

THE ADVERTISING SUCCESS PLATFORM

Built To Maximize Relevance & Multiply Results

Simpli.fi is the leading advertising success platform, providing programmatic advertising solutions and workflow software to over 2,000 media teams, agencies, and brands. Simpli.fi empowers advertisers to maximize relevance, in what they do, in the connections made, and in the results delivered across CTV, mobile, display, and other media types. Our platform delivers performance on budgets of all sizes, executing over 140,000 campaigns for 30,000 advertisers in a typical month. Simpli.fi's investors include leading private equity firms Blackstone and GTCR.

Founded In 2010. Delivering Performance On Budgets Of All Sizes.

2,000+

Clients

140K+

Active Monthly Campaigns
on DSP

\$20B+

Media Managed

600+

Employees

30K+

Active Monthly Advertisers
on DSP

12K+

CTV Advertisers in 2022

MEDIA BUYING SOLUTIONS

Our Demand-Side Platform (DSP) leverages unstructured data to help you target relevant audiences with meaningful and measurable results.

- Addressable
- CTV
- Mobile
- Video
- Display
- Native
- Audio
- Social
- Google Ads (SEM)
- YouTube

SOFTWARE MANAGEMENT SOLUTIONS

From initial planning to final reporting, our all-in-one platform streamlines every step in your workflow.

- Digital Management
- Broadcast Management
- Performance & Analytics
- Billing
- Budgets & Forecasts
- Media Accounting
- Agency Integration
- Payables & Receivables
- Reporting
- Communication & Collaboration
- Managing Tasks & Assignments
- Project Financials

Scaled & Unparalleled Digital Performance

Simpli.fi's DSP is built to help you achieve maximum relevance with your target audience.

Combining cross-channel capabilities with a full suite of targeting tactics, Simpli.fi's media buying solutions are built for efficiency and delivering increased ROI for campaigns of all sizes.

01

Custom Precision
Targeting

02

Storytelling
Insights &
Attribution

03

Single-Platform
Functionality

04

Unrivaled
Transparency

Service Models: Self-Service | API Integration | Managed-Service

Software Management Solutions Built To Optimize Your Operations

Streamline tasks and maximize focus with accounting, media planning, and project management solutions for agencies of all sizes. Maximize the power of a modern platform that makes it easy to automate, connect, and consolidate.

01

Built for
Advertisers of
All Sizes

02

All-In-One
Platform

03

Unparalleled
Visibility

04

Unlimited Live
Support

Interested in learning more about Simpli.fi's CTV solution?

Scan the QR code to visit our website and fill out a contact form, or get in touch at hi@simpli.fi.

