



Media Kit 2026

Performance-First DSP
for iGaming & High-Growth Markets

 www.lightad.com

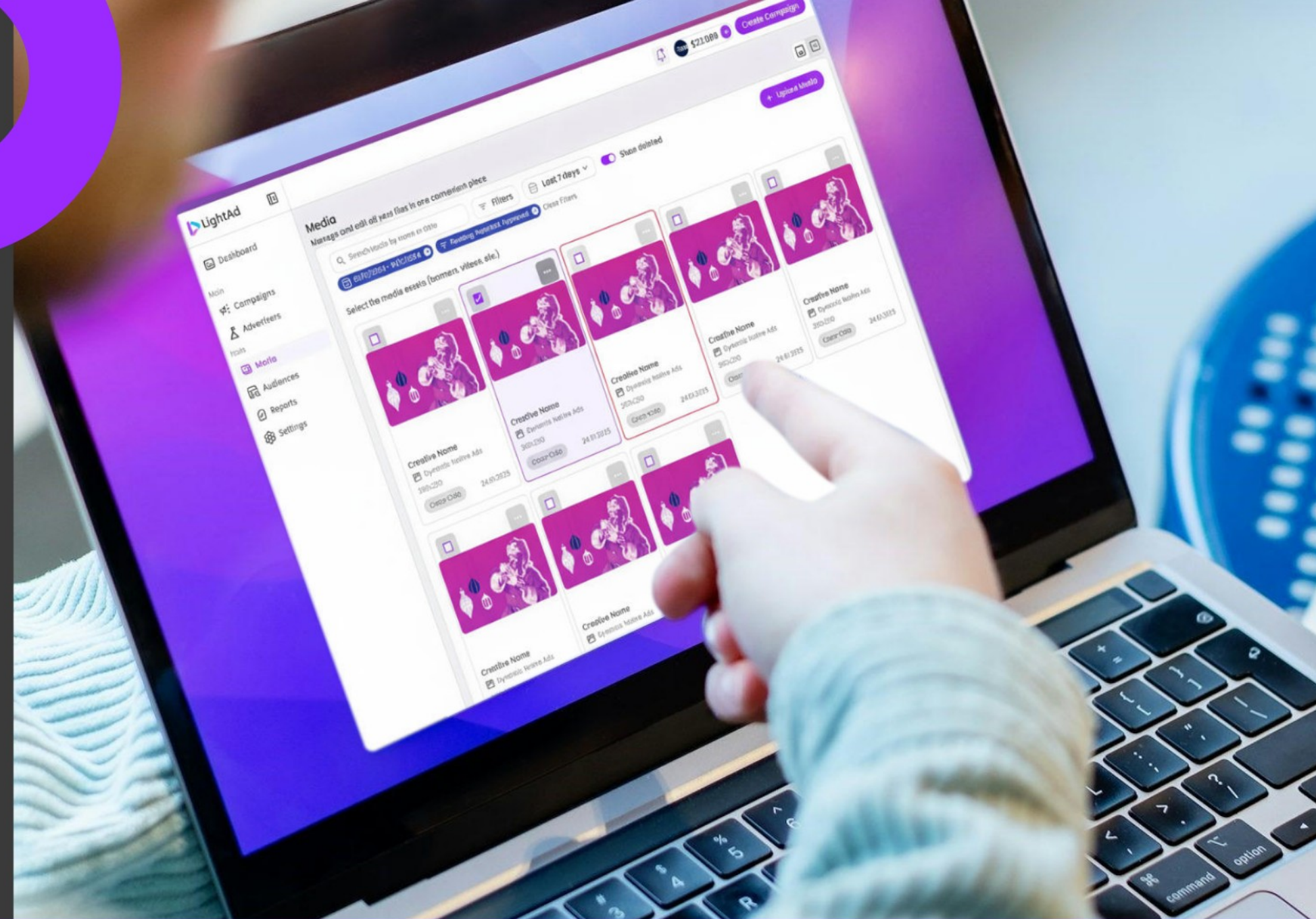
 contact@lightad.com



About LightAd

LightAd is a performance-focused programmatic DSP built by media buyers with **20 years of hands-on experience**.

We deliver enterprise-grade technology with boutique-level service for advertisers in Gaming, Gaming, eCommerce, Finance, and Education.



Key Differentiators

20 Years of Media Buying Expertise

Built by performance marketers who managed large-scale budgets across multiple verticals

Enterprise Tech, Startup Speed

Launch campaigns in 1-2 weeks (vs 3-6 months), start from \$5K-10K (vs \$50K+ minimums)

LATAM Market Leadership

Direct SSP partnerships in Brazil, Mexico, Colombia, Chile with deep local market expertise

Full Transparency & Control

Complete data access, no black-box optimization, flexible billing terms

What we do

- Real-Time Bidding (RTB)
 - with **AI-powered** optimization
- Advanced behavioral targeting** and proprietary audience segmentation
- Multi-channel campaigns: **Mobile, Web, CTV**
- Multi-layer **fraud detection**
 - (50+ behavioral signals per impression)
- Real-time performance analytics** and customizable dashboards
- Cross-device** tracking and attribution

We didn't build a generic advertising platform. We built the DSP we wanted to use ourselves.

The Real Problem with Programmatic Today

Programmatic was built for big budgets, not real performance needs

**For many advertisers,
programmatic still means:**

- High minimum budgets just to start testing
- Rigid DSP settings with little room for customization
- Black-box optimization with no reaction to real results
- Slow or no response to actual client needs

**For iGaming and performance advertisers,
this also means:**

- Paying for "sports fans" who never place a bet — wasting budget on modeled audiences
- Losing money to bot traffic and low-quality users that don't convert
- Missing live events and peak betting moments due to slow campaign adjustments

Large platforms optimize for scale, not for your business.

Result: Media buyers lose control, flexibility, and accountability.

The \$26.8 Billion Problem: Where Your Ad Spend Really Goes

The numbers behind the problem

Wasted Ad Spend

Only ~36.5% of programmatic ad spend actually reaches real users, meaning \$26.8 billion in global ad spend is wasted annually

Source: ANA Q2 2025

MFA Traffic Drain

13% of open programmatic spend goes to MFA (Made-for-Advertising) low-quality sites

Source: Pixalate Q2 2024

Invalid Traffic Loss

11-20% of programmatic traffic is invalid (bots, fraud, fake interactions) depending on channel

Source: Pixalate 2024 IVT Benchmarks

Traffic exists.
Quality audiences
are hard to reach.

Performance fails not because of bids or creatives but because the audience and environment are wrong.

Sources: Association of National Advertisers (ANA) 2025 Programmatic Transparency Benchmark; Pixalate Q2 2024 Global IVT Reports.

How Much Are YOU Losing Right Now?

Calculate your wasted ad spend

If you're spending **\$50,000/month** on programmatic:

Your current reality

- Monthly programmatic spend: **\$50,000**
- × 63.5% waste rate (bots, fraud, MFA sites) = **\$31,750** lost every month
- × 12 months = **\$381,000** wasted annually

With **LightAd's** fraud detection & quality targeting



- Reduce waste by **40-50%**
- Potential annual savings: **\$150,000 - \$190,000**
- Plus: Better conversion rates from real users

The longer you wait, the more you lose. **Every month costs you \$30K + in wasted spend.**

Ready to stop the waste? Get a free audit of your current campaigns →

Built to Adapt: A DSP That Evolves with Clients

"Big DSPs force advertisers to adapt. LightAd adapts to performance reality."

Small team. Enterprise-grade technology.

We're a lean, agile team that built a DSP with capabilities that rival industry giants — but without the bureaucracy, rigid processes, or one-size-fits-all approach. Every client matters. Every request gets heard. Every feature decision considers your needs first.

LightAd was built by media buyers who ran performance campaigns.

Enterprise DSP Reality

- 3-6 months implementation timeline
- Standardized reports and dashboards
- Ticket-based support system
- Feature requests go through corporate approval
- Rigid optimization models

LightAd Approach

- 1-2 weeks to launch campaigns
- Custom reports built to your needs
- Direct access to performance team
- Client feedback shapes product roadmap
- Flexible optimization tailored to results

Real Examples

Real-time bet tracking → Custom postback system in 11 days

8-brand agency dashboard → White-label portal in 3 weeks

MFA site problem → 15K+ domain blocklist in 48 hours

Missing live moments → Event-triggered bidding in <2 min

We partner with clients, growing the platform feature by feature with a sharp focus on results.

Why LightAd: Performance Without Compromise

A **performance-first** programmatic DSP

LightAd is an **AI-driven** programmatic platform for:



Mobile



WEB



CTV

Built for advertisers who care about measurable outcomes, not vanity metrics.

What makes LightAd different:

No minimum spend requirements, start testing with budgets that make sense for your business

Performance-first approach, **optimization by experienced media buyers**, not just algorithms

Built-in iGaming & **LATAM expertise**, deep understanding of high-performance verticals and emerging markets

Full transparency, complete data access and **visibility into every dollar** spent

Agile platform, new features and customizations delivered in weeks, not quarters

How LightAd's Technology Actually Works

The technical difference behind better performance

Our proprietary tech stack combines

- Multi-layer fraud detection: **50+ behavioral signals per impression** (device fingerprinting, interaction patterns, conversion scoring)
- Proprietary audience graph: **2B+ monthly data points across LATAM & iGaming**, not third-party data
- Dynamic **bid optimization**: ML models retrain every 4 hours on actual conversions, not just clicks
- Event-driven architecture: React to live events in **90 seconds** vs 15-30 min industry standard

What this means in practice:

Traditional DSP

- Uses third-party audience segments
- Optimizes for proxy metrics (CTR, viewability)
- Batch processing (updates every 24-48 hours)
- Generic fraud filters

LightAd

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- Optimizes for proxy metrics (CTR, viewability)
- Batch processing (updates every 24-48 hours)
- Generic fraud filters

Technology built specifically for performance advertisers who need **results, not just reach**.

See our technology [in action](#) →

Smarter Segmentation with a Real LATAM Advantage

"Most DSPs target demographics. LightAd targets real user behavior."

Segmentation in LightAd is built on:

- **Interest-based audiences** from real content, app, and media consumption
- **Behavioral** & intent signals (what users actually do)
- Device, OS, app usage, and **environment-level targeting**
- Campaign- or **line-item-level** control

Less noise. More signal.
Better performance.



Why **LATAM** performs differently with LightAd

- **Direct SSP partnerships** in Brazil, Mexico, Colombia, and Chile for premium inventory access
- **Local market expertise:** understanding of payment behaviors, cultural nuances, and regional regulations
- Advanced fraud filtering **tailored to LATAM-specific patterns** — significantly lower invalid traffic rates
- **Real-time optimization** based on regional user behavior and conversion patterns
- Access to **exclusive local publisher** networks and high-quality mobile inventory

Why LightAd is Easy to Work With

Enterprise capabilities without enterprise complexity

Technical Capabilities

- **Same-day campaign setup** and launch
- Custom API integrations and data connectors delivered **in 2-3 weeks**
- **White-label reporting** and dashboards for agencies managing multiple clients
- Full data ownership — **export all campaign data anytime**, no restrictions
- Flexible billing and payment terms **tailored to your business needs**
- Direct access to platform **engineers for technical troubleshooting**

Process & Support

- **Launch in 1-2 weeks** (vs 3-6 months standard)
- **Start from \$5K-10K** monthly budget (vs \$50K+ minimums)
- No long-term **contracts or commitments**
- Direct Slack/WhatsApp access **to your account manager**
- **Response time in hours**, not days
- **Dedicated team** (not shared across 50+ clients)

Our philosophy

Client success is our success. Performance comes first, always. Big-platform capabilities. **Small-company speed.** Client-oriented by design.

Real example: Recent iGaming client went from first call to live campaign in 9 days with a \$7K test budget.

iGaming & Gaming: Reach Real Players, Not Modeled Traffic

iGaming performance depends on audience quality

Broad targeting doesn't work in iGaming and Gaming. Modeled interests and generic "sports fans" burn budgets fast.

What makes LightAd different

- Behavior-based gaming audiences
- Segments built on real betting and gaming activity
- Reach users inside gaming and entertainment environments
- Strong control over traffic quality in high-risk markets

Targeting example

Instead of: "Males 25-45, interested in sports"

LightAd targets: Users who engaged with betting content in last 14 days + installed sports/casino apps + active during live events + demonstrated deposit behavior patterns

Typical performance improvements

- 30-40% lower CPA vs demographic targeting
- 2-3x higher first deposit rate
- 20-25% better D7 retention rates
- Significantly higher lifetime value per user

Real case: LATAM sports betting operator

Challenge: High acquisition costs and low conversion with broad "sports fans" targeting.

Solution: Switched to LightAd's behavioral gaming segments in Brazil and Mexico.

Results in 60 days

- 35% reduction in CPA
- 2.1x increase in first-time deposit rate
- 28% improvement in D7 retention
- Campaign scaled from \$15K to \$85K monthly budget

Want similar results for your iGaming campaigns?

➔ [Request a free campaign audit](#) or see how we can improve your CPA



Ready to Test Real iGaming Performance?

See the difference real players make

LightAd lets you test performance with **real player-focused audiences** — without committing large budgets upfront.

How to get started

- Request a demo
- Launch a pilot
- Scale with confidence

Why be a founding client

- Influence product roadmap
- Priority for new features
- Preferential rates & support
- True partnership

Clear Next Step: Secure Your Advantage!

Only 5 founding client spots remaining for Q1 2026.
Lock in preferential rates before January 31st.

Zero Risk. Maximum Flexibility.

- No setup fees or onboarding costs
- No long-term contracts — cancel anytime
- Start with as little as \$5K test budget
- 30-day performance guarantee

1. Request a demo

2. Test with real players

3. Scale with confidence

Ready to see real performance? Let's talk.

Contact us:

 www.lightad.com

 contact@lightad.com

Thank you



AI-Driven Advertising Built for Results

Channels: In-App | CTV | Desktop | Mobile Web | Video

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