



MARKETER

Full-stack programmatic AdTech solutions
for all market players

about us



becomes a...

Over the last few years, in partnership with you, we have been at the forefront of developing not only the Video Advertising segment, but also introducing new and innovative advertising solutions. In order to be able to successfully structure all business lines and to strengthen our growth also outside the Baltics, we would like to inform you that we have decided to change the name of ADVIDEO. As of 2022, our new name is MARKETER.

Along with the name change, the new identity and the advertising services represented will provide even more opportunities for your business both in the Baltics and globally.



about us



our trusted clients

MAXIMA

Swedbank 



Luminor



BARBORA



FERRERO



PHILIPS



TELE2

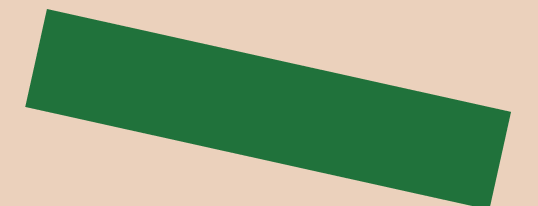
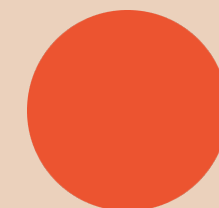


our mission...



transparency & collab

Building a successful digital advertising ecosystem requires transparent relationships among industry participants, fostering trust, long-term collaboration, and sustainable growth. Efficient collaboration between advertisers, publishers, agencies, and tech providers is crucial, with transparent and effective communication enabling shared strategies and joint decision-making. Fair conditions, including equitable revenue distribution and opportunities, are essential for sustaining the ecosystem, preventing monopolies, and promoting innovation. Adaptability to new technologies is key to maintaining competitiveness and enhancing overall efficiency. In summary, success in creating a digital advertising ecosystem depends on transparency, effective collaboration, fairness, and embracing innovations for industry resilience and prosperity.



our story

2014

ADVIDEO entered the market as a display ad network for online advertisers and an ad server for publishers



2020

We began to offer other formats, such as banners, in-apps, audio pre-rolls, ohh.

2023

Became as an official partner of Teads.

2017

ADVIDEO became the largest video advertising network in Baltics.

3000+ publishers are connected to the Advideo advertising ecosystem.

2022

Our new name is MARKETER.

MARKETER servers exceed 100+ million ad requests per day.

2024

Became part of the programmatic ecosystem by launching new products SSP/DSP and own video Player.



our products

vod

non-skippable video advertising

smart tv & ott

Reach the premium & engage daudience

banners

Network with a broad audience

ohh

Advertising in elevators & street boards

digital meter

Your path to effective audience engagement

in-app

Advertising in mobile apps

tv

Exclusive content & unique audience

dooh

Advertising on street digital boards

digital audio

Audio ads in podcasts & online radio

teads

Brand-safe media solutions

tiktok

Experienced team & technologies

video player

With 100% effective inventory monetization

google

Tough task? We have solutions

facebook

Experts in ads & content

ssp

Platform to create & manage ad networks

dsp

Platform for advertisers & ad agencies

- solutions for advertisers
- solutions for publishers
- solutions for analysts

best quality



trust

We integrated the most powerful verification tools to guarantee brand safety, media buying transparency, and the highest inventory quality. A huge amount of low-performing or invalid traffic can be generated by publishers themselves (for example, via VPNs) or by big-scale adware programs. Adware is usually installed on devices without the user's consent and can generate an enormous number of fake ad impressions per day. The practices enabled by fraudsters are becoming more and more complicated, and often they're more than hard to detect.

MOAT

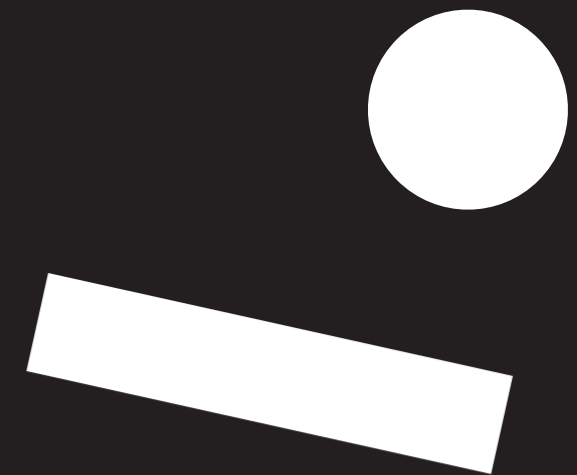
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 ADSCORE

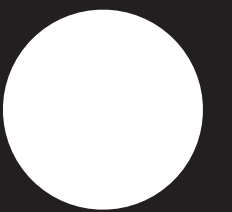
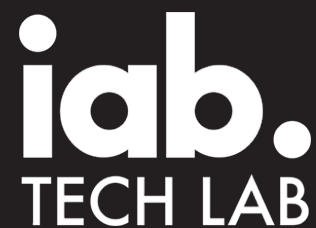


for business



partnerships

Partnerships play a crucial role in the success and expansion of our business. By collaborating with a diverse array of partners, ranging from innovative startups to established industry giants, we are able to broaden our capabilities and infuse cutting-edge innovations into our products and services. These partnerships not only strengthen our existing market position but also open up new avenues for growth and development. The synergy created through these collaborations helps us to stay ahead of market trends, meet the evolving needs of our customers, and continually refine our offerings. This collaborative approach is a cornerstone of our business strategy, enabling us to build a more dynamic, resilient, and successful enterprise.



people



our leadership

Every day we challenge ourselves to make MARKETER the best fit for your online advertising activities.



Andžejs Pjateckis
Co-Founder



Boris Nefedovs
CEO & Co-Founder



Ilze Buna Lediņa
Strategy and communication



Kristine Zobkova
Head of Sales



Mikelis Gutmans
Head of DSP & Digital Analyst



Imants Dreimanis
Head TV Analyst



Vjačaslavs Vasiljevs
Financier



Rebeka
Coffee Machine

people



quotes



Our goal is to establish the most extensive independent advertising technology ecosystem in the Baltics and bring together all the top players in the industry.

Andžejs Pjateckis
Co-Founder



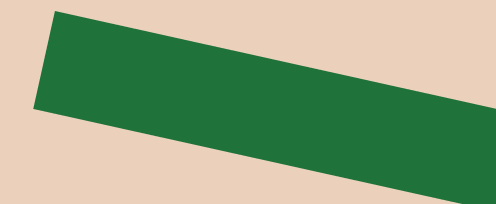
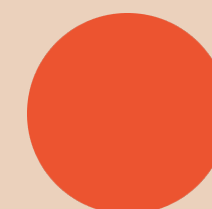
Our primary objective is to reduce the gap between advertisers and publishers. MARKETER serves as a hub for obtaining direct access to both exclusive demand and supply sources.

Kristine Zobkova
Head of Sales



We specializes in creating premier adtech software for every participant in the market. Our proficiency and advanced technology empower both publishers and advertisers to attain exceptional outcomes.

Mikelis Gutmans
Head of DSP & Digital Analyst



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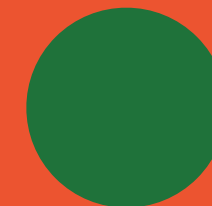
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contact us

Thank you for your attention!

Are you with us?

MARKETER

Starting Is Easy! Register your free personal account on DSP. Fill the budget, create campaigns, upload creatives. Run and manage campaigns in real-time.



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