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FORBES WEB SITES UNITE ALL AD SERVING WITH OPEN ADSTREAM® AND BENEFIT FROM INTEGRATED REPORTING AND ADVANCED INVENTORY MANAGEMENT

Summary

The Forbes Web sites (Forbes.com, ForbesAutos.com and ForbesTraveler.com) were using two separate technologies to serve ads on their pages – 24/7 Real Media's Open AdStream run on their local servers for traditional banner ads, and their own in-house system for rich media video ads. In the spring of 2006 they opted to bring all of their ad serving together in one place using Open AdStream, an integrated ad serving, targeting, and tracking solution with the capacity to handle all kinds of media. Moving their entire ad serving and management to the Open AdStream platform has significantly enhanced the Forbes Web sites' ability to maximize the value of their inventory while also allowing them to reinforce their competitive market position with more sophisticated and effective services to advertisers.

The Brief

Forbes.com is the most highly-trafficked business and financial news site on the Web, and operates alongside its sister properties luxury automobile site ForbesAutos.com and luxury travel site ForbesTraveler.com. The Forbes Web sites have used 24/7 Real Media's Open AdStream technology to serve banner ads on their pages since 2001, while at the same time serving video ads using an in-house solution. The Forbes

sites wanted to make their ad serving, campaign management and analytics more streamlined, efficient and transparent so that they could maximize the value of their inventory and offer their advertisers the greatest possible effectiveness. Forbes wanted to streamline efforts when setting up campaigns, increase efficiencies in managing them, and integrate reporting capabilities of the two technologies in order to easily reconcile campaign.

The Approach

In April 2006, the Forbes sites migrated all of their ad serving, including video, to 24/7 Real Media's Open AdStream platform.

"It was an easy and seamless process to implement Open AdStream and integrate all of our ad serving and management in one platform," said Forbes.com's Michael Smith, VP and General Manager of Operations.

The Results

Open AdStream

- handles all kinds of media (including pre-, mid- and post-roll video)
- offers advanced targeting options
- features sophisticated inventory management based on real time information
- has effective, unlimited scalability
- is the only ad serving solution available with integrated reporting and optional analytics

"Once we'd fully implemented Open AdStream, we found that we were working with an integrated tool that was far more powerful than the simple sum of its parts. In particular, bringing video and banners together under one technological roof means we offer advertisers highly sophisticated packages – including a huge range of targeting options – and then provide them with all of the information they need to track their campaign's progress."

-Michael Smith,
VP and General
Manager of
Operations,
Forbes.com.



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These features have:

- simplified and sped up Forbes sites' initial campaign setup, particularly for video
- enabled the Forbes sites to offer advertisers more complex and sophisticated packages
- enabled Forbes sites' campaign managers to optimize campaigns in real time in reaction to real-time performance data
- provided the accurate and consistent analytics and reports that advertisers increasingly demand to demonstrate overall campaign effectiveness and the relative effectiveness of individual campaign elements

Advertising campaigns involving video are increasingly popular and valuable, and thus it is imperative for Forbes to be well positioned to efficiently and effectively implement and serve video campaigns. The robustness of Open AdStream has made it possible for Forbes.com to set up campaigns in 30 minutes, whereas previously the process took about two hours longer. This increase in operational efficiency has allowed Forbes to better serve advertisers while increasing operational productivity and cost-savings.

The Meaning of the Results

Overall, migration to Open AdStream has increased the Forbes sites' competitive advantage by:

- allowing their traffickers to realize more of their inventory's value
- allowing them to offer more streamlined, sophisticated and complete packages to advertisers
- increasing labor efficiencies involved in setting up and managing campaigns
- enabling them to demonstrate the effectiveness of advertising on their pages with reliable and consistent reporting.

"When we first started incorporating video content onto our Web site, the process of serving video, tracking the associated metrics, and integrating those results with our

traditional ad serving analytics was complicated," said Michael Smith, VP and General Manager of Operations, Forbes.com. "With Open AdStream it's as easy as serving a banner, and our valued customers get the most accurate reports available anywhere."

About 24/7 Real Media, Inc.

24/7 Real Media, Inc. is a leading global digital marketing company, empowering advertisers and publishers to engage their target audiences with greater precision, transparency, and ROI. Using its award winning ad serving, targeting, tracking, and analytics platform, powerful search marketing capabilities and global network of specialized Web sites, the company has turned the art of reaching audiences across virtually any digital medium into a measurable science. The company is headquartered in New York, with 20 offices in 12 countries throughout North America, Europe, and Asia Pacific. For more information, please visit www.247realmedia.com.

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