

ADTECH Mobile is the solution for booking campaigns on mobile websites and apps.

## Mobile

### Ensure additional revenue

Everywhere from mobile mail to the explosion of apps, the mobile internet has quickly become a part of daily life – many people don't believe in communication without it. As mobile internet use continues to grow exponentially, advertising on the mobile web becomes more and more important for your business. The ADTECH Mobile platform opens up additional sales opportunities by enabling you to monetize the advertising space on the mobile web and in apps quickly, effectively and with the newest standards in the market.

### Integrated solution

ADTECH IQ users don't need a new technical solution to book for mobile; why not work in the environment that is already familiar? With no new migration and no need for additional training you can get right to booking. Profit from additional revenue by simply extending your product portfolio; it's that simple. Features like our sophisticated inventory management, LIVE Monitoring, campaign optimization and custom campaign priorities allow you to serve all media formats from a single workflow. Combined reporting for all ADTECH products is a real advantage for your business.

### New: Software Development Kit

Our new Mobile SDK (Software Development Kit) provides you with all the tools you need to integrate ads into apps quickly – iOS or Android. In addition to the standard program library, the kit also includes documentation and a sample app – it is also the first SDK that is fully compliant to the IAB's Rich Media Standard MRAID 2.0<sup>[1]</sup>, so you can be ahead of the market for mobile Rich Media.

### Use full Rich Media capabilities

Mobile Rich Media doesn't have to be hard. Bring your ads to the next level with Canvas, ADTECH's Mobile-Integrated Rich Media suite and our convenient SDK for in-app Rich Media. They are slam-dunk solutions for today's highest performing ads.

### Mediation: A solution for remnant inventory

With ADTECH Mobile, mediation is easy. We have brought mediation partners directly into the interface to speed up the process of increasing your profits. ADTECH delivers the ads, which means their performance metrics will show on your reports. By using third-party ad networks you automatically monetize more of your un-sold mobile inventory and increase your revenue.

## Product Values

MRAID 2.0<sup>[1]</sup> compliant SDK for Mobile apps (iOS & Android)

Experienced and fast ad server technology

Integrated ad server solution:  
Display, Video, Mobile

3rd party mediation built in

## Features

MMA compliant size detection

Targeting by carrier, device, manufacturer, operating system

Unique user reports

Campaign delivery by campaign priorities, individually configurable

Inventory management/forecasting/reservation

Automatic real-time optimization by eCPM

Banner optimization by click-through rate and conversion rate

Re-targeting

Frequency capping

Postclick tracking

Keyword and key value booking process

Companion ads

Hundreds of different standard reports

Report wizard to create individual reports

Real-time monitoring of performance metrics

Global 24/7 support

### Mobile Mediation

Pre-made integration of non-reserved inventory mediation partners

ADTECH supports already:

Mojiva, InMobi, Smaato, inneractive, Nexage, Millennial Media

(More on the way – talk to us if your provider is not listed.)



## 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

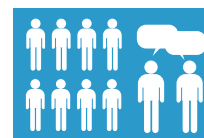
The solution for campaign management of mobile devices for both websites and apps.

#### Canvas

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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