

# Polymedia Advertising

The profitable online advertising is made easy!

Managing the complete lifecycle of advertising including creativity, template creation, campaign management, delivery and advanced forecasting.



## NEED TO:

MAXIMIZE YOUR ONLINE ADVERTISING BUSINESS?

INCREASE YOUR INVENTORY CONTROL AND DECISION MAKING?

SET UP WAP CAMPAIGNS DELIVERED ON MOBILE PHONES?

MAXIMIZE PUBLISHER REVENUES OPPORTUNITIES?

OPTIMIZE ADVERTISING DELIVERY?

IMPROVE PRODUCTION EFFICIENCY?

Polymedia Advertising is a powerful multi-channel Ad server to sell more and better advertising, to set up innovative video advertising formats and to manage the complete workflow between publishers, agencies and advertisers. It includes the following integrated modules:

- **[ad.agio] Ad-server:** campaigns management and delivering of optimized advertising according to position, price, performance and user profile. It provides several features to maximize the online advertising business. This module is provided by Neodata Group;
- **Adv Template Manager:** managing advertising templates to be displayed on video contents by establishing the quantity and the formats of advertising contents;
- **Material Manager:** managing the complete workflow between publishers, agencies and advertisers involved in the creativity process;
- **Inventory Manager:** managing detailed data logs about transactions and user behaviour in order to generate powerful traffic forecasts. It supports the sales force in selling adv-spaces and preventing the overbooking and the under booking of campaigns. Several multi-dimensional real time reports can be generated with drill-down and roll-up functionalities. OLAP technologies allow users to aggregate traffic data as per business needs and to create campaign analysis reports upon request. A detailed report on overbooking/under booking inventory is available too.

Adv Template Manager, Material Manager and Inventory Manager can be also integrated with any other third party Ad Server already in use by the customer.

## Main Features

Polymedia Advertising provides specialized tools targeted to marketing, sales and creativity teams.

Adv Template Manager for marketing staff:

- To create video advertising templates by adding videos, images and text;
- To define the format of advertising to be delivered into the video content (e.g. creativity type, start and duration, mode and animation, alignment);
- To preview the created adv template into the video content;
- To dynamically tune the adv template according to user behavior data provided by business intelligence tools.

Material Manager for creativity team:

- To define, edit, preview and test the creativity;
- To track the creativity process;
- To manage the operational workflow between publishers, agencies and advertisers.

Inventory Manager for sales team:

- To create traffic forecast reports;
- To minimize under booking and prevent overbooking campaigns;
- To log all data of every transactions and for each univocally identified user.

## BENEFITS

- **Improved production efficiency** through workflow management and one single creativity archive available for publishers, agencies and advertisers
- **User friendly interface** supports marketing staff in defining new video advertising templates based on audience preferences and rating
- **Maximized value of video adv spaces** thanks to BI analysis tools that provided user consumption data of video contents and video ads
- **Optimized delivery** based on price, position, target and user behavior
  - **Increased value** for advertisers and extended premium inventory for publishers thanks to behavioral targeting
- **Maximized publishers revenues opportunities** through geo-targeting and keyword-targeting
- **Better inventory control and better decision-making** provided by Inventory Management through the traffic forecast supporting the sales forces in advertising space optimization
- **Multi-dimensional reports** with real-time, drill-down and roll-up functionalities with direct access for advertisers and agencies
  - **ADV campaigns** delivered on mobile phones