

## **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.



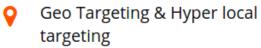
#### Guaranteed Inventory

Manage your direct contracts through Guaranteed Inventory



#### Real-Time Reporting

Impressions and clicks are shown in reports within seconds.



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



#### **URL Targeting**

Target the ads specific to site using its url



#### User Agent or Device targeting

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



#### Target custom data

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



#### Cross Device Targeting

Comming soon feature. Identify user across the devices.



#### 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.



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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