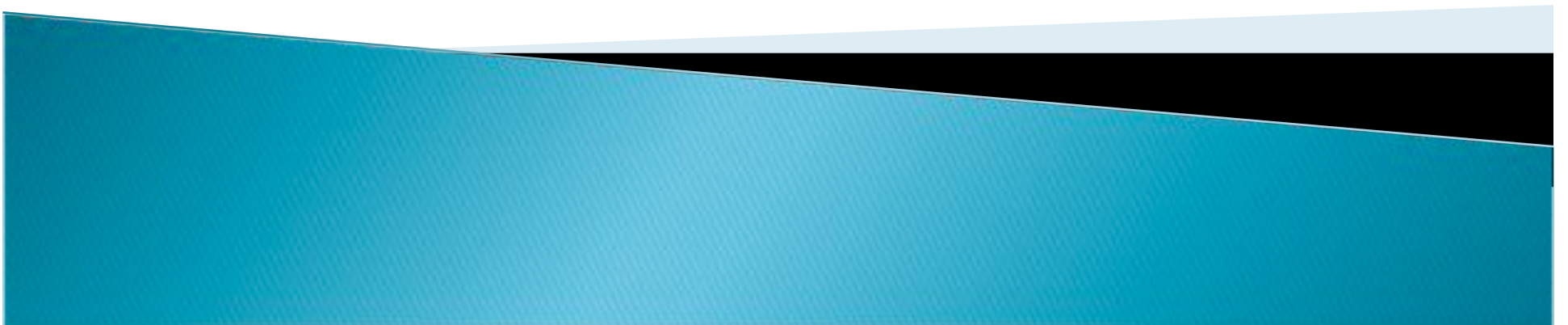




High Performance Ad Server



# adSpeed Solution

- ▶ AdSpeed combines the latest ad serving technologies with advanced web analytics to maximize your advertising revenue.
- ▶ AdSpeed is an independent ad server and ad manager.
  1. Enter your ads & targeting criteria into AdSpeed
  2. AdSpeed serves ads, track and report real-time statistics about ad impressions, clicks, revenue, and conversions
  3. Manage your ad inventory through our user-friendly interface





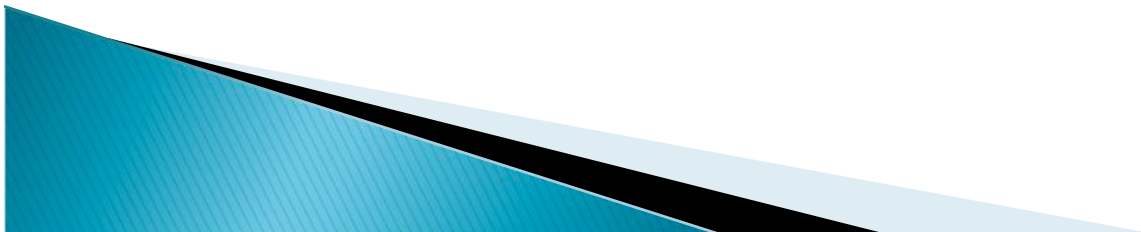
# Basics

- ▶ Publishers
  - Zones (Ad Placements, for ad serving)
    - Ads
  - Groups (for reporting)
    - Ads
- ▶ Advertisers
  - Campaigns
    - Ads



# adSpeed Advanced

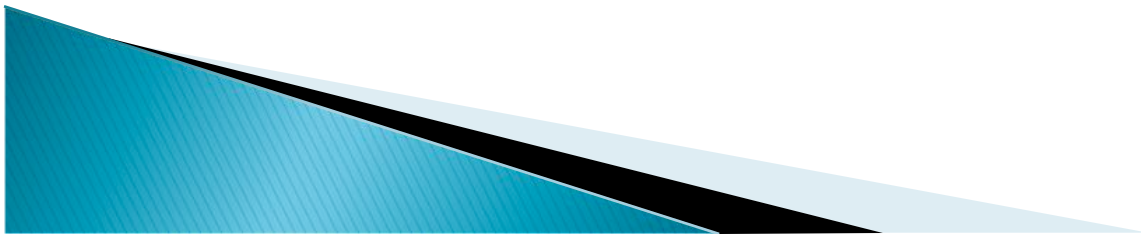
- ▶ Paid Add-ons
  - Ad Network (build your network of sites)
  - Private Branding (your own logo)
  - Fast Delivery (upload media files with one click)
- ▶ API (customize processes, integrate with your own systems)



# *ad***SPEED**

## Reporting

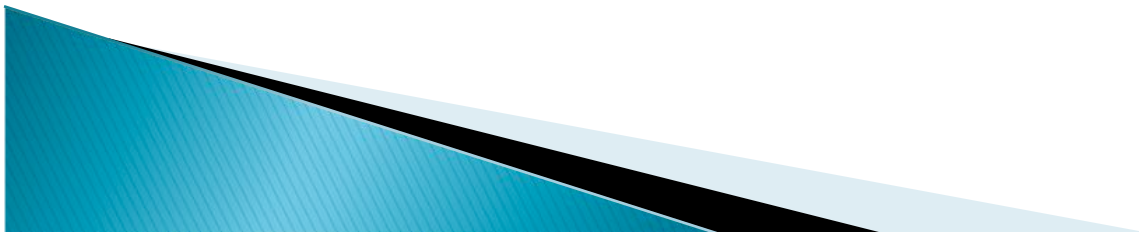
- ▶ Metrics: impressions, clicks, CTR, conversions, revenue
- ▶ Visitor Profiles: online, geographical, technical, site tracking
- ▶ Scheduled reports via email
- ▶ Export to: text, PDF, CSV, XML, RSS





# Ad Targeting

- ▶ Geo-targeting (language, country, city, continent, US state, Canadian province, UK and other regions)
- ▶ Date/Time (day-parting, start/end date)
- ▶ Maximum impressions/clicks within a certain period (hourly, daily, monthly, total)
- ▶ Frequency capping
- ▶ Visitor's IP/domain, browser, OS
- ▶ Referring or ad placement URL
- ▶ Contextual, keyword, demographic targeting
- ▶ Companion or competitive positioning





# Pricing

- ▶ Starting from \$9.95/month for 100,000 impressions
- ▶ No setup, no licensing fee
- ▶ Fixed monthly fee based on impression served
- ▶ Plans from 100,000 to over 100 Mil





## Some Clients

- ▶ [ClasificadosOnline.com](http://ClasificadosOnline.com)
- ▶ [AquariumFish.net](http://AquariumFish.net)
- ▶ [AllEars.net](http://AllEars.net)
- ▶ [PCBDaily.com](http://PCBDaily.com)
- ▶ [CAAMagazine.ca](http://CAAMagazine.ca)
- ▶ [IronSolutions.com](http://IronSolutions.com)
- ▶ [GirlSense.com](http://GirlSense.com)
- ▶ [DailyGazette.com](http://DailyGazette.com)





## Learn More

- ▶ Visit our website:
  - <http://www.adspeed.com>
- ▶ Contact us:
  - [support@adspeed.com](mailto:support@adspeed.com)
  - 1-866-423-7733

