

Ad Tech Programmatic Discovery

Modernize your ad stack to unlock revenue, scale, and performance with programmatic precision

GlobalLogic, in collaboration with AWS, empowers media and ad tech leaders to unlock new revenue through smarter, faster programmatic transformation.

Our structured discovery engagement evaluates your current Ad Stack, **identifies missed monetization opportunities**, and defines a path to high-performance, future-ready infrastructure.

Whether it's enabling real-time bidding, modernizing deal management, or scaling header bidding, we bring deep domain expertise and proven accelerators to help you move from inefficiency to impact—fast.

15+

years of Ad Tech engineering

engineering powering top platforms, including the world's largest independent SSP



Our comprehensive **Ad Tech Programmatic Discovery** services and solutions include:

- End-to-end consulting: Discovery, PoC, and implementation
- Ad Stack assessment with measurable ROI recommendations
- Demand & deal management optimization
- Real-time bidding and header bidding enhancements
- Integration with DSPs, ad servers, and analytics tools
- Support for video, display, and audio
- GlobalLogic Ad Tech Accelerator for faster deployment
- Built for scale on AWS

GlobalLogic's Ad Tech Programmatic Discovery offering is designed to help publishers, SSPs, and media platforms **modernize their ad tech ecosystem** to leverage the power of programmatic advertising fully.

Through a structured consulting engagement, we assess your current environment, identify technical and business gaps, and **provide a clear path to scalable, high-performing solutions**.

From RTB optimization and header bidding implementation to deal management, analytics, and creative quality controls, we bring deep technical and domain expertise backed by proven success with leading media brands.

Built on AWS, our solution ensures **flexibility, reliability, and fast time-to-market**, enabling partners to boost monetization and future-proof your programmatic stack.



Monetization Optimization

Identify and implement changes to maximize revenue across channels, formats, and deal types.

Clear Path to Value

Move from assessment to PoC to production with a validated, low-risk approach tailored to your unique business needs.

Accelerated Time-to-Market

Speed up modernization with GlobalLogic's proven delivery model and purpose-built Ad Tech accelerators.

Tech-Stack Agility

Modernize with scalable architecture and deep integration capabilities—engineered for AWS and enterprise performance.

Let's start engineering the future of programmatic advertising—together

Modernize your Ad Stack with GlobalLogic and AWS—**engineered for scale**, speed, and smarter monetization.

Contact us to get started.