

AdPortal Release 3.4 delivers significant improvements to ad serving speed, enhanced geo-targeting, and sharpened insight into campaign performance. Known bugs related to ads created with Flash Professional 4 are resolved in this release. Please consult the [online help guide](#) within AdPortal for updates and new instructions.

## What's New

- Ad Customization and Editing
- Clickstream Reporting
- Faster Uploading and Processing
- Ticket Resolution

## Updates

### Ad Customization and Editing

New tools in AdPortal 3.4 provide client-controlled timing, behavior, and even artwork for any inactive campaign. You can now move active ads out of rotation in order to edit its appearance or settings. [Click here](#) for a quick-start guide on these new features.

### Clickstream Reporting

AdPortal relies on clickstream data to best optimize and customize ad display. Searching and cross-referencing collected clickstream data for custom reporting is enhanced in release 3.4. This allows advertisers to see where and when different ads within a campaign perform best.

### Faster Uploading and Processing

Concerns about file upload speed are addressed in Release 3.4. The average upload speed for a basic 80k flash file now uploads in under 2 seconds, a 100% improvement over. These same enhancements result in faster overall processing, increasing workflow speed.

### Ticket Resolution

**Ticket #3436:** Problems configuring polite ads for yahoo and MSN have been resolved. Polite ads should function properly in these portals.

**Ticket #3478:** ActiveX controls causing pull-down ads to drop automatically are now compliant with the most recent versions of Firefox, IE, and mobile operating systems.

**Ticket #3479:** "Submit" and "Save" buttons have been added to all pages allowing timing, date, and element editing for all ad types.

**Ticket #3488:** Merging elements of older ads with elements of newer ads is now possible, regardless of the flash version in which each was developed.

## Upcoming Enhancements

**Ticket #3445:** The next release will provide the ability to repurpose ad elements in different campaigns instead of uploading the same elements to each campaign.

**Ticket #3451:** Security considerations for login from multiple, simultaneous locations are resolved and planned. Implementation is in early stages.

**Ticket #3462:** FatBoy ads failure to expand in IE running on Windows 7 will be corrected in release 3.5

To report problems or unknown issues, please contact [xxxxxx@employer.com](mailto:xxxxxx@employer.com).