[ad.agio] adserver

Product Documentation

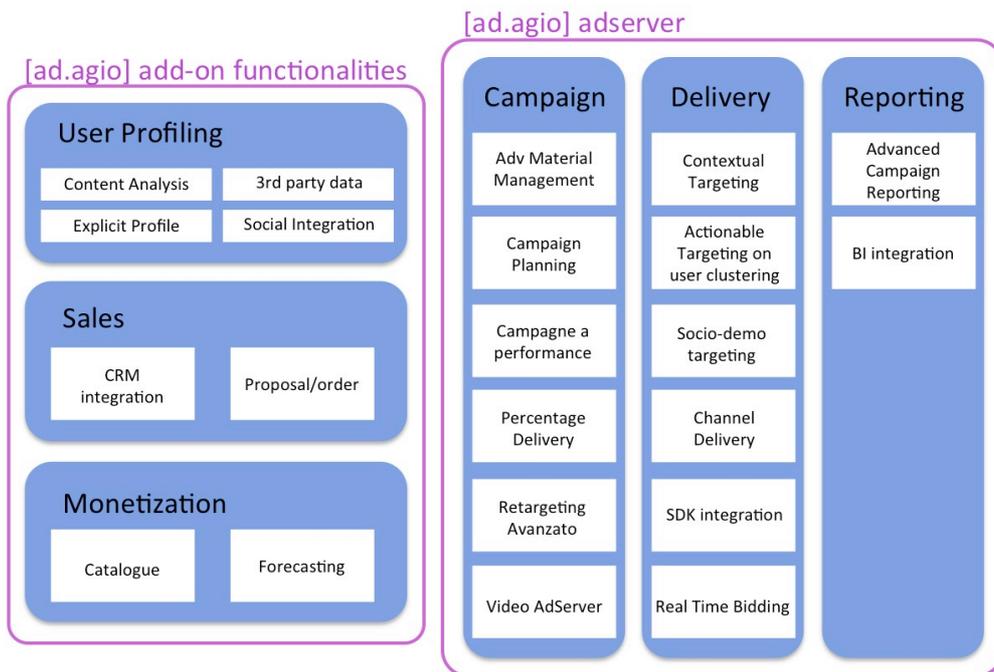NEODATA GROUP SRL | VIALE VITTORIO VENETO, 42 | 95127 CATANIA
TEL. +39 095 7226111 | FAX +39 095 7374775 | P. IVA 02791870120

WWW.NEODATAGROUP.COM

INDICE

NEODATA GROUP SRL | VIALE VITTORIO VENETO, 42 | 95127 CATANIA
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- Introduction

The purpose of the document is to provide a brief description of the main functionalities available in the [ad.agio] platform.

Further details or integration specific requests are available under request to Neodata.

Picture 1 depicts the main components built into [ad.agio].

[ad.agio] adserver

[ad.agio] add-on functionalities

User Profiling	
Content Analysis	3rd party data
Explicit Profile	Social Integration

Sales	
CRM integration	Proposal/order

Monetization	
Catalogue	Forecasting

Campaign	Delivery	Reporting
Adv Material Management	Contextual Targeting	Advanced Campaign Reporting
Campaign Planning	Actionable Targeting on user clustering	BI integration
Campagne a performance	Socio-demo targeting	
Percentage Delivery	Channel Delivery	
Retargeting Avanzato	SDK integration	
Video AdServer	Real Time Bidding	

Picture 1 - [ad.agio] main components

[ad.agio] is the plaftorm made by Neodata Group that allows using a single User Interface both campaign management (premium, performance and unsold inventory) and delivery contents in multiple platforms (Web, mobile sites, set-top-box, smart TV, game console).

The system is able to:

- Receive detailed traffic and inventory projections by website, section, position and format. Through statistical analysis, ad.agio removes the impact of seasonality and one-off events.
- Determine whether an ad campaign is ahead of or behind schedule in order to optimize your delivery.

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Platform has obtained the following cerfications:

- Official partner Yahoo! Network (Standard, Rich Media or Tracking)

- Google Display Network via AdWords

- Google Display Network via AdX

- YouTube Reservation

- Microsoft Advertising Atlas Partner

- Comscore Third Party automated integration

Neodata Group has subscribed the Framework IAB on Online Behavioral Advertising

- **User Profiling**

[ad.agio] provides a profiling module of users based on interests.

Each kind of content, articles, video, and banners, are categorized by the platform,

user profiles are computed taking into account each content visited as well as ads interaction.

Profiles are updated in real time and available as target for campaigns.

In order to classify contents, the platform provides standard IAB taxonomy. Different taxonomies including the ones built on customers request may be used.

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- Sales

[ad.agio] can be integrated with

- CRM systems in order to synchronize master data sets;
- Order Management Systems
- 3rd party ad servers

- Monetization

[ad.agio] has a module of Inventory Management that supports the definition ad formats and placement. Console is enriched with detailed forecast information.

Catalogue

Is it possible to integrate a commercial catalogue (including pricelist and packages) both from external tool or using the integrated Order Management System module.

Forecasting

In order to support different customer needs, the platform offer two kind of forecast analysis.

The first one is based on mathematical modal while the second on a simulation engine that reproduces the actual rules and constraint in fast-forward scenario.

Both methods are integrated into the Order Management System module and accessible from external tools using API.

- Campaign

[ad.agio] implements material management, campaign scheduling and reporting.

Contents can be embedded using the [ad.agio] UI as well as using web services (Soap).

To handle delivery loads, the platforms automatically transfers contents into specialized Content Delivery Network or Customer solutions.

Using Soap moreover is possible to plan orders and single campaigns, schedule delivery of any kind of ad format (display, rich media, video, editorial widget) using different target parameters.

- Delivery

In the editing phase of a campaign, [ad.agio] allows to set different kind of filters. Campaigns can deliver on more than one device in the same time.

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- Reporting

[ad.agio] has a flexible real time reporting system that allows to analise campaign performance for individual user and on all platforms.

- Multi Dimensional Reporting with OLAP functionalities (drilldown/rollup) with 50+ dimensions:
- Export in different format (XLS, HTML, PDF, XML) with template system;
- Login for advertisers and agency restricted to their campaign
- Full integration with Tableau Server for advanced and interactive reporting.
- Cross Platform Campaign Distribution
- Overlap Users cross-platforms

All reports are customizable upon customer need and personalized with company logo and look&feel.

Finally, is possible to schedule and send report by email.

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