

REDEFINE THE WAY YOUR BUSINESS PERFORMS

Increase productivity, create better outcomes for your campaigns, and grow your digital business more profitably with Basis, the industry's first and only digital media platform to address direct, programmatic, search & social through a single interface.

Basis is here to drive more than just streamlined media planning—with robust business intelligence, workflow automation, search & social integrations, and the #1 rated DSP with built-in artificial intelligence, it's a platform you can run your entire digital business on top of.

THE INDUSTRY'S MOST COMPREHENSIVE & AUTOMATED DIGITAL MEDIA PLATFORM

Negotiation &

Contract Management

Manage the vendor RFP process seamlessly across all inventory types.

Direct Media

Activation

Implement your media plans flawlessly with insertion order and ad server capabilities.

Universal Campaign

Reporting & Optimization

Manage and review performance across programmatic, search, social, and direct buys.

#1 Rated

Demand Side Platform

An award winning, omni-channel DSP built for speed and performance.

Streamlined

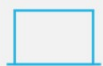
Communication

Access all internal and external correspondence as well as RFPs and IOs within the platform.

Billing

Facilitation

Produce accurate, real-time reporting for your financial system of record



DISPLAY • SOCIAL • ADVANCED TV • VIDEO • NATIVE • MOBILE • RICH MEDIA • AUDIO

Search

Google, Microsoft Ads

Billing

Advantage, Strata

DMP

LiveRamp, Foursquare

POWERFUL PARTNERSHIPS

Data Providers

25,000+ audience segments

Social

Facebook, LinkedIn, Instagram, YouTube

Inventory Directory

9,000+ direct vendors, 2,000 PMPs, 11,000 contacts and 70B+ impressions daily

Ad Servers

Google Campaign Manager