



# AdJuggler® Publisher Solution v.7.0

## Are You Effectively Monetizing Your User Base?

The AdJuggler® Publisher Solution (APS) enables digital publishers – organizations managing one or multiple online audiences – to effectively run a dynamic advertising business and profitably monetize their unique content and user audiences.

Advertisers are always looking for the best yield and user engagement for their advertising investment. Publishers can no longer operate as digital billboards. To grow a profitable advertising model, they must match marketer propositions to their audiences' unique demographics, behaviors, and preferences. They must efficiently serve advertisers, while optimizing the pricing and volumes linked to their advertising and content inventory. Perhaps most important, publishers must demonstrate ROI to attract and retain the best advertising partners.

The AdJuggler® Publisher Solution – now in its seventh version release – enables publishers to efficiently and profitably grow advertising revenue and advertising yield. APS delivers an IAB-compliant toolset together with a scalable, on-demand service to support publishers in working effectively with advertisers, digital agencies, networks, and specialized CPA marketers.

### 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

**Behavioral Segmentation. Not Just Demographics.** “79% aged 25-34; 73% earning \$75,000.” Basic demographics no longer attract quality CPM. Advertisers need to understand how your users respond to various campaign formats, combo positions, and creative alternatives. AdJuggler analytics – combined with support for industry-standard behavioral and contextual targeting approaches – enables publishers and their advertisers to better predict user segment behavior and campaign yields.

**Jointly Measuring & Correcting Campaigns. In Real-Time.** Although advertisers and their agencies are monitoring campaigns across publishers, the best publishers are out in front with deeper campaign analysis, split-cell comparisons, and advice on adjusting campaigns that will drive advertiser yield, while also optimizing publisher eCPM.

**Scalable, Integrated Advertising Management.** APS enables multiple campaigns, media formats, advertisers, networks, and targeting criteria. AdJuggler's new user interface is easy-to-use for new publishers, while also providing scalable workflow to professionally managing larger, more dynamic advertising businesses. Additionally, our self-service advertiser and payment modules automate key processes, while an extensible API provides interfaces to external data sources, portals, and financial systems.

**Optimize Inventory. Price For Profit.** AdJuggler's enables publishers to drive optimal user engagement and position pricing. Publishers can support all rich media alternatives, including Flash and alternative video formats, and can forecast traffic and campaign yields to set premium and remnant pricing by advertising category. These same predictive algorithms provide an empirical basis to optimize ad positions, eCPMs, impression volume, and overall aggregate profit.

**On-Demand Reporting And Querying.** Whether you want a mid-day update, a split-cell comparison, or a post-program yield analysis, APS provides a portfolio of reports for the publisher and its advertising partner. 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 APS v.7.0

Targeting	Optimization
Frequency capping and click capping	Conversion yield algorithms
Geotargeting to country, state, DMA, and zip code	Predictive 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	Competitive advertiser exclusions
Targeting for browser, line speed, and OS	
Post-impression tracking	
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	Advertiser self-service and payment module
Reporting & Analysis	Platform
On-demand ad hoc querying and reporting	Adobe <sup>®</sup> Flex user interface for speed & ease-of-use
Inventory management	Post-click CPA tracking & performance campaigns
Graphical dashboard interface with link to reporting	Customizable email templates for ad tag creation
Email reporting, plus 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, plus configurable advertiser login	Audited compliance with IAB standards & guidelines

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