

BrandMax

Increase your brand's impact with
smart branding



In a digital landscape where attention is fleeting, brands need new strategies to stand out and connect with their target audience. Traditional branding campaigns, based on broad demographics, are no longer sufficient. A more precise and efficient approach is required to reach the people who really matter: those with the highest potential for conversion and brand affinity.

In a saturated digital marketplace, brands face the challenge of connecting with their target audience efficiently. Traditional branding campaigns, while useful, often rely on broad demographics, which can lead to wasted impressions and suboptimal results.

BrandMax, an innovative solution for DV360, redefines the possibilities of branding by integrating Custom Bidding technology with user value optimization.

Unmatched accuracy:

Beyond demographics: define value based on your specific business objectives: proximity, purchasing power, user interests, etc. Locate your ideal audience with unprecedented precision. Our intuitive platform allows you to easily convert your branding objectives into bidding algorithms.

Smart Bidding:

Amplified impact: BrandMax optimize bids based on user value, ensuring your budget reaches the people with the highest potential and brand affinity.

Data-driven decision making: Access detailed campaign insights to understand how user value bidding affects performance and refine your strategies for continuous improvement.



Quick and easy implementation:

Seamless integration: BrandMax integrates seamlessly with DV360, allowing you to trigger user value bidding without disruption to your existing workflows.

Quick and easy setup: Our easy-to-use platform makes it easy to set up campaigns and define goals, allowing you to get started in minutes.

Outstanding results

The end result is nothing short of exceptional. With BrandMax's you can unlock the full potential of branding campaigns, reaching high-value audiences precisely where it matters most.

Experience user value bidding with BrandMax and unlock the full potential of your campaigns.



TECHNOLOGICAL PARTNERSHIPS THAT ALLOW GAUSS TO IMPROVE YOUR RESULTS

