



Excellence Advertising®



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



Monetization Infrastructure Built Around Transparency

Helping publishers grow sustainable revenue through aligned incentives, efficient ad stacks, and direct access to demand opportunities.

Explore ↓



Maximize the value of every impression.

↘ The Publisher Challenge

The monetization landscape has become increasingly complex.

Publishers today face:



↘ Too many vendors



↘ Too many intermediaries



↘ Fragmented demand



↘ Misaligned incentives



↘ Limited visibility



↘ Operational complexity

Many monetization relationships create more questions than answers.



Maximize the value of every impression.

↘ Why This Matters

Most publishers don't have a monetization problem. They have an infrastructure problem.

When monetization becomes overly complex:



Revenue becomes harder to predict



Optimization becomes reactive



Trust decreases



Growth slows

The result is more operational effort with less visibility.



Maximize the value of every impression.

↘ Our Philosophy

Built around transparency and aligned incentives.

At Excellence Advertising, we believe monetization should be:



Transparent



Measurable



Sustainable



Operationally Efficient

We don't optimize for short-term spikes.

We optimize for long-term publisher growth.



Maximize the value of every impression.

↘ How We Work

A partnership model, not a vendor model.
We work as an extension of your team.

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We begin by understanding:



Your Audience



Your Current Setup



Your Business Goals



New Opportunities

Then we identify opportunities across:

- Google Ad Manager
- Yield Management
- Header Bidding
- Demand Strategy
- Direct Monetization Opportunities



Maximize the value of every impression.

↘ The Excellence Partnership Model

Built around aligned incentives. Our preferred model leverages Google Ad Manager MCM Manage Account relationships.

This structure allows:



↘ Transparent monetization participation



↘ Automated revenue distribution through Google



↘ Reduced Operational Friction



↘ Better incentive alignment

Publisher



Google Ad Manager
MCM Manage Account



Google Revenue
Share



Publisher



When publishers grow, we grow.



Maximize the value of every impression.

↘ What we do

Monetization Infrastructure Services



Strategic Monetization Partnerships



Yield Management



Prebid Strategy



Revenue Diagnostics



GAM Audits & Optimization



Ad Stack Reviews



Header Bidding Optimization



Demand Evaluation



Maximize the value of every impression.

↘ **Demand & Technology Access**

Access to trusted monetization partners.

Through our relationships and infrastructure, publishers may gain access to:



↘ Premium SSP Demand



↘ TripleLift Opportunities



↘ Curated Programmatic Demand



↘ Direct Agency Opportunities



↘ Specialized Monetization Support

Google

 **triplelift**

Magnite

We evaluate each opportunity based on publisher fit rather than applying a one-size-fits-all approach.



Maximize the value of every impression.

↘ What makes us different

Not another ad network.

Traditional
Monetization
Vendor



Focus on their
margin



More vendors
margin

Excellence
Advertising



Transparent
participation



Infrastructure-first
approach



Black-box
reporting



Short-term
focus



Aligned
incentives



Long-term partnership
mindset

The right partner doesn't add
complexity. They help remove it.



Maximize the value of every impression.

↘ Why publishers work with us



↘ Senior Ad Operations Expertise



↘ Strategic Monetization Guidance



↘ Long-Term Growth Mindset



↘ Transparent Partnership Model



↘ Trusted Demand Relationships



↘ Direct Alignment Through GAM MCM



↘ Official TripleLift Representation in LATAM



Maximize the value of every impression.

↘ Case study

El Colombiano (Colombia)

El Colombiano is one of Colombia's leading news publishers, generating approximately 200 million ad requests per month.

The publisher had developed a complex monetization environment over time, including multiple vendors, an oversized ads.txt file, and untapped optimization opportunities within Google Ad Manager.

↘ What We Did

- Conducted a full monetization review
- Optimized Google Ad Manager configuration
- Recommended vendor consolidation
- Reduced ads.txt complexity
- Supported the implementation of client-side header bidding
- Improved demand competition and auction efficiency

↘ Key Takeaway

The most impactful monetization gains often come from improving infrastructure, competition, and operational efficiency—not simply adding more demand partners.

● Results

○ Average AdX Revenue

+81% increase

Average monthly AdX revenue in 2026 versus average monthly AdX revenue in 2025.

○ Average AdX Fill Rate

+70% increase

Average monthly AdX fill rate in 2026 versus average monthly AdX fill rate in 2025.



Maximize the value of every impression.

↘ Who We Are

Excellence Advertising® was founded in Florida in 2019.

We specialize in monetization infrastructure, ad operations, and demand solutions for publishers and agencies focused on US Hispanic audiences.

We are part of **Numatec Holding**, a group of specialized advertising and technology companies operating across the Americas.

www.numatec.com

NUMATEC



Maximize the value of every impression.

Let's talk.

Interested in exploring your monetization opportunities?

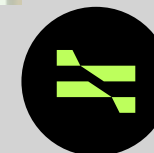
Whether you're looking for a second opinion, infrastructure improvements, or long-term monetization support, we'd be happy to start a conversation.



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



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