

Your ads
will love it!

ADTECH



The Smarter Solution

Modern ad management has moved beyond pure ad serving. What started as static Web site banners delivered to a few sites, soon became a highly complex process with many intricate moving parts. Today's market requires flexible solutions and products with smart design and powerful functionality.

Constant market orientation and the continuous exchange of information with our clients ensure the highest level of quality and innovation in digital marketing.

Team members listen to clients and assist in the individual realization of projects. Ten years of experience and long-term client relationships across more than 25 countries support this achievement.

ADTECH has become an outstanding ad management provider through high-end technology, maximum agility in software development, individual client support and technology able to adapt to many different applications, workflows and environments.

Publishers, ad networks, agencies and advertisers alike all value the major competitive edge they achieve with the unique solutions provided by ADTECH. The company is AOL Advertising's ad serving platform.

Your partner in digital marketing.

ADTECH



More Than Just Technology

Success used to depend purely on product performance but nowadays the daily business of digital marketing stands or falls not only on the technology used but also the solid quality of the partnerships created. ADTECH prides itself on the quality of its technological relationships.

By selecting ADTECH, clients are guaranteed first-class technology and equally outstanding service to support them. This frees up the client to focus on other areas of the business, without having to spend limited budget on additional hardware, software, or technical personnel – ADTECH provides a complete end-to-end solution.

This combination of technology and service gives the client the edge they need to strengthen their performance and gain a competitive advantage.

Partnerships with clients always begin with a consultation that enables ADTECH to understand a client's business model in detail. Clients then choose which elements of ADTECH's service best suit their needs and together, a strategy is formulated to incorporate services seamlessly into the client's business environment.

The result of this process is a custom-made ad management solution that targets your market strengths.

Our goal: Your competitive advantage.

ADTECH



Complexity Need Not Be Complicated

Like the invention of the scroll wheel, intelligent solutions are usually based on the most simple of ideas.

ADTECH combines all business areas of online ad management into one technology. Each individual component, whether it is planning, trafficking or report analysis, is only a few clicks away.

'Keep it Simple' is ADTECH's motto for every day use of its technology. The platform is unique, with a clear, uncluttered layout and intuitive interface.

The entire system is supported by a high-tech infrastructure, which ensures that all data is available in real time and flows together seamlessly into easy-to-grasp data.

System stability, unparalleled uptime and strict data privacy are all key areas where ADTECH's technology excels.

Complete functionality – incredibly simple.



Solutions For Today and Tomorrow

The digital advertising market is continuously evolving and it calls constantly for innovative solutions to master new challenges.

ADTECH invests extensively into Research and Development, both in terms of technical staff and infrastructure.

At ADTECH, clients are also advisors. ADTECH listens carefully and analyses each client's business needs. From this dialogue, ADTECH gains insight into new technology and service requirements and adapts accordingly to ensure that the client is fully supported along every step of its online strategy.

ADTECH's continuing product development is also influenced by many years of experience in the industry and co-operation with leading technology partners all over the world.

The key to success, as ADTECH see it, is the interaction of market observation and the realization of client requirements. Today, ADTECH's integrated platform for display, video and mobile is respected as a world-class ad management system.

Technology with the future built-in.

ADTECH



Global and Local Goes Together

ADTECH's client-focused approach to digital marketing is completed by its outstanding client service team. In an ever-changing market, they guide clients in getting the most out of the technology.

ADTECH is committed to being available to organizations in every aspect of their daily business. Customer Relationship Managers proactively support technical implementations to ensure that client needs are completely fulfilled. The teams are also a bridge to product management and this is how client requirements are fed back into the strategy for future development.

In addition to looking after daily business needs, the dedicated service team will ensure that the client contact is trained to use every new update in the technology.

To achieve this purpose, ADTECH has created a world-wide network of branches. Through one-on-one client support ADTECH ensures that clients work efficiently with its solutions from the very first day and that the client always gets the right answers to specific and individual questions.

Here for you – globally and locally.

ADTECH

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