



# Media Kit 2026

Performance-First DSP  
for iGaming & High-Growth Markets

 [www.lightad.com](http://www.lightad.com)

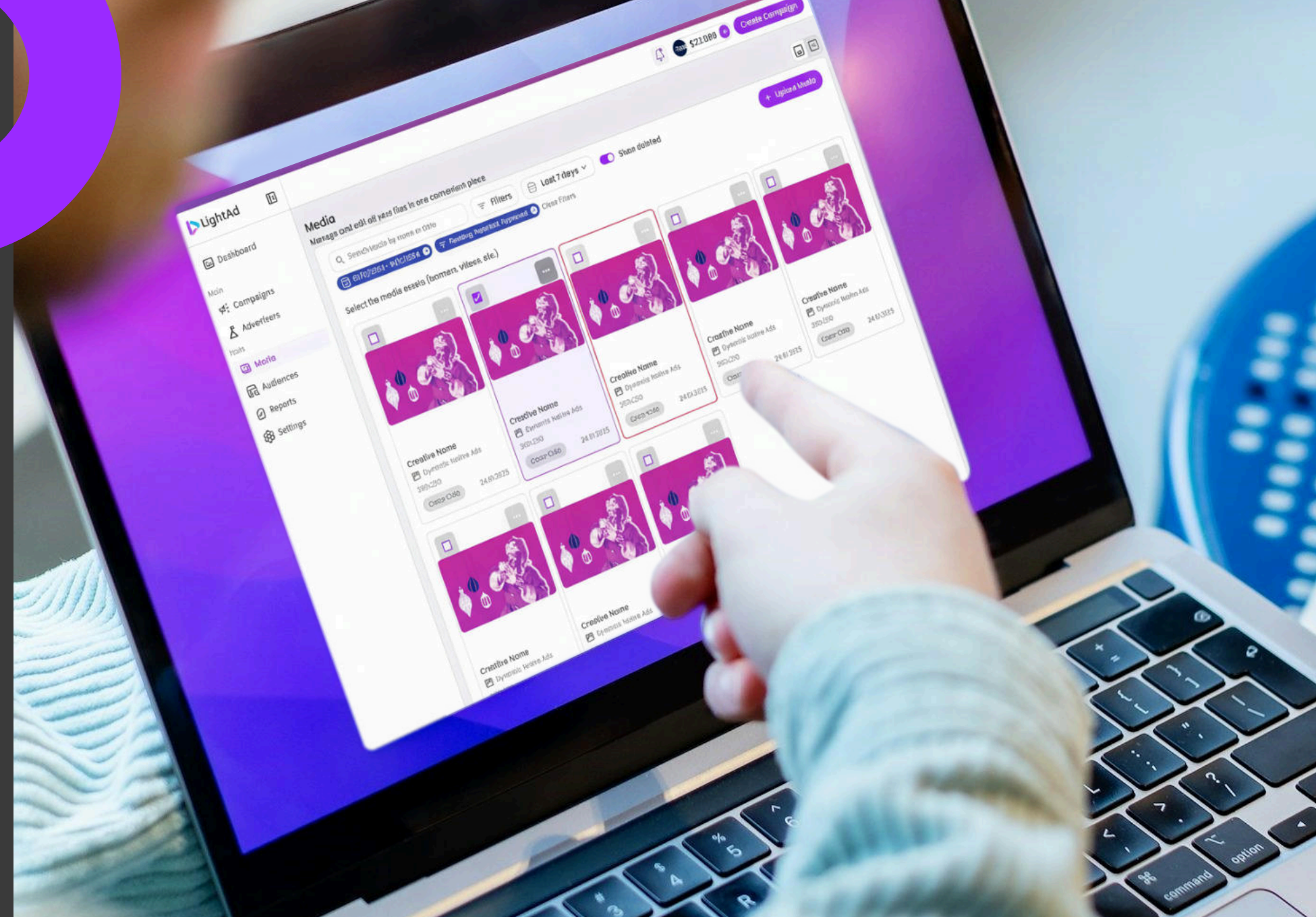
 [contact@lightad.com](mailto:contact@lightad.com)



# 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.



## 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

## 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

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

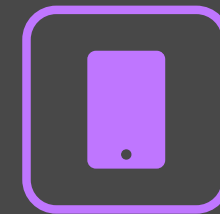
Missing live moments → Event-triggered bidding in <2 min

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

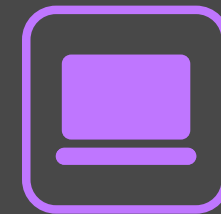
# Why LightAd: Performance Without Compromise

A **performance-first** programmatic DSP

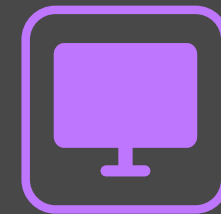
LightAd is an **AI-driven** programmatic platform for:



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

- Uses third-party audience segments
- 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](#) →

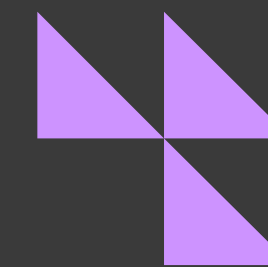
# Smarter Segmentation with a Real LATAM Advantage

"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

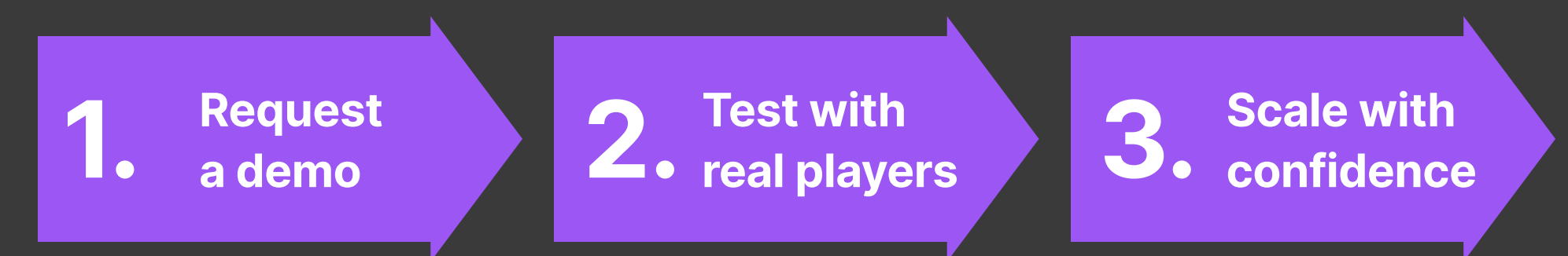
- Influence product roadmap
- Priority for new features
- Preferential rates & support
- True partnership

## 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



**Ready to see real performance? Let's talk.**

Contact us:

 [www.lightad.com](http://www.lightad.com)

 [contact@lightad.com](mailto:contact@lightad.com)

# Thank you



## AI-Driven Advertising Built for Results

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

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