



Your ads  
will love it!

TARGETING  
Widgets LIVE  
RICH MEDIA  
Skyscraper  
BANNER TEMPLATES  
eCPM  
Optimisation  
FLASH i-Center  
Behavioural  
Dashboard  
TRACKING FREQUENCY



## About ADTECH

### LIVE Test – Preview redirects live on your site

With the introduction of LIVE Test, ADTECH solved two major industry problems. First – how to make sure a rich media ad won't break your site before it goes live. From simple GIF banners to complex rich media and online video ads, our ad serving platform lets you see ads in a live environment, in the browser of your choice – as the campaign is loaded.

Second, LIVE Test also allows you to get screen grabs of your campaigns without having to spend time searching on your site to verify that campaigns are live. Just five minutes after receiving an ad, the campaign can be live, fully tested and counting impressions, and you have a screen grab to present to your client. ADTECH makes it a pleasure for your customers to do business with you.

ADTECH is an international supplier of digital marketing solutions and is AOL Advertising's ad serving platform. The company's flagship product is an integrated ad server solution that enables web publishers, ad networks, agencies and advertisers to manage, serve and evaluate virtually any kind of online advertising campaign including display, video and mobile formats. ADTECH's solution differentiates itself from the competition through its scalable, enterprise-class infrastructure and user-friendly tools, providing users with increased efficiency, reliability and ROI for their online advertising business. ADTECH customers include major players like BSkyB, Hi-media, Gannett and Fox Networks. ADTECH AG is a wholly-owned subsidiary of AOL LLC.

## Display Ad Serving for Publishers, Ad Networks, Agencies and Advertisers

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## Everything under control

ADTECH offers the premier integrated ad serving solution for display, video and mobile formats. It sets new standards in efficiency, speed and flexibility for both business and traffic managers alike.



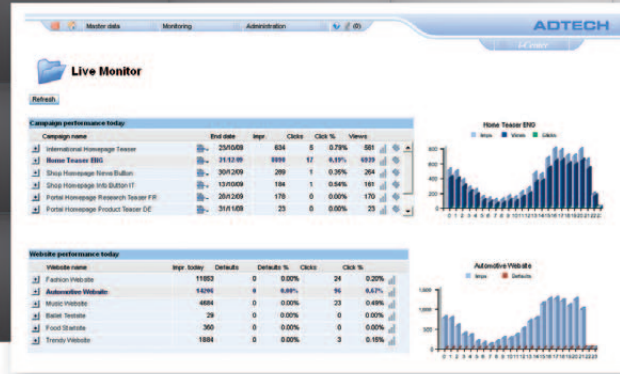
**Context menus:** Features essential to your business are available in one click.

### Reduce costs and save time in Ad Management

The extensive and intuitive automation that ADTECH provides will ease your daily routine, save you and your team significant amounts of time and help you to manage your digital marketing more efficiently. Every new user is amazed at just how easy it is to manage the complex ad serving processes. From instant campaign deployment to inventory management, LIVE Test, LIVE Push, LIVE Monitoring, Dashboard and interactive reporting, ADTECH provides the platform of choice for companies seeking world-class ad serving technology.

### Dashboard for better overview

This widget-based user desktop offers custom, control options across ongoing online campaigns.



Your sales team can now see important campaign information without having to contact your traffic manager.

### LIVE Push and LIVE Monitoring

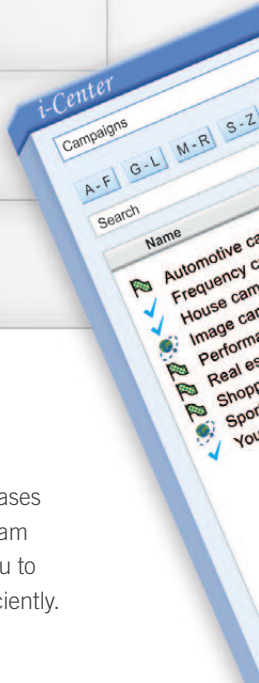
With ADTECH's LIVE Push, a rich media campaign can be booked and available online within a minute and begin seeing the results reported, immediately. With powerful functions such as LIVE Monitoring, keeping track of campaign progress is quick and easy. You can check in real-time to see how campaigns are performing. Need to make changes to a campaign? Your edits will take effect instantly. This is how smart ad management works.

### Sophisticated inventory management

Our unique Inventory Management System (IMS) optimizes the utilization of ad space. You will profit from valuable optimization and administration functions, allowing you to manage your ad space to maximize profit levels.

### Smart navigating

The i-Center has a host of extra features aimed at simplifying your working day. The entire navigation process is clear and intuitive. Campaign booking is quick and simple.



### User-friendly interface

The extensive and intuitive automation eases your daily routine, saves you and your team significant amounts of time and helps you to manage your digital marketing more efficiently.



**Interactive reporting with ViewCount:** Online ad delivery that confirms receipt.

### ADTECH gives you a competitive advantage

Contact ADTECH to find out more about how we can transform your ad serving and maximize your competitive advantage online.

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