AMOBEE

Amobee named a Leader in the 2021 Gartner® Magic Quadrant™ for Ad Tech

Amobee has been recognized for its completeness of vision and ability to execute. By applying a graphical treatment and a uniform set of evaluation criteria, a Magic Quadrant™ helps you quickly ascertain how well technology providers are executing their stated visions and how well they are performing against Gartner®'s market view.

Figure 1: Magic Quadrant for Ad Tech

Amobee is positioned as a Leader in the 2021 Gartner® Magic Quadrant™ for Ad Tech

Amobee has made significant progress in bringing the power of digital advertising to TV, digital and social channels, providing consolidated access to linear and streaming TV, inventory and real-time programmatic bidding markets. This latest Gartner® win also recognizes Amobee's strength as a fully integrated TV, digital, and social ad management platform. This validation is a testament to the success of Amobee's strategy and commitment to driving competitive advantage in the media supply chain.

This graphic was published by Gartner®, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner® document is available upon request from Amobee.

Source: Gartner (October 2021)

Amobee reduces waste across screens

Fully integrated TV, digital & social ad management.

Amobee offers a unified tech stack for TV and digital campaigns; the only DSP that has the technical capabilities to forecast future linear TV schedules, and can optimize CTV inventory against a TV investor's core TV investment.

Data-driven allocation & optimization to maximize media investment.

Amobee ingests digital-direct deals and linear schedules, and forecasts the available unique reach as-defined by your strategic audience targets and brand/portfolio objectives.

Transparent reporting to gauge reach, frequency & scale.

Amobee 4Screen reports identify overlap and eliminate waste across all screens and inventory sources for optimized budget reallocation in the future.

Amobee ranks high in categories across the board

Amobee's highest-rated capabilities include: integrated TV and video support, anchored by deep support for linear TV and CTV/OTT; inventory and audience development, which benefit from hybrid digital and TV capabilities; buying modes, including programmatic biddable, guaranteed; and insertion orders.

Creative Capabilities	Amobee
Data integration	3.0
Inventory and audience development	**4.5**
Creative workflows and DCO	3.0
Forecasting and recommendations	**4.0**
Buying modes	**4.5**
Reporting and reconciliation	3.0
Onboarding, device graph, and IDR	3.5
Automatic campaign optimization	3.0
Channel support	**4.0**
Privacy and consent management	3.0
Multichannel orchestration workflow	**4.0**
Ad verification and fraud detection	3.0
Service, support, and partners	3.5
Targeting and measurement modes	**4.0**
Integrated TV and video support	**4.5**

Amobee earned high scores in media plan creation and campaign setup use cases.

Ready to get started? **Let's chat.**

Contact us: solutions@amobee.com