

AdPortal Release 3.4

July 23, 2008

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.