



# **AdSirver Platform**

Your own Advertising Platform  
To  
Lift your Direct Online Ad Sales

# Why they make more money with their ad inventory



Their Own Advertising Platform

Easy to setup Campaign Page

**Expose Data for Advertisers for Targeting - Keywords Targeting**

Their Own Advertising Platform

Easy to setup Campaign Page

**Expose Data for Advertisers for Targeting - Audience Targeting**



Agnie's **AdSirver Platform** is the Cloud based next generation Adserving Platform that harnesses the true potential of

**Publisher's ad inventory  
and**

**Audience Data**

and provides a 360 degree view of your Advertisers to drive better engagement, strengthen relationships that ultimately lead to better ad revenue Monetization







## BUSINESS



### Pay as you go

no long term contracts, only pay for usage.



### Third party pixel

Place third party tracking pixels through creative.



### Guaranteed Inventory

Manage your direct contracts through Guaranteed Inventory



### Real-Time Reporting

Impressions and clicks are shown in reports within seconds.



### Geo Targeting & Hyper local targeting

Target the user at country, region (state) and city level. Hyper local targeting based on users GPS location (Latitude, Longitude) on Mobile.



### Target custom data

One can target custom data points sourced through URL, Cookie and Header. Along with that we can cater to custom requirement of data sourcing



### Cross Device Targeting

Coming soon feature. Identify user across the devices.



### User Agent or Device targeting

Specific browser, Operating system as well as Category of device (Mobile, Tablet and Desktop)



### Desktop (Web), Mobile and Tablet

Serve ads on Desktop as well as mobile devices.



## TARGETING





# OPTIMIZATION



## Frequency Capping

User level frequency capping (show one ad to one user only configured number of times in a day).



## Pacing

Pace your campaigns by evenly distributing goal across days. Or apply a daily impression cap at campaign level



## Day Parting

Deliver different creatives based on specific time of the day.



## Ad Style ( Template )

Publishers can define their own ad style matching to their website theme for text ads, which makes ad not look like ad.



## Custom Delivery options for Targeting

Change delivery options at one place and selectively apply it for all campaigns which are using it.



## Creative Library

Create and build the creative library and use them directly inside Campaigns



## Copy Campaign

Copy old campaign and change only required options.




## Type of Creatives

Text, Banner (Image) and Rich Media (HTML5 only to begin with).

# Would you be Interested ?

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