

## Corporate and Product Overview

**ADTECH allows its customers to enhance efficiency, reliability and ROI in their online advertising businesses.**



**i-Center**  
**Inventory management**  
**Targeting**  
**IAB certified**  
**Dashboard**  
**LIVE Test, LIVE Push,**  
**LIVE Monitoring**  
**User-tracking**

## Integrated Ad Serving for Display, Video and Mobile

Leading the way to more flexibility in digital marketing

**ADTECH is a leading international supplier of digital marketing solutions. Founded in 1998, ADTECH is a wholly-owned subsidiary of AOL's Platform-A. ADTECH has a strong global presence, serving customers in more than 25 countries. The company's flagship product is an integrated ad serving platform. It enables web publishers, ad networks, agencies and advertisers to manage, serve and evaluate virtually any kind of online advertising campaign including video, mobile and display formats.**

### Everything under control

ADTECH gives you the flexibility and assurance to help your digital marketing to succeed. The entire navigation process in ADTECH's ad management system is clear and intuitive. Booking Flash, rich media and video ads is fast and simple. Test banners in a LIVE environment. Campaigns go live instantly and, with LIVE Monitoring, you can see the results in real time. ADTECH gives you a competitive advantage.

### The benefits of ADTECH

- Optimal trafficking efficiency – Make fewer mistakes, reduce costs, and save time
- Real time campaign management – Select target options, set campaign parameters, preview and start campaigns in under three minutes
- Best-in-class User Interface – Sophisticated inventory management and auto-optimization tools
- LIVE Test, LIVE Monitoring and interactive reporting of campaigns – View campaign, website, page and placement data in real-time
- Widget-based dashboard – Individual control options for your campaigns
- Higher delivery accuracy – Leading to better relations with your customers
- IAB certified – Most robust and scalable back-end technology