

Programmatic advertising is all the rave in the world of digital marketing & advertising

Idea Network is the first Egyptian Ad Network offering a variety of Ad Solutions operating globally with global demand & supply partners, mainly monetizing publishers inventory to increase their revenues.



Programmatic advertising is a way to automatically buy and optimise digital campaigns, rather than buying directly from publishers.

It's designed to replace human negotiations with machine learning and AI-optimisation. The goal is to increase efficiency and transparency to both the advertiser and the publisher.



This is done through real-time auctions where ads are bought at the same as a visitor loads a website

OUR SOLUTIONS

- 1 Display (Edge)
- 2 Video (Out stream & In stream)
- 3 Video player services
- 4 Programmatic Rich Media Solutions

OUR PARTNERS



+400M
Page Views
Monthly worldwide

Want to know more about what everyone is calling "the future" of digital advertising?

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