



Build Your Business with Professional Services

adConductor's U.S.-based client services team leverages 15 years of experience at building and maintaining advertising networks to deliver industry-leading professional services that help build and grow your business.



Ad Network Building & Management Services

Our Ad Network Building & Management Services offering enables you to build and strengthen relationships between your network and roster of targeted sites. It provides:

- Market mapping
- Establishment of eligibility requirements
- Development of contract term
- Network taxonomy strategy and site tagging
- Targeted site prospecting
- Affiliate contract negotiation
- Development of marketing materials
- Access to the adConductor Inventory Exchange community
- Development of network data strategies
- And more

Additional Offerings to Maximize ROI



Ad Operations (Campaign Management)

Our Ad Operations services provide your network with a single point of contact and works with your management and sales teams to grow your business. Ad Operations includes:

- Ad inventory forecasting, sales proposal generation and contract management
- Campaign management and optimization
- Campaign setup and scheduling; creative setup, testing and troubleshooting
- Technical support for websites and affiliates
- Post-campaign reconciliation
- Customer service support for agencies, advertisers and your internal ad operations team



Publisher Services

Our Publisher Services team provides best-in-class customer service and technical support to your websites and affiliates. The team provides your network publishers with:

- Technical support in loading and maintaining ad source code
- Training in how to use your network's publisher portal, including report generation
- Detailed revenue analysis to maximize publisher value
- An introduction of new advertising techniques and formats
- Auditing for malware and validation of eligibility requirements
- Partnerships with top quality assurance vendors



Financial Services

Our Financial Services offering provides monthly publisher payments as well as billing and collections services that provide an extension of your internal finance team.

Want to Learn More?

Contact us today and take your ad management to the next level!

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