MR
MULTIRICHIE

High impact creatives for publishers

Unlock unused website space and boost your ad sales revenue
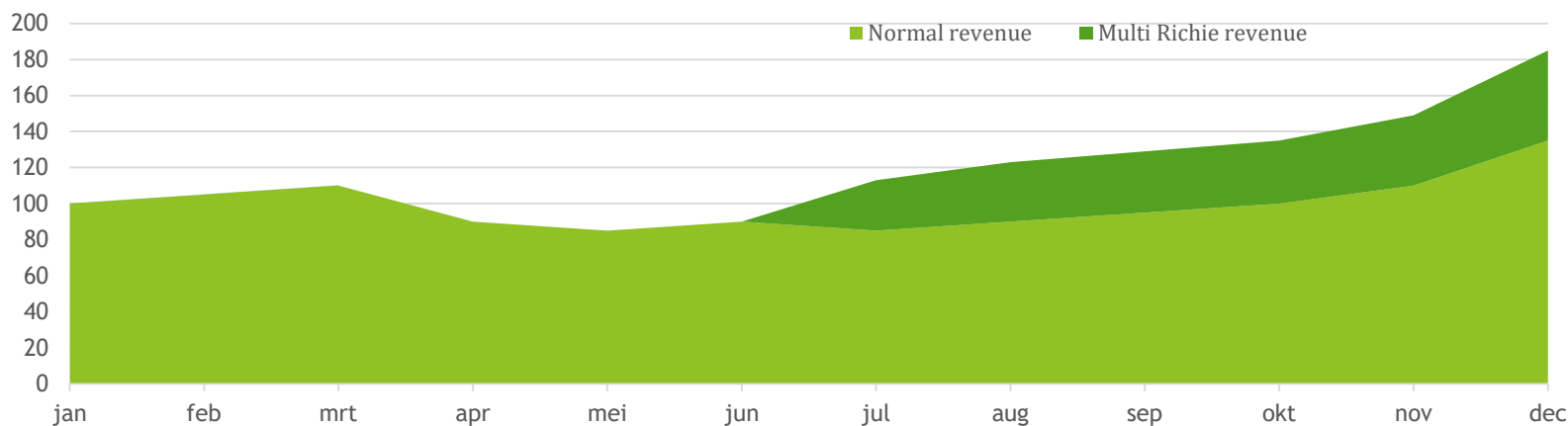
www.MultiRichie.com

High impact ads: benefits
- Giving brands creative new ways to showcase their messaging
- Very high click rates, engagement and viewability, so higher cpm's and revenue

It's a win for publishers and advertisers

View our explanation video or live demo website

High impact ads: challenges for publishers
- Positioning, expanding of ads and screen width calculation
- Management of business rules and combinations of ad sizes
- Finding advertisers
- Reporting and analyzing

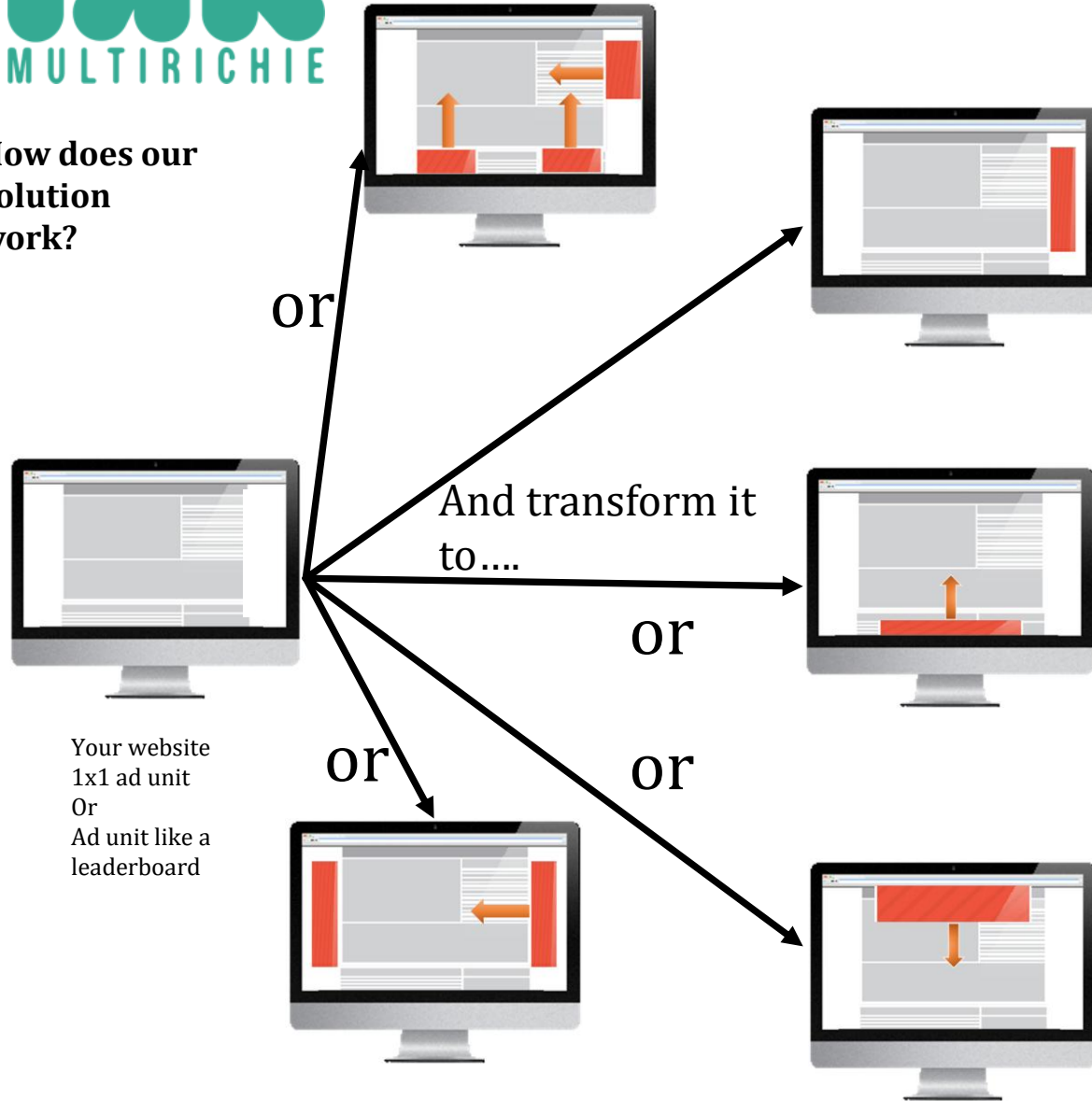*High impact ads lead to high earnings, but you need a lot of skills to properly use them*

View our explanation video or live demo website

Check out our live **demo** multirichie.com/demo

How does our solution work?

or

And transform it to....

or

or

or

Your website
1x1 ad unit
Or
Ad unit like a leaderboard

But you decide what combination fits best to your website

**From one ad slot, you can create one to hundreds of combinations.
MultiRichie will show the ads with highest bid and only if they meet your minimum floor price**

Your website
1x1 ad unit
Or
Existing ad unit like a leaderboard

Sticky side ad – skyscraper or half page ad

Double sticky side ad – skyscraper or half page ad

Sticky side ad, combined with normal leaderboard – push left - rectangle

Double sticky side ad – push left and right - rectangle

Sticky footer ad – push up or normal – leaderboard or billboard

Sticky side ads – push left - skyscraper and half page ad

Sticky side ad – rectangle

Double sticky side ad – rectangle

Sticky footer – push up rectangle

Double sticky footer – push up rectangle

Double sticky push up footer – combined with push left rectangle

Non sticky top banner / push down / billboard

Same for mobile - From one ad slot, you can create one to dozens of combinations

Overlay – rectangle/half page ad

Sticky footer – 300x100

Interscroller – rectangle/half page ad

Sticky top and footer – 300x100

Sticky footer – expandable 300x250

Sticky top – 300x100

Sticky top expandable 300x250

you choose the position(s) on your website, the sizes and corresponding floor prices

We fill the new supply with normal IAB ads. This demand is pulled from your own SSPs

Position	Floor	Highest bid
Left	2	2,2
Right	3	3,1
Left	2,5	2,2
Right	3	3,3
Left	3,5	2,2
Right	4,5	5

Demand for normal IAB ads

YOUR SSP
All programmatic demand

2,2 dollar cpm

5 dollar cpm

MULTIRICHIE
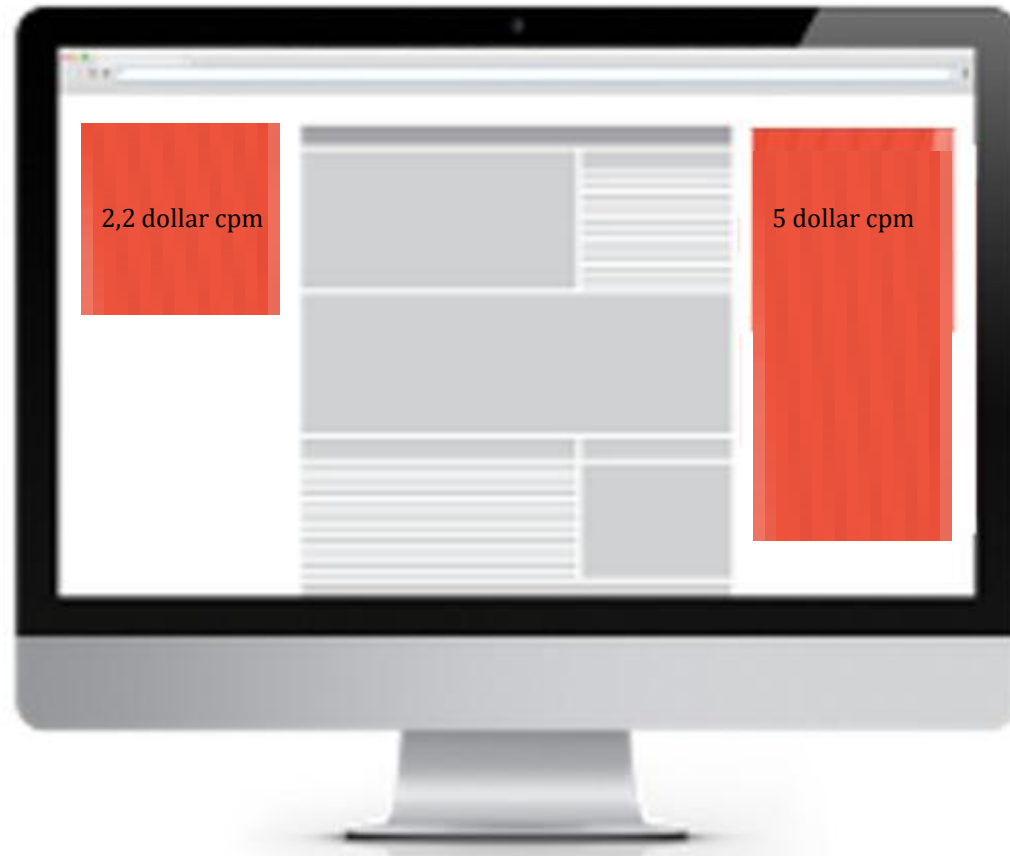
✓ Create new rich media formats from a 1x1 or standard ad units like your normal leaderboard – with custom css (background)

✓ Immediate and significant increase of ad sales

✓ Automated positioning, multi sizes, screen width calculation and expand/stickyness features

✓ More than 20 different formats. possibility to display multiple formats at the same time and create dozens of combinations

✓ Automated optimization for maximal yield

✓ Tap into you own SSP demand and fill the formats with normal IAB ads – no new advertisers required

✓ Full transparency – All your SSP setting apply (protections, pricing rules, etc)

✓ Other features like smart auto refresh and online reporting dashboard

✓ Free trial – monthly subscription

Set up and subscription plans

Set-up of MultiRichie is very simple and we provide a comprehensive manual. If further assistance is needed, our team is available to help.

Making money was never this fun and easy.
Try our technology for free and let us help you with initial set-up. Contact us now to take a look at our demo!

View our explanation video or take a free trial

Start making money today

Review 1
I started working with MultiRichie a few months ago. Despite Corona, our sales remained stable and even increased after a few weeks. The technology is very simple to implement and the MultiRichie team gave me great support and good suggestions to boost sales even further.
Tekona – Jessica Westdijk

Review 2
The guys from MultiRichie offered me a free trial and I never expected such good results. Despite high floor prices, my fill rates were far above 30%. Currently, MultiRichie accounts for almost 30% of our revenues and my customers love it.
BN media – Niek Haafkes

View our explanation video or ask for a demo