

Maximize Your Video Revenue with AFP

We built ACE for Publishers (AFP) to handle the complexity of the broadband video business. Some of the biggest brands in media use AFP to make the most money possible from their video inventory, managing a complex network of content and syndication partners, and expanding to any platform — from PC to mobile to connected TV. AFP offers advanced inventory and campaign management, relevance-based targeting, granular reporting, support for custom ad units, and yield management tools to maximize revenue. Our proven technology serves over 1 billion ads per month and is used by over 1,500 publishers, including Funny or Die, Meredith, msnbc.com, Pandora, Slacker, and Starz.

“By tapping into YuMe’s targeting and ad optimization capabilities, we can now monetize our embedded video players. And marketers, who previously shied away from viral video, can now associate themselves with msnbc.com’s quality, trusted content and take advantage of viral distribution.”

—KYOU KIM
VP OF SALES, MSNBC.COM

Unlock the full value of your content

AFP leverages the ACE Relevance Engine to maximize eCPMs by dynamically matching the right ad with the right user and the right content. AFP’s yield management solutions manage campaign pacing and delivery, ad duration and sequencing, multiple ad networks, and supply fluctuations to help you consistently make the most money possible, while adhering to your business priorities.

Take control of your inventory

AFP offers a complete set of inventory organization features, enabling you to organize and package video inventory for sale by your direct sales force and ad networks; provide the necessary ad operations support for customized ad sales packages; manage, optimize, and report on campaign and content performance; and squeeze the cost and complexity out of each step along the way.

Syndicate without headaches

Easily syndicate your video players and distribute owned and licensed content to as many partners as you want. AFP offers the tools to capture, enforce, and report on the ad rights and revenue shares of your O&O and partner properties—ensuring that you adhere to the terms associated with each of your licensing and distribution deals.

Profit from new platforms

AFP can monetize your video inventory wherever and however you distribute it to your audience. With AFP’s powerful video formatting and transcoding engine, only one placement is required to traffic and deliver advertisements uniformly across each avail on every device. AFP can handle it all, from streaming to downloads to apps to live feeds, across PCs, smartphones, tablets, and connected TVs. You can even monetize your YouTube inventory through AFP.

Get complete video ad ops with one integration

Getting started with AFP requires a simple, one-time integration. Once your video players have been ACE-equipped, you’ll be able to program all of your business rules through our powerful web interface. AFP works seamlessly with your existing display ad server (including DoubleClick, Atlas, and 24/7), online video platform (including Brightcove, Ooyala, thePlatform, Flowplayer and JW Player) and sales management (including Salesforce and Solbright) systems, along with over 30 third-party ad sources.