

## ADTECH Video

With the addition of video ad serving, ADTECH provides publishers, ad networks, agencies and advertisers with a powerful tool that enhances any online video business model.

PLAYLISTS  
 TEMPLATES  
**IN-STREAM**  
 PRE-ROLL, MID-ROLL,  
 POST-ROLL  
**LIVE-STREAM**  
**FLASH PLAYER**  
 TARGETING  
 SEAMLESS INTEGRATION  
 FREQUENCY CAPPING



# Video Ad Serving

## for Publishers, Ad Networks, Agencies and Advertisers

### One platform for the three verticals of your online business

Save time and money by consolidating your ad management interfaces into one. Create, manage and monitor video campaigns with ADTECH's fully integrated platform for display, video, and mobile ad serving.

### Rolling out cross-platform video ads

ADTECH offers all features necessary for rolling out cross-platform video campaigns. Videos are configured to work with virtually any type of player. Standard banner templates and intuitive user interface speed up the booking process of video campaigns and simplifies workflow.

### Video ad serving in the high-end sector

ADTECH ad server delivers high-resolution videos with high definition picture quality. Take advantage of this greater quality in video advertising to stay ahead in today's online world.

### Innovative advertising worlds

ADTECH's ad serving platform supports all of the latest video formats such as pre-, mid-, post-roll, overlays, and bugs. Individual playlists and combination formats can be synchronized with video and display ads.

### An overview of further advantages:

- Simple booking process with banner templates
- Advanced tracking functions such as ad impressions, clicks, playback frequency, mouseovers, and more
- Comprehensive targeting options, including geo-targeting, keywords, language, and operating system to increase the efficiency of video ad campaigns
- Continuous adaptation of the platform to keep ahead of new market needs and advertising formats
- Smooth integration into your workflow with a dedicated client service team and 24/7 support



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#### Companion ads and frequency capping

With the ability to synchronize video and rich media ads, ADTECH provides a valuable selling advantage to your advertising customers. Synched banners can be used to extend and reinforce the message of your video ads. ADTECH's platform also supports frequency capping. This feature allows you to prevent user fatigue by controlling the maximum number of times that a user sees a single video ad.

#### Full control over your video campaigns

Manage and administer complex video campaigns without any extra investment of time and effort. With ADTECH, you can easily create and monitor your video ads using the same intuitive booking process and reporting you experience with display ads.

#### With ADTECH you are completely equipped for the video advertising market

Online video advertising is not a "one size fits all" business. There is no standard solution that can be used by universally to achieve optimal results. This is why ADTECH's video platform was created to be customizable and simple to integrate and operate. We allow you to define what works best for your business needs.

#### ADTECH gives you a competitive advantage

Contact ADTECH to find out more about how we can transform your ad serving and maximize your competitive advantage online.



#### Your trusted ad serving partner

ADTECH US is the American arm of ADTECH AG, a leading international digital marketing solutions company. The company is a wholly-owned subsidiary of Platform-A's Advertising.com.

Since opening in the US in 2006, ADTECH US has signed on such clients as the A&E Television Network, Gannett, Hulu and AOL. Headquartered in New York with offices in San Francisco, Los Angeles, Boston, Chicago, Washington DC and Toronto, the company's flagship product is the most advanced ad serving platform in the industry. The fully integrated suite of applications enables web publishers, advertisers, ad networks and agencies to manage, serve and evaluate virtually any kind of online advertising campaign including display, video and mobile formats. ADTECH allows its customers to enhance efficiency, reliability and ROI in their online advertising businesses.

Globally, ADTECH AG, founded in 1998 works with such customers as Sky TV, Clear Channel and OMD in 25 countries.



**Email: [usa@adtech.com](mailto:usa@adtech.com) or call us at 212-426-1700 to be connected with our local sales representatives.**