

## AdJuggler Serves As Backbone For Leading Digital Agency Serving 1,000+ Advertisers Each Month

"We are very familiar with several ad management platforms, but AdJuggler's feature set is the broadest and most easy to use. More importantly, the entire working relationship with AdJuggler – software, stability, customization, and support – has been an 11 on a scale of 10."

CEO, ICMediaDirect.com

### Overview

ICMediaDirect.com is a full-service digital advertising agency providing online and offline advertisers with a seamless and high-yield approach for planning, creating, purchasing, and managing online media campaigns. The agency works with numerous B2C marketers, while maintaining relationships with hundreds of digital publishers representing several distinct buyer segments and market channels. ICMediaDirect.com has been a leader in all forms of traditional, Flash, and video display programs, while also integrating search and earned media via traditional press and social media. Founded in 2003, New York-based ICMediaDirect.com boasts extensive reach, executing display advertising and search campaigns on behalf of more than 1,000 marketers and publishers each month.

### Customer Objectives

ICMediaDirect.com is one of the largest agencies focused solely on digital advertising and media execution. During the past four years alone, the company has experienced 35% annual growth and routinely services a broad base of advertisers, networks, and publishers across many end-customer segments. To enable this growth management's primary mission has focused on adding and scaling new clients with a consistent level of service, transparency, and campaign success. A critical asset for ICMediaDirect.com has been constructing a campaign management process and toolset that enables quality service and auditable results regardless of which account team is involved. "Given the breadth and diversity of our client base, we routinely utilize 3 or 4 advertising management solutions," states Vladimir Khomenko, CEO of ICMediaDirect.com. "But AdJuggler is the easiest to use and most preferred by our team. Registering and servicing clients is much faster, and its stable performance means less problems and 'hand-holding' time." Management also acknowledges that in today's competitive online marketing industry, client relationships are only as strong as their campaigns' performance. Transparent reporting and reconciliation, immediate access to analytics, and real-time adjustments to inventory allocation are important drivers of ICMediaDirect.com's success with clients. "With more than 12,000 ad tags in the system, AdJuggler provides us with our statistics faster than anyone – with reporting that's intuitive to even our most junior marketers," adds Khomenko. Yet, software features and scalability are only part of ICMediaDirect.com's requirements. ICMediaDirect.com has worked extensively with the AdJuggler team to add system extensions and industry-specific reporting to better support its advertisers – a critical factor in retaining more sophisticated advertisers. "At this point, the AdJuggler Marketer Solution feels like 'my' platform," admits Khomenko. "The open architecture has enabled us to tune the service to our business and AdJuggler's support team backstops our account teams, ultimately making us look better with clients."

### AdJuggler Solution

AdJuggler Marketer Solution (AMS) is specifically designed for the unique requirements of specialized digital agencies serving multiple advertiser relationships and numerous online campaigns. ICMediaDirect.com has been a customer of AdJuggler since 2006 and has been a leading contributor in

tuning AMS to the needs of leading agencies. The underlying data architecture and updated user interface are aligned to how agencies work with their clients, while enabling them to customize the reporting, portals, and interface for each advertiser and account team.

For ICMediaDirect.com's business model, management highlights several key differentiators when comparing to other advertising management providers:

- **Ease Of Use In Managing Multiple Advertisers**  
ICMediaDirect.com's clients are increasingly executing campaigns with richer media and more sophisticated targeting and measurement. Every advertiser receives a high-value, seamless execution experience. Account teams prefer AdJuggler, hands-down.
- **Availability, Stability & Accuracy**  
As advertisers adopt more diverse digital channels, they expect more of their online agencies. ICMediaDirect.com believes AdJuggler provides strong targeting and execution, faster access to results, and zero reconciliation issues across advertisers and publishers.
- **"Custom" Agency Platform**  
ICMediaDirect.com decided to partner with AdJuggler, instead of diverting capital away from its media expertise to build an in-house solution. The solution is tailored to differentiate the agency, and provides a support team that resolves issues in hours, not weeks.

## Business Results

AdJuggler continues to be a critical component of ICMediaDirect.com's value proposition to advertisers and core operational platform for its account teams. ICMediaDirect.com is able to deliver best-in-class account management, while supporting an increasingly sophisticated approach to targeting, inventory allocation, and yield management on behalf of its clients – key reasons for its market leadership.

Notable success metrics include the following:

- Active network of more than 1,100 advertisers and publishers across several consumer segments
- Global reach comprising 20 to 25 billion impressions each month
- 35% annual growth from 2006-09 vs. 14% growth in account management professionals
- 90%+ client retention over past 18 months

## About AdJuggler Inc.

AdJuggler ([www.ad juggler.com](http://www.ad juggler.com)) develops and manages a leading SaaS-based digital ad serving and management platform. The AdJuggler® platform comprises unique solutions for advertisers, publishers, and networks, as well as complementary ad operations and technology customization services. AdJuggler was founded in 1999 and boasts nearly 300 customers across all major global geographies. The company is headquartered in Alexandria, VA.

5440 Cherokee Avenue, Suite 100  
Alexandria, VA 22312-2374, USA  
Toll-free: 888.358.3400  
Worldwide: +1.703.914.9700  
[sales@adjuggler.com](mailto:sales@adjuggler.com)