management

Collect user consent and deliver ads to opted-in users in Europe through an IAB approved solution.



Advantages to Advertising in Windows Desktop Apps

Higher average session length and better engagement compared to mobile

- Longer sessions equate to more ad impressions available and overall revenue.
- Over 90% viewability on both display and video inventory.



Highly Engaged Users

Brand safe Content

Fraud free Ecosystem

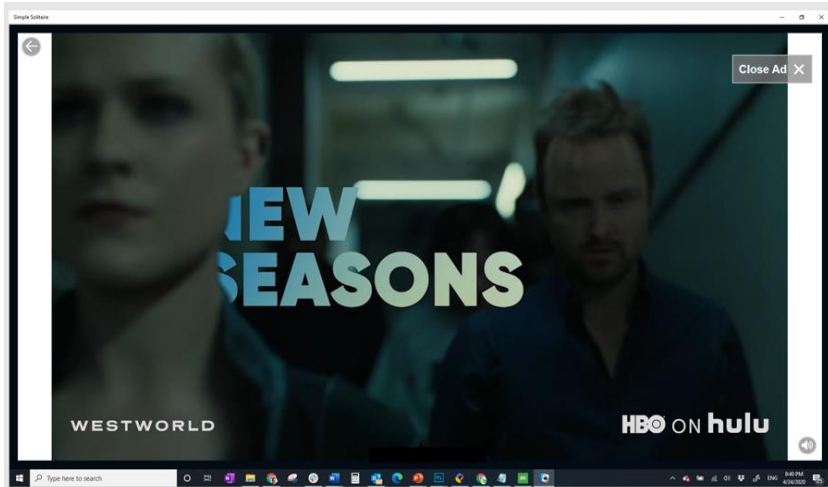
Increased screen real estate

- Larger and higher performing ad format sizes can be shown.
- Banner ads can be better utilized without detracting from the user experience.

Better network connectivity than mobile

- Ads can be displayed more easily with less of a chance of unfilled impressions.

Standard Desktop Web Ad Formats and Sizes



Static Ads - Display & Native

Standard IAB display ad sizes (300x250, 728x90, 160x600, and 300x600), and custom Native Content Recommendation ad units.

Video Ads – Pre-roll, Interstitial & Rewarded

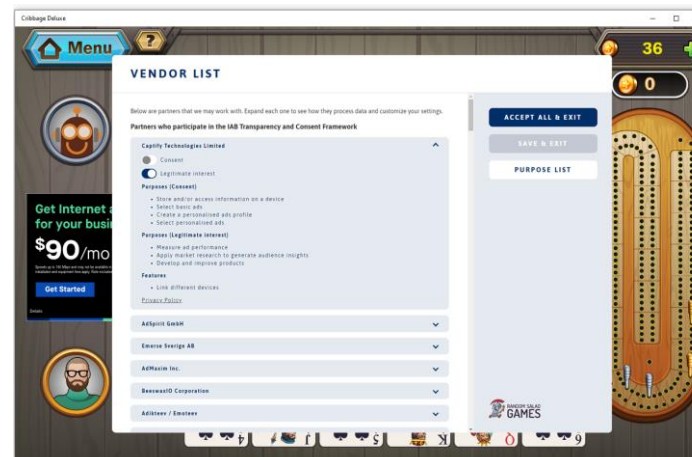
Full screen, non-skippable ads from brand advertisers across the globe.

One of only three Microsoft approved SDK solutions and the only one with brand advertisers and display ads.

IAB Approved and Compliant GDPR User Consent

The **only** in-app Consent Management Platform available for Windows Apps

Over a 90% opt-in rate with the latest 2.0 framework



IAB Transparency and Consent Framework 2.0

- Meets regulatory requirements without sacrificing user experience
- Clear and simple user interface
- Localized in more than a dozen languages