



adConductor

Case Study

Extending Reach

CLIENT

A large, international online media business approached adConductor™ to help extend multiple campaign delivery.

CLIENT GOALS

- Grow ad revenue through increased reach, on demand
- Improve access to highly geo-targeted ad inventory
- Run campaigns on high quality, brand safe sites
- Gain access to experienced Ad Operations professionals to advise on pricing guidelines and delivery expectations
- Outsource payment to publishers

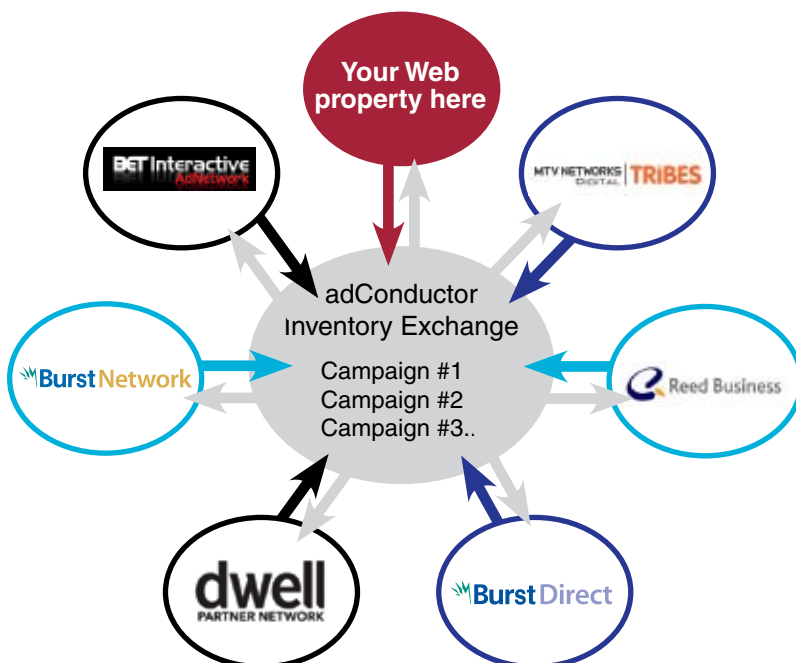
ADCONDUCTOR'S SOLUTION

Our Account Executives presented adConductor's Inventory Exchange,™ a private marketplace where online ad campaigns and ad inventory are made available by exchange members to other exchange members. The Inventory Exchange would extend the client's worldwide reach and deliver their campaigns on high quality, brand-safe content sites beyond their existing web properties. The Inventory Exchange would also provide:

Client Success & Satisfaction

The client has achieved campaign delivery and performance results in geographic and content areas that they could not previously access, and continues to use adConductor Inventory Exchange on an on-demand basis.

- Advanced targeting capabilities
- Access to international audiences
- Expanded audience pools for remarketing/retargeting
- Ability to set campaign parameters such as frequency caps and campaign filters
- A dedicated team of campaign experts to forecast inventory, manage and optimize campaigns, and pay publishers



RESULTS

INCREASED REVENUE

The client has recognized a new revenue source and achieved higher margins on campaigns due to adConductor's Inventory Exchange pricing flexibility.

EXPERIENCED CAMPAIGN MANAGEMENT AND OPTIMIZATION

The client relies on adConductor's Ad Operations professionals to test, manage and optimize campaigns. adConductor also provides seamless payments to publishers on the client's behalf allowing them to focus on selling.

GREATER ACCESS TO INVENTORY

The client has increased access to inventory for remarketing/retargeting campaigns on demand.