

ADTECH Canvas is a multifunctional and easy-to-use workflow tool for interactive rich media ads.

Canvas

ADTECH Canvas opens the doors to the world of rich media ads. Unrestricted by file size and features, Rich media ads excite more interest than standard Display ads. They significantly increase engagement levels, add more value, and thereby result in higher revenues.

ADTECH Canvas simplifies the complex process of creating, testing and trafficking rich media ads and provides you with all necessary functions for a complete workflow. It comes with a unique collaboration framework that speeds up the communication between all parties involved in the creation and delivery of a Rich Media ad.

Unlimited creative freedom

One of the main principles of ADTECH Canvas is to give designers creative freedom in building their ads in the tools they feel comfortable with - whether Flash or HTML 5. They are not restricted by inflexible templates and rigid build processes. Our own components for Adobe Flash and JavaScript libraries ensure frictionless compatibility.

Rich collaboration

Creating and trafficking rich media ads is usually a complex process with long lead times. ADTECH Canvas provides a unique collaboration tool that encourages teamwork and allows for a seamless exchange between designer, client, and trafficker. You can set access rights for each ad and thus communicate with different teams. All changes are recorded and displayed.

Full control at all times

You easily edit your Rich Media ads at all times and even multiple ads in one click: change link URLs, replace files, define tracking events, update reporting labels – all on one screen and even while the campaign is running. Test changes and ad behavior instantly. Once the changes are reviewed and approved, a simple click is enough for the ad to go live again. All campaigns which reference the ad are updated automatically.

The next generation of online ads

New ad units, like IAB's Rising Stars, provide the canvas for next generation brand advertising online.



Find more information about the "Rising Stars" on www.iab.net/risingstars

New Rich Media Product

Main features

- Upload of Rich Media ads in ADTECH IQ
- Quick configuration of ads
- Preview function
- Test function
- Collaboration framework for reviewing, editing and approving ads
- Fast modifications on live ads

Reporting functions

- Video events
- Definition of own reporting labels for events
- User interaction with ad
- Breakdown of interactions (e.g., play game, submit score)
- Breakdown of clickthroughs (e.g. homepage link, shop link)
- User engagement time
- Ad display time
- Ad visible time (ad in visible area on the page)

Supported formats

Billboard, Expand, Floating, Floating & Overlay, In-Page, In-Page & Floating, Overlay, Page Peel, Pushdown, Sidekick, Slider, Wallpaper (clickable re-skin)

Examples: canvas.adtech.com/formats

Compatibility

AS2 component for Adobe® Flash® Professional
AS3 component for Adobe® Flash® IDE, Adobe Flex®, Eclipse
JavaScript library for HTML 5

The ads are ORMMA-1 compliant.

Adobe, Flash and Flex are either registered trademarks or trademarks of Adobe System Incorporated in the United States and/or other countries.



ADTECH product portfolio

Our ad management solution spans the entire workflow of the digital marketing landscape. ADTECH IQ is the core system for the functions and data that are used by all the ADTECH products.



From a single interface you can book display, video and mobile campaigns. Yield optimizations, campaign priority, extremely precise inventory management and highly accurate targeting are also all available in one intuitive interface for every booking type.

Ad management

Order management

Display

Our ad management tool for display supports your ad-ops team by giving you streamlined booking, banner templates and testing.

Order

Our API can already connect most order management systems directly with ADTECH IQ.

Video

The solution to book ads in online videos as easily as display campaigns – in one intuitive user interface.

Business intelligence

Analytics

The Business Intelligence tool for the easy and fast analysis of your ad server data.

Mobile

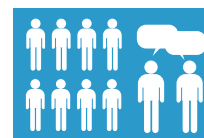
The solution for campaign management of mobile devices for both websites and apps.

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A multifunctional and easy-to-use workflow tool for interactive rich media ads.

Simple migration, extensive training and 24/7 support

To ensure that you work effectively with your ADTECH solution from day one, we serve you during migration, intensively train your team and subsequently support you with a personal contact person. Our service teams are located all over the globe to answer all your questions – 24/7/365.



10 languages



around the clock



days of the year

Contact

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