

# ADTECH

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Your ads  
will love it!

TRACKING  
TEMPLATES MMS  
INVENTORY  
MMA-STANDARD  
IN-STREAM  
SMS  
MOBILE-DOWNLOADS  
TARGETING  
SEAMLESS INTEGRATION  
FREQUENCY



## Mobile ad serving with simply a better future

As a technical service provider, ADTECH is primed to handle the increasing demands of the mobile marketing channel and is continually developing technology. Therewithin, we consider the needs of the customer and the varying market conditions. The focus here is clearly on providing a stable and forward-looking technology.

ADTECH's ad management system is valued by customers because of its ease of use, efficiency and dependability. If you are looking to put the growing mobile advertising market to use and increase your profits, than put your trust in a powerful, high-performance technology.

ADTECH's mobile platform can be effortlessly integrated into your own business model. Our specialists can develop and implement customised concepts quickly.

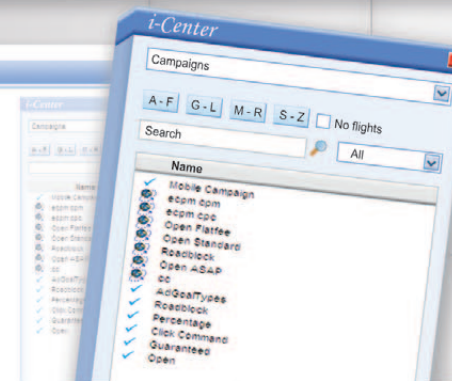
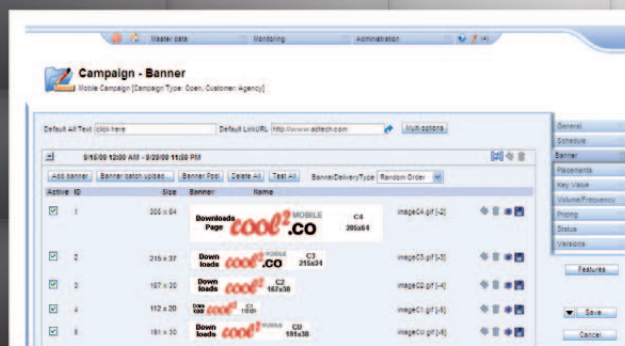
## About ADTECH

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.

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

Success doesn't knock on the door. It rings!



**i-Center:**  
in order to fully  
control your  
ad-management

**ADTECH has extended the functions of its ad management solution to cover the mobile Internet sector. Thanks to the expanded application, advertising for mobile phones can now be booked and evaluated as simply as classic display advertising.**

### More flexibility for your mobile marketing

With ADTECH's mobile ad serving platform and our existing relationships with mobile network operators, clients can improve workflow and generate new sales revenue. You profit from an intuitive user interface in which mobile ads can be booked simply and quickly.

### More comfort with banner templates

Pre-programmed banner templates allow for the quick booking of mobile ads. You can easily define the optimal display size for specific devices in the campaign management. You need only upload the 5 standard formats for mobile ads which were defined by the Mobile Marketing Association (MMA). You can then be certain that your campaign will always be delivered in the desired quality.

### Use the whole spectrum!

ADTECH supports all current mobile advertising formats:

- Mobile internet advertising
- Pop-ups in videos on mobile devices (in-stream advertisements such as pre-rolls, etc.)
- Advertising in mobile downloads

### Full control all the time

Deliver, optimize, track and report your mobile advertising campaigns effortlessly with ADTECH's integrated platform. With powerful control, monitoring and reporting functions, we give you the tool you need to present and sell your inventory to interested parties.

By combining the technology with leading market research data, ADTECH has developed sophisticated targeting criteria which help bring your campaign to the desired user group.

### 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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