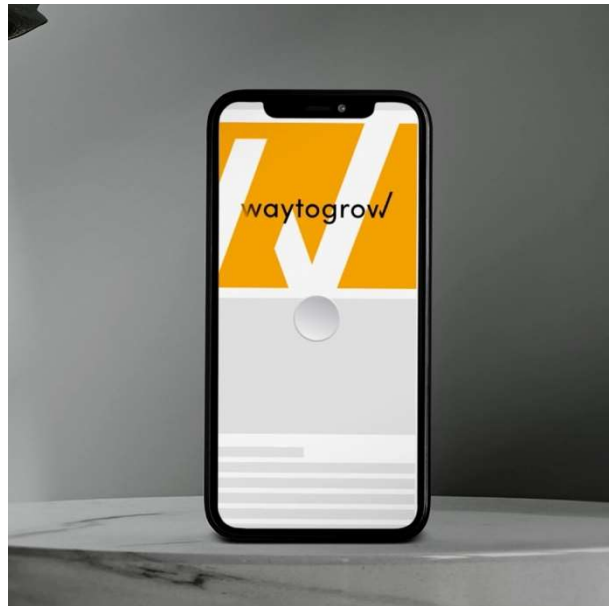# GROW Smart Engine

GROW Smart Engine is an intelligent online advertising solution (intelligent "engine") that dynamically creates a display ad grid on the page. These units are placed in the editorial content on the entire website or its part.

Two modules are an integral part of the advertising product: Ad Wrapper and Ad Content.

. Ad Wrapper

Ad Wrapper works as follows:

- GROW Smart Engine analyzes the website and creates a grid of advertising formats in real-time according to predetermined parameters. This advertising network is the most optimal and effective in terms of visibility and placement of paid content.
- The formats are sufficiently separated not only from each other, but also from other ("foreign") advertisements existing on the site.
- In addition, thanks to parameterized scenarios, GROW Smart Engine does not create advertising formats in the sections previously indicated by the publisher.
- It is a flexible solution for mobile and desktop. It supports a variety of formats.
- GROW Smart Engine also supports websites based on WordPress and SPA (Single Page Application) technologies.

- GROW Smart Engine gives you full control over the advertising network and numerous configuration options: placement of ads, spacing between ads (density), the maximum number of ads, used formats, refresh rate, ad loading time, defining areas on the page without advertising.
- GROW Smart Engine ensures high visibility (Viewability Rate of 70% or more).
- GROW Smart Engine is a solution that complies with Google's policy, Coalition For Better Ads and IAB recommendations.
- The implementation consists in adding one line to the code of the website or to the ad-server and selecting the available options and parameters.
- The implementation of GROW Smart Engine is simple and fast, saving the IT team's time.
- GROW Smart Engine does not interfere with the existing solutions of the publisher.

- **Ad Content**

GROW Smart Engine offers access to virtually all programmatic traffic. Serves ads through the Google Ad Manager (GAM) adserver, combining the sources of Google demand (Ad Exchange, AdSense, Open Bidding, Programmatic Guaranteed / Direct and dedicated SSP platforms in the Header Bidding configuration (prebid.js), and Amazon.

Browser compatibility:

- Google Chrome
- Safari
- Mozilla Firefox
- Internet Explorer (above version 11)
- Opera