



Excellence Advertising[®]

**Less complexity.
More clarity.
Better outcomes.**



Excellence for Agencies

Premium US Hispanic inventory — transparent, efficient, measurable.

Explore ↓



Maximize the value of every impression.

↘ Our Mission / Who We Are

Excellence Advertising is an independent advertising company, **est. 2019**, helping agencies run **direct and programmatic campaigns** efficiently to US Hispanic audiences.

We focus on transparency, premium inventory, and measurable.



Excellence in Agencies Solutions



↘ Challenges Agencies Face

Most agencies struggle with:

- ↗ Saturated inventory and opaque programmatic paths
- ↗ Limited access to **exclusive inventory and first-party audiences**
- ↗ Difficulty differentiating results from DV360 or social campaigns

Lack of transparency in Ads.txt and inventory declaration

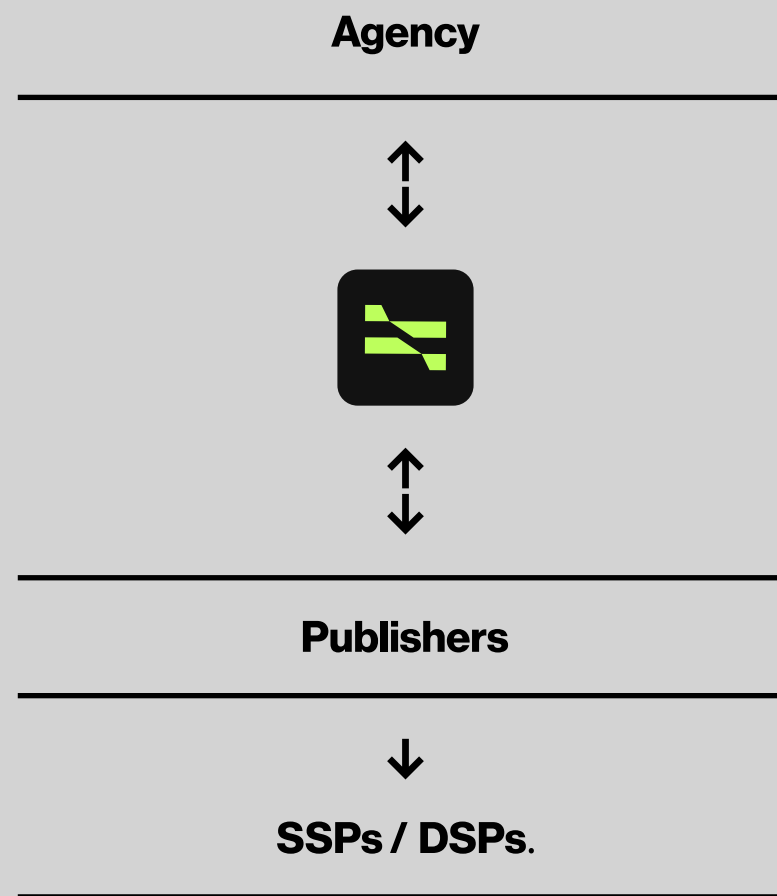


Maximize the value of every impression.

Our Approach

We operate differently:

- Act as a **trusted extension** of your team
- Access to **premium and exclusive inventory**
- **Supply path optimization** for efficiency
- **First-party audience targeting**
- Full transparency, proper **Ads.txt declaration**
- Align incentives to maximize ROI



Technical Capabilities

- **Programmatic Campaign Management in DSPs:** DV360, Zeta DSP, Mediasmart, Samsung DSP
- Direct Deals / PMP Implementation with exclusive inventory
- Supply Path Optimization to reduce intermediaries
- Technical Setup & Support for DSPs, SSPs, Curate
- **Reporting & Analytics:** real-time dashboards
- **Transparency & Audit:** full visibility of line items and fees



Transparency



First-party



Premium



SPO



Trusted extension



ROI



Maximize the value of every impression.

Campaign Formats & Metrics



Display

Standard web & mobile banners (*)



Olv / Video

In-stream & out-stream video



CTV

Connected TV campaigns



Rich Media

Interactive & high-impact units Exclusive inventory

CTR

0.25–0.35%

Completion Rate

75–85%

Completion Rate

90–95%

Engagement Rate

2–4%

*Metrics are industry averages; results may vary.



Premium inventory



Exclusive inventory



First-party audiences



Maximize the value of every impression.

Why Agencies Choose Excellence



Direct access to **premium US Hispanic inventory**



Exclusive formats: Rich Media & Native



First-party audience targeting for precision



Supply path optimization



Technical support for DSPs, SSPs, Curate platforms



Transparent operations and Ads.txt compliance



Adds unique value beyond DV360 or social.



Better Performance



Full Transparency



Trusted Partnership



Maximize the value of every impression.

How to Get Started

1

Introductory call to understand agency goals

2

Audit of campaign workflows and inventory

3

Setup & optimization of direct and programmatic campaigns

4

Ongoing monitoring, reporting, iterative improvements



Introduction call



Collaborative



Optimized



Ongoing



Maximize the value of every impression.

Let's talk.

If you're looking for premium US Hispanic inventory, transparency, and first-party audience targeting, we'd be happy to start a conversation.

→ Let's start a conversation.



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Monetization Infrastructure & Demand Solutions.
Founded in Florida, USA — 2019.