



adConductor

Case Study

Building a Network

Client Success & Satisfaction

Successful launch of branded vertical networks results in an increase of revenue above initial revenue goals.

CLIENT

A large, multi-brand media company with strong product awareness but limited web site traffic approached adConductor™ to help develop and implement a vertical ad network strategy.

CLIENT GOALS

- Build more reach to increase ad revenue
- Offer their sales team more products to sell
- Protect integrity of brands by recruiting publishers that would extend, not threaten, core values
- Outsource publisher recruitment and relationship management services, as well as ad operations – including ad operations
- Offer affiliate publishers full transparency and a high level of control
- Access to a transparent, open ad exchange for additional campaign reach and inventory fill

ADCONDUCTOR'S SOLUTION

adConductor's team of Client Service professionals along with the media company's product executives outlined content and audience demographic requirements for vertical networks to be built under each brand.

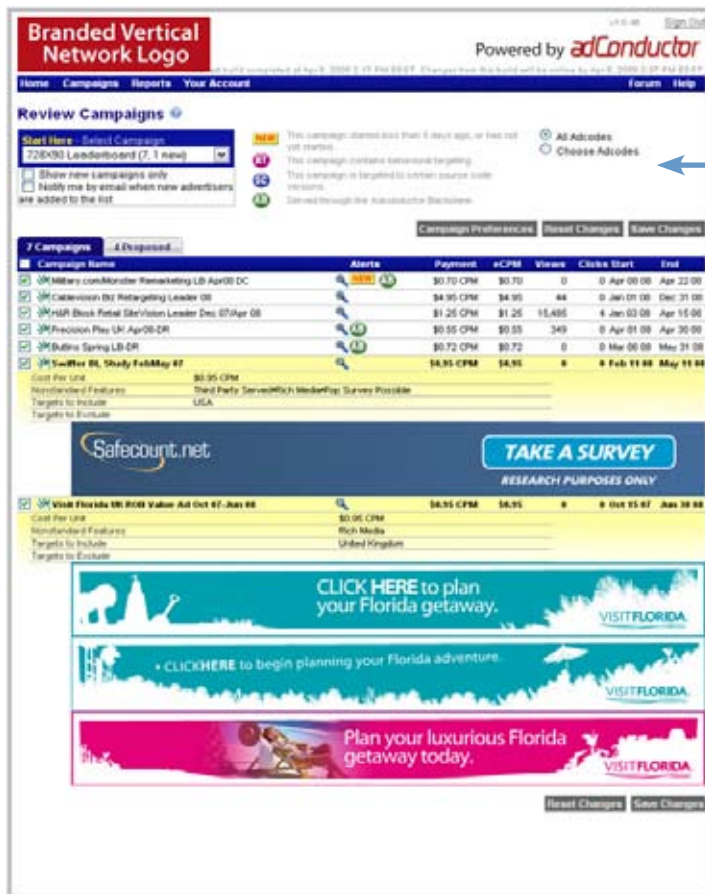
1. adConductor's business development professionals identified potential sites that met these requirements and submitted to media company for approval
2. Approved sites were then recruited based on the established value proposition of each network
3. adConductor's business development professionals handled all aspects of publisher recruitment including eligibility requirements, contract terms and questions from affiliate publishers regarding the new vertical network offerings
4. In parallel with these publisher recruitment efforts, adConductor's engineering team developed a branded Publisher Account Center that would allow publishers, in a fully transparent environment, to manage their account

RESULTS

The media company launched several vertical ad networks with high quality, niche content sites leveraging their market presence and brands' value. The launch produced marketplace buzz for the media company - further establishing strong brand presence. Additionally, the media company recognized:

SOLID PUBLISHER RELATIONSHIPS

The Media company established solid relationships with publishers powered by an intuitive Publisher Account Center.



Publisher Account Center:

- Created to make account management easy
- Sophisticated campaign and revenue management tools
- Access to targeted and proposed campaigns
- View previews of campaigns on the same page

OUTSOURCED NETWORK MANAGEMENT SERVICES

adConductor's Publisher Services specialists continue to maintain day to day relationships and customer support with affiliate publishers on behalf of the media company.

EXPERIENCED CAMPAIGN MANAGEMENT SERVICES

adConductor's Ad Operations professionals provide full support to the media company's sales teams with inventory forecasting and proposal generation, as well as campaign testing, setup, management, reporting and reconciliation.

The Ad Operations team utilizes adConductor's extensive campaign optimization tools in advance of a campaign's launch, and throughout the flight to ensure the advertiser's delivery and performance goals are met.

ACCESS TO BRAND SAFE INVENTORY

The media company continues to increase revenue by utilizing adConductor's Inventory Exchange™ for high quality, brand-safe inventory and campaign fill in a fully transparent and flexible environment.

SUCCESSFUL LAUNCH = MORE OPPORTUNITY

The client plans a future launch of additional verticals utilizing adConductor's platform and professional services.

Contact your **adConductor Account Executive** or visit our web site at www.adConductor.com to learn more about the valuable benefits adConductor offers.