

AdLantic

next generation online advertising

AdOptimizer

Banner Management functionalities

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AdOptimizer – Banner Management

AdOptimizer bannermanagement is a tool,that enables you to manage all of your banner campaigns from one central cockpit. The tool is network independent, allowing banner campaigns to run on virtually every network/website; examples are (low cpm) banner networks, major publishers, affiliate networks, Google content network, etc.

AdOptimizer does not use a (3th party) bannertag. Instead, all technology is implemented in the (flash) banner itself; allowing the content of a banner to be changed and controlled remotely. The banner communicates directly with our statistic server, where data such as adviews, clicks and CTR are collected and reported in one central cockpit. If an AdLantic conversion tracking pixel is placed, it is even possible to report the number of conversions, basket values and/or Order ID's. Our technology enables to calculate campaign costs (based on CPM, CPC, CPA, etc.) which makes it very easy to determine the campaign's ROI.

Finally, our technology allows to measure additional information like the percentage that a banner actually is shown and the average time a banner is displayed.

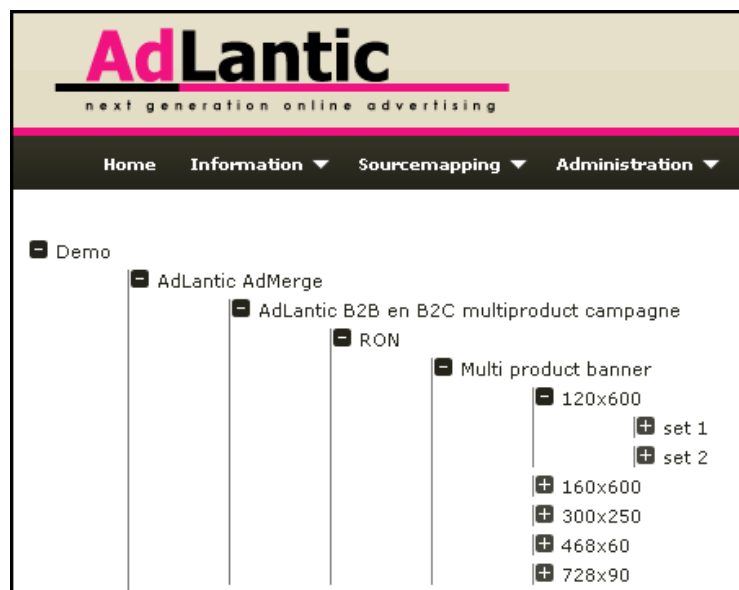
Functionalities

AdOptimizer Banner Management offers the following functionalities:

- Remote controlled content of (flash) banners;
AdOptimizer provides an online studio, to test and view different dynamic banner components. The following content items can be remotely controlled:
 - ✓ Text and images
 - ✓ Streaming video (Max 2 Mb)
 - ✓ Sound
 - ✓ Flash effects
 - ✓ Background colors (color picker)
 - ✓ Logo's
 - ✓ Url's
- Multivariate testing;
Thanks to the dynamic content, a bannerset can display endless variations. Statistics of every variation are measured and reported separately. This allows you to, automatically of manually, optimize the banner. Optimization can be based on CTR and/or Conversion ratio. The banner content can be adjusted until the most successful result is generated, this is an ongoing process. Optimization is done by changing the weight of a banner variable set.
- Dynamic Content;
If an advertiser uses product feeds, it is possible to link these feeds to the banner. Theoretically enabling to display an entire product line inside a banner. Once a product becomes unavailable, or has changed specifications (for example a temporarily discount), that data is also changed real-time inside the banner. This technique makes banners always up to date. Because the content of the banners automatically optimizes based on CTR or ROI,

the most popular or commonly sold products are displayed in the banner – optimizing sales results. You can manually override certain undesirable outcomes.

- Multi product banners;
It is possible to display multiple banners within one banner view. Each "part" within the main banner rotates and can be optimized automatically or manually.
- Behavioral targeting;
If a “beacon” pixel is placed on the website of an advertiser, the click behavior (multi session) of the visitor is recorded. At a later stadium, future banners are controlled based on this behavior. This is interesting when you are using retargeting campaigns. The banner content will be adjusted based on historical click behavior and will therefore better reflect the preferences of the visitor. If you have linked product feeds, parts of an entire product range can be dynamically loaded inside the banner; all based on historical visitor click behavior.
- Platform independent;
AdOptimizer uses techniques that are implemented inside the banner itself. The banners do not use (3th party) tags, so it does not matter what system/adserver you use.
- Extensive campaign settings;
Banner campaigns can run simultaneously on different networks. Per Network (Tradedoubler, MSN, etc.) several campaigns can be defined, which again can consist of several subsections (RON, ROS, etc.). Each subsection may use multiple sets of banner which can consist of various banner sizes. Finally, it is possible to add different content to the banner so you can vary indefinitely (variable set 1, varvariable Set 2, etc.).



- Very comprehensive reports;
Within a selected period and for every campaign segment, AdOptimizer reports very comprehensive statistics. Reporting items are:
 - ✓ Adviews
 - ✓ Clicks
 - ✓ CTR
 - ✓ Number of conversions
 - ✓ Basket values
 - ✓ Campaign costs
 - ✓ Banner weights
 - ✓ ROI
 - ✓ Percentage of banners that actually is shown and seen by visitor
 - ✓ Average time a banner is displayed

The statistics are displayed for each network, campaign, campaign component, bannerset, size and variable set. Individual statistics on each micro level are possible, but also aggregated at each level.

- Real-time banner-edit capabilities;
Each banner variable can be set and adjusted online and in real-time. Our tool immediately shows how the banner will look like with other dynamic content.
- Automatic creation of .swf files;
Users can create any desired campaign setting and the .swf files are automatically generated. These files can then be placed in the networks' adserver (where the banners should be displayed eventually).
- Banner optimization;
AdOptimizer offers the possibility to manually adjust weights. Also, it is possible to automatically perform the optimization based on CTR and/or conversion.

Different contract types

AdOptimizer banner management is the ultimate tool for optimal control and management of banner campaigns. The banner content is dynamically loaded, so you can quickly optimize design and therefore obtain lower design expenses. In addition, AdOptimizer offers very comprehensive statistics. These reported statistics are adserver independent. So you can manage and monitor all banner campaigns (including affiliate networks) from one cockpit - and thereby save much time.

There are three different contract types:

- **AdOptimizer for advertisers**
- **AdOptimizer for agencies**
- **AdOptimizer for publishers**

<i>Feature</i>	<i>AdOptimizer for advertisers</i>	<i>AdOptimizer for publishers</i>	<i>AdOptimizer for agencies</i>
Banner management	y	y	y
Create user	n	y	y
Multiple networks	y	n	y
Multiple campaigns	y	n	y
Multiple campaign elements	y	y	y
Multiple creatives / banner sets	y	y	y
Multiple var. sets	y	y	y
Stats	y	y	y
Max. advIEWS	depending on subscription	Equal to campaign volume	depending on subscription
Multi variate testing	y	y	y
Multi product banner	y	n	y
Automatic optimization	y	n	y
Manual optimization	y	y	y
Conversion measurement	y	y	y
Reporting Basket values	y	n	y
Generate bannertags	y	n	y
Max. number of dynamical components	Unlimited	3	Unlimited
Streaming video (max. 2 Mb)	Y (0,07-0,1 euro cpm)	Y (0,07-0,1 euro cpm)	Y (0,07-0,1 euro cpm)
Dynamic images	y	n	y
Other dynamic components	y	y	y
Dynamization of banners	100 euro/hour	100 euro / hour	100 euro/hour
Calculating campaign costs	y	y	y
Calculating ROI	y	y	y
Reporting banners actually shown	y	y	Y
Percentage banners actually shown	API with adserver – 100 euro/hour	API with adserver – 100 euro/hour	API with adserver – 100 euro/hour
Average time banner display	0,05 euro cpm	0,05 euro cpm	0,05 euro cpm
Connection product feed	100 euro/hour	100 euro/hour	100 euro/hour
Behavioral (re)targeting	100 euro/hour	100 euro/hour	100 euro/hour
Online studio	y	y	y