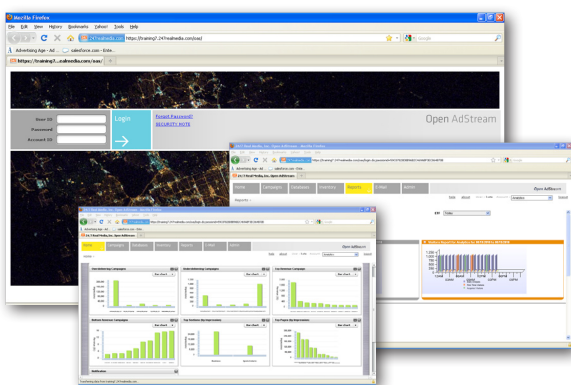


# Open AdStream® Overview

## The Most Innovative Ad Management Platform for Publishers

Web publishers today need a robust, holistic ad management platform that enables them to maximize inventory monetization, increase revenue, and operate efficiently while satisfying the increasingly complex demands of advertisers. Open AdStream, with its comprehensive feature set and capabilities, provides publishers with flexibility, control, and the tools needed to streamline and optimise ad management operations. By integrating all of the vital and progressive capabilities in one platform, Open AdStream gives Web site publishers a quantum leap forward in productivity, facility and potential.

**Open AdStream is the only ad management system that combines the technologies, services and business Intelligence that publishers need most to improve results, maximize revenue and lower operational costs.**



automatically provide most of the information needed by most publishers. These reports can be customized to include campaign, site, advertiser, section, unique viewer, and many other criteria. All results are easily exportable to external applications via the API.

**Open AdStream delivers ads in any digital format to any digital medium**



### Single, Intuitive Interface

Open AdStream's re-engineered user friendly interface allows for easy navigation, campaign scheduling, administration and reporting, streamlining your workflow processes. A customizable real-time dashboard provides up to the minute visibility into data.

### Sophisticated Decision Engine

At the root of Open AdStream technology is a highly sophisticated, intelligent decision engine for optimal efficient ad delivery. Open AdStream ensures that the most advantageous ad is delivered every time for maximization of revenue.

### Flexible Reporting

Open AdStream includes a wide range of comprehensive, ready-to-use reports that



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### Web Analytics

Leverage rich site analytics and visitor data powered by Omniture SiteCatalyst for enhanced ad targeting and delivery. Utilize data collected in SiteCatalyst to group your audience into detailed segments and target advertising and promotional messages to users with Open AdStream.

### Audience Segmentation

Segment your customers and visitors based on user attributes and behaviours, as well as CRM data. Open AdStream's open taxonomy and infinite number of attributes enable you to build segments according to the traits that matter to your business.

### Campaign Optimisation

Open AdStream Optimisation powered by Maxifier provides you with improved performance results, greater control over and visibility into data, more efficient ad operations, and overall increased profitability. You can maximize the value of your inventory and generate better results you and your advertisers.

### Advanced Targeting Capabilities

Open AdStream provides the most innovative array of targeting filters, enabling one click targeting and delivery of advertising messages to the right audience segments.

#### Advanced Targeting Filters

- Behaviours
- Behavioural Targeting by Omniture SiteCatalyst segment
- Custom Zone Targeting
- Domain
- Geography
- Daypart
- Reach and Frequency
- Content
- Demographic
- Geodemographic Targeting by Nielsen Claritas PRIZM segment
- Retargeting
- Ad Sequencing
- Keyword/ Search
- Technographic
- Transaction history
- Unique Viewer
- Weather Targeting
- Custom Cookies

### Inventory/Yield Manager

Open AdStream's yield manager with inventory availability forecasting ensures that you get top return on inventory. Using powerful, customizable algorithms, it automatically calculates the revenue potential of all active campaigns and dynamically allocates priority to those with higher value.

### Performance Tracking

Obtain a comprehensive view into audience metrics and behaviours by tracking and reporting on activities that occur after a visitor views or clicks on an ad message. This insight helps publishers better understand campaign success, conversions, and revenue generation.

### Network/Multiple Site Management

For ease of management of vertical networks, or multiple Web sites, Open AdStream provides control and flexibility

over multiple sites. You can tailor your ad management to your particular business model and organizational structure, and rely on enhanced permissions access controls and reporting tools to streamline your ad operations.

### Video & Rich Media

Open AdStream enables integrated video and rich media ad management. 24/7's Rich Media Foundry allows publishers to easily create, customize and serve rich media and video (pre, post and mid roll) ads from third party vendors. Rich media vendors manage their own accounts, ensuring their most up to date product catalogues are offered, so they can keep pace with the evolving market. For VAST standard players, advanced functionality includes simplified video ad trafficking and tracking, and robust reporting.

### Contract Management

Fully integrated Contract Management powered by FIVIA provides end to end automated financial workflow. You can easily manage sales, billing and revenue and sync with CRM, accounting and inventory management.

### Open API

It is simple to access data and integrate custom and third party software applications through Open AdStream's open connectivity API. Publishers can increase operational efficiency, automation, and functionality through external applications. 24/7 also offers professional services and consulting for custom applications and projects.

### Superior Client Service & Support

Skilled and experienced account management team and dedicated technical support resources on call to service client needs. Robust system monitoring systems and personnel ensure performance. Ongoing training and knowledge generation initiatives include university extranet, client training sessions, webinars and newsletters.

### Mobile

Open AdStream provides mobile ad serving functionality integrated directly with the other digital management capabilities of the platform. Digital ads can be served to WAP devices, mobile phones and other handheld devices. Various targeting options are available and the ability to review performance through analytics and reporting.

### Preferred Solution of Industry Leaders



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