# GAM 360 · MCM with Adaptek

Publisher monetization via Google Ad Manager 360, Ad Exchange and the Multiple Customer Management program.

Adaptek has a direct agreement with **Google Ireland Limited**: Google Ad Manager 360 (Advanced Video), Ad Exchange and participation in the **Multiple Customer Management (MCM)** program. Through MCM a publisher gets access to Google's premium demand without its own Google contract and without a minimum traffic threshold, while Adaptek takes care of implementation, operations and optimization.

## Who it's for

- Large portals, broadcaster websites, news brands.
- Streaming inventory: BVOD, OTT apps, FAST, live sports.
- Apps: telco, news, lifestyle.

## What we solve

| Problem | Solution |
|---|---|
| A fragmented stack: separate direct sales, programmatic, video, apps, reporting | One GAM 360 monetization layer for all formats and countries |
| Too few buyers for each impression | AdX, Open Bidding, PMP, direct deals |
| Trafficking, policies, reconciliation and yield need scarce expertise | Adaptek runs the operations |
| MCM, AdX, site/app review, consent, ads.txt | We guide you through every launch requirement |

## Benefits

- **Access to GAM 360 / AdX / Open Bidding** without a direct Google contract or traffic threshold.
- **SSAI technology** — ads that can't be blocked, personalized by geo, device and context: SSAI.TV.
- **Transparency and anti-fraud** — independent measurement by Gemius and BigData Rating.
- **Regional expertise** — the Balkans, the Adriatic, Central Asia: language, demand, regulation.
- **Guided onboarding** — the technical team takes the publisher through every step.
- **A direct Google agreement** — official MCM partner status, not a sub-reseller.
- **Group demand** — CoobX (formerly Admixer): a Google Marketing Platform Sales Partner since 2016, official Google Ads representative in Serbia, Kazakhstan, Slovenia, Croatia and other countries of the region.

## How to start

1. Choose a partnership model: MCM models — Manage Account and Manage Inventory.
2. Go through onboarding — from inventory assessment to launch in 2–4 weeks: Publisher

onboarding — 8 steps.

3. Questions — see the MCM — FAQ or write to us.

Formats: Advanced Video (VAST), display and native on the web, banner / interstitial / rewarded / app-open in apps, audio, rich media, audience targeting.