



# adConductor

## Case Study

## Managing Your Online Ad Business

### CLIENT

A global publisher with over 80 vertical content publications approached adConductor™ to help manage their transition to digital media.

### CLIENT GOALS

To implement an end-to-end ad management technology and services platform that would easily integrate with existing business processes, ensure campaigns are running smoothly and maximize revenue. Desired outcomes included:

- Increased revenue by selling and delivering more ad campaigns on owned and operated web sites
- The ability to easily sell across multiple web sites
- An easy implementation of an end-to-end inventory management and campaign workflow solution
- Minimal re-tagging of ad placements and targeting hierarchy
- Outsourced ad operations to seasoned professionals
- Access to analysis and optimization tools to improve campaign performance
- Tools to maximize yield
- Automated traffic forecasting and campaign reporting

### Client Success & Satisfaction

Through the use of adConductor's SmartTag technology the client was able to fully implement adConductor's full suite of ad management and campaign optimization tools well ahead of schedule.

### ADCONDUCTOR'S SOLUTION

adConductor presented a solution that went beyond just basic ad serving to address the client's need for a comprehensive ad management platform that would help them manage and grow their online business.



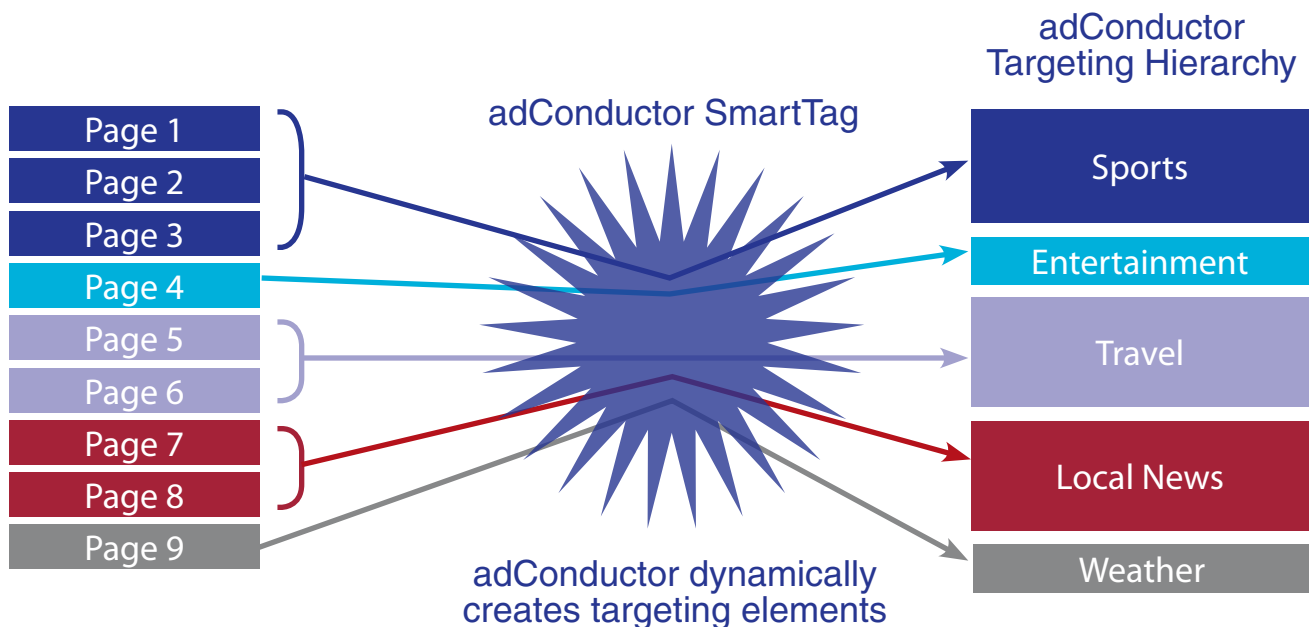
Our Account Management team developed a solution that packaged adConductor's powerful ad management platform with experienced professional services to manage their ad operations.

With the adConductor solution the client received:

- Network forecasting and proposal building tools
- Trafficking and ad testing
- Powerful targeting and remarketing capabilities
- Rich media and video ad serving
- Industry leading optimization and campaign management
- Branded publisher account portal
- Third party reconciliation and invoice generation
- Flexible network administration tools that allowed them to customize to their business rules

### ADCONDUCTOR IMPLEMENTATION

To make the transition to adConductor as easy as possible, our Account Management team recommended adConductor's SmartTag™ technology. SmartTag made it easy for the client to integrate their existing ad serving systems with adConductor's end-to-end ad management solution. The SmartTag solution dynamically "translated" and grouped the clients referring URLs and existing ad tags into a targeting hierarchy, and created a corresponding targetable adConductor ad tag.



SmartTag streamlined the process to implement adConductor's full suite of ad management and optimization tools and allowed the client to quickly, and efficiently, monetize their ad inventory.

## RESULTS

### BETTER SALES PLANNING AND PROPOSAL GENERATION

The client's sales team is using adConductor's sophisticated proposal generating and inventory forecasting tools to improve quality and accuracy of proposals.

### STATE OF THE ART CAMPAIGN MANAGEMENT AND OPTIMIZATION

adConductor is providing experienced Ad Operations professionals, who are utilizing the platform's campaign targeting, management, and optimization tools to ensure campaigns are delivered and revenue is maximized.

### POWERFUL, EASY-TO-USE REPORTING TOOLS

adConductor's advanced reporting tools have eliminated hours of manual reporting previously produced with re-keyed spreadsheets.

### REVENUE GROWTH

Online ad revenues are exceeding initial projections.