



A Global Platform Fueled by Innovation

Platform161 is an award-winning, industry-leading programmatic platform ahead of the curve. With 60 professionals located in twelve countries, we consider ourselves partners with our clients and provide custom solutions for their needs. We prioritize innovation to provide our clients with the ability to perform bleeding-edge campaign techniques that allow them to outperform their competition.



Navigating Complexity

The programmatic industry is a vastly complex system of interconnecting media sources. We understand it and help you understand it. By working hand and hand with our clients, we collaborate on building the best setup for their needs. Our trading platform is unique and modular with all digital media connected with a fully API supported infrastructure, highly scalable, and cloud-based. We are connected to all major supply sources with high-grade security and fully integrated fraud detection.

Performance Driven, Transparency Centric

At the core of our platform is our Machine Learning AI that's performance-oriented for awareness, branding, and conversion-driven campaigns. The best part of all, we are transparent and independent, we give our clients' a clear understanding of their ad buying providing them the information they need to outperform the competition.

Collaborative in Nature

We work with brands, agencies, eCommerce companies, and publishers. Either managed by our industry veterans, self-service, or a combination of both. With a 360 degree view and our performance-driven algorithms, we offer more value to your campaigns. We also know the importance of building reliable, automated repetitive tasks so you can focus on what really matters.

Contact us to learn more about how Platform161 can increase your campaign performance today!

