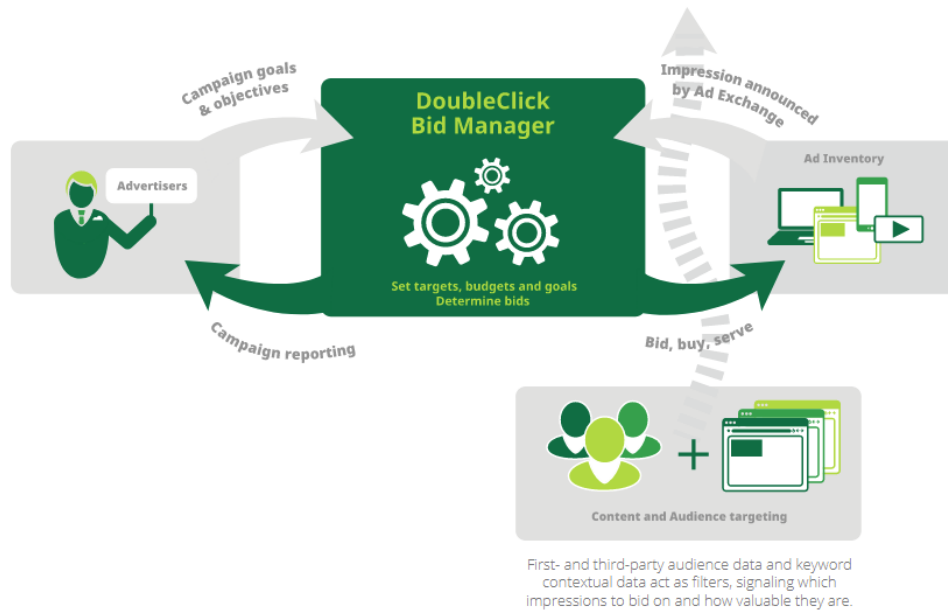


DBM – Double Bid Manager

Is Google's demand-side platform (DSP) that offers agencies, trading desks, and advertisers access to the world's most exclusive collection of display, video, native and mobile inventory available in real-time. DBM offers media buyers the view into the world's premium inventory for programmatic media buying across all channels and formats.



Often called the most premium solution in a marketer's programmatic advertising portfolio, DBM ensures media buyers the best opportunity to reach the highest level of bidding, targeting and optimization available for launching programmatic ad campaigns.

DBM will give you the best opportunity to reach the highest level of bidding, targeting and optimization available for your programmatic ad campaigns.