



# AdJuggler® Marketer Solution v.3.0

## Are You Getting The Most From Your Digital Programs?

The AdJuggler® Marketer Solution (AMS) enables marketers and their agencies to manage, measure, and optimize digital advertising spend across multiple brands, programs, campaigns, and online publishers.

Digital tactics increasingly dominate corporate marketing budgets. Whether it's advertisers looking for brand reach or lead generation, program executives and their agencies require clear visibility into digital channel yields and the flexibility to remix digital creative, publisher channels, and targeting approaches to improve ROI.

The AdJuggler® Marketer Solution – now in an updated third version release – is designed for how marketers and agencies work. AMS delivers an IAB-compliant toolset together with a scalable, on-demand service to support advertisers, specialized CPA marketers, and digital agencies seeking to better manage their digital program operations and results.

### AdJuggler® Snapshot

- Founded 1999
- Nearly 300 customers
- 4th-generation SaaS suite
- Global CDN delivery network
- Highly-intuitive user interface
- Flexible API for business integration
- Customization & ad operations services
- Broad targeting and rich media support
- Renowned customer support

## Making Good Marketers Better

**Better Targeting. Better Yield.** Digital's power is in the data – in data-driven targeting and direct feedback that ultimately improves user relevance. Whether it's demographics, behavioral or contextual attributes, cookies, frequency capping, or other third-party enriched sources, AMS gets you to the right audience. What's more, our built-in algorithms provide "push button" methodologies to expand reach and optimize response yields across multiple audiences, publishers and networks.

**Mid-Course Correction. In Real-Time.** Maybe your program isn't working, or maybe you're running a split-cell test on different creative and copy. Unlike many ad management software alternatives, AMS enables real-time ad switching and audit logs. No need to wait to the end of the period. See impact now.

**Rich Media Support. Media Execution.** Digital creative techniques continue to innovate how advertisers drive attitudes and behaviors with target audiences. AMS is at the forefront in supporting traditional and leading-edge formats, while also providing ad trafficking and operations services for marketers and agencies requiring campaign support.

**Ease Of Use. For How Marketers And Multi-Client Agencies Want To Work.** As digital media management rapidly matures, both marketers and agencies increasingly require robust business processes and tools to manage programs and investment. AMS v.3.0 is built on the Adobe's Flex® toolset, providing an intuitive, easy-to-use application for new and experienced users. Understanding that ad serving and management are only part of your operations, our standard platform also includes a rich, customizable API to link to your billing systems, third-party data sources, CRM, or branded client portals.

**On-Demand Reporting And Querying.** Whether you want a mid-day update, a split-cell comparison, or a post-program yield analysis, AMS provides a portfolio of reports for the marketer and agency account team. Perhaps even more valuable, the reporting module offers a rich set of parameters to generate custom queries and graphical outputs relevant to your business needs.

## Features of AMS v.3.0

Targeting	Optimization
Frequency capping and click capping	Conversion yield algorithms
Geotargeting to country, state, DMA, and zip code	eCPM optimization
Cookie-based, advanced post-impression retargeting	Manual weighting
Keyword targeting (Boolean)	Optimization at creative and site position level
Support for behavioral & contextual targeting	Support for CPM, CPC, and CPA program structures
Day parting	
Targeting for browser, line speed, and OS	
Rich Media Support	Security & Workflow
Flash video	Role-based authority control and full log audits
Expandable content	Multi-client security and third-party user access
Mirroring/roadblocks	Full permission management
Custom and all industry standard ad sizes	Workflow management and approval tools
Custom HTML and rich media ad templating	
Reporting & Analysis	Platform
On-demand ad hoc querying and reporting	Adobe <sup>®</sup> Flex user interface for speed & ease-of-use
Graphical dashboard interface with link to reporting	Post-click CPA tracking & performance campaigns
Email reporting	Customizable email templates for ad tag creation
Scheduled/batch reporting	Click Forensics <sup>®</sup> click fraud protection & reporting
Export to Excel, CSV, HTML, and PDF formats	Full featured API for process integration
Forecasting and planned vs. actual comparisons	SSL integration available
Split cell campaign comparisons	Multi-node global SaaS network with CDN
Invoicing module	Audited compliance with IAB standards & guidelines

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