

AllMediaDesk Launches Self-Service Platform Across the GSA Region – Cross-Channel Advertising Booking as Easy as Online Shopping

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AllMediaDesk is bringing its successful self-service advertising platform to Germany, Austria, and Switzerland. In addition to the United States and Australia, the solution is now available throughout the entire GSA region for the first time — opening access to premium advertising inventory, especially for small and medium-sized enterprises (SMEs).

Until now, AllMediaDesk operated in these markets exclusively through a managed-service model, in which AllMediaDesk experts supported the implementation of campaigns, or through its proprietary demand-side platform (DSP) “AdPerform,” which is primarily designed for large media agencies. The new self-service platform strategically complements these offerings by making programmatic advertising accessible for the first time without requiring technical expertise or large minimum booking volumes.

All Relevant Media Channels in One Platform

Advertisers can use the platform to book and manage cross-channel campaigns, including:

- Display advertising on websites, mobile websites, and apps
- Online video advertising on websites
- Video advertising on Connected TV (CTV) and streaming services
- Digital Out-of-Home (DOOH)
- Online audio advertising, e.g. on streaming platforms

This allows AllMediaDesk to combine the most important digital advertising channels within one central, user-friendly interface.

Full Transparency Instead of a Black Box – Select Media Brands Directly

One key difference compared to many other self-service solutions: advertisers retain full control over the media brands on which their campaigns are displayed.

AllMediaDesk has structured the often complex advertising inventory and, for example, pre-categorized websites across different publishers by topic. At the same time, full transparency is maintained — customers can specifically select individual media brands.

This opens entirely new opportunities, particularly for regional advertisers:

Where previously they often only had access to local media companies or radio stations in their area, they can now easily leverage the reach of national premium brands and use geo-targeting to deliver advertising precisely within their region.

Programmatic Advertising – Without the Complexity

The platform combines the advantages of programmatic advertising — such as precise targeting and broad reach — with a radically simplified user experience.

“Our approach is to make programmatic advertising as simple as online shopping,” says Matthias Mroczkowski, Chief Sales Officer of AllMediaDesk. “Advertisers can build campaigns step by step using a guided assistant — from campaign duration and budget to audiences and placements.”

This gives even smaller businesses access to professional targeting solutions and premium inventory without needing to operate a complex DSP themselves.

Customized Platform Solutions for Organizations and Partner Networks

Based on its technology, AllMediaDesk also offers the ability to create customized advertising platforms tailored to individual clients. Companies and organizations can provide their partners, branches, or affiliated entities with their own dedicated and customized booking environment.

For example:

- Travel providers can enable travel agencies to book local campaigns using pre-designed creatives — including automatic integration of local contact information
- Shopping center operators can provide center managers with tools to launch targeted regional advertising campaigns
- Insurance companies can simplify local marketing activities for brokers
- Retail groups can support their branches with regional advertising
- Political parties or associations can equip regional subdivisions with an easy-to-use advertising tool

This enables AllMediaDesk to combine centralized brand management with local activation — efficiently, scalably, and with ease of use.

Complementing Existing Client Solutions

The self-service platform is intentionally positioned as a complement to the company's existing offerings. While larger advertisers and agencies will continue to use “AdPerform” or managed services, the new solution is aimed primarily at companies that want to book advertising independently and flexibly.

At the same time, personal support remains a key component: self-service customers can still receive advice and rely on the expertise of AllMediaDesk whenever needed.

About AllMediaDesk

AllMediaDesk is a globally operating IT company in the media and advertising industry. The company operates a platform that enables advertisers and agencies to easily plan advertising campaigns and automatically book them with media providers.