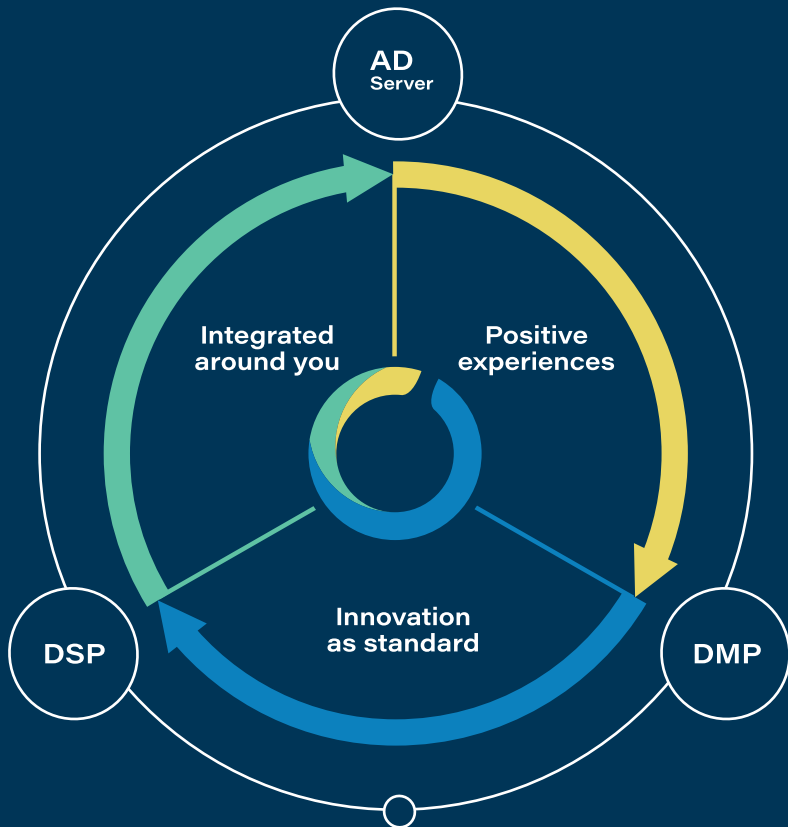


# adform

## FORWARD. TOGETHER.

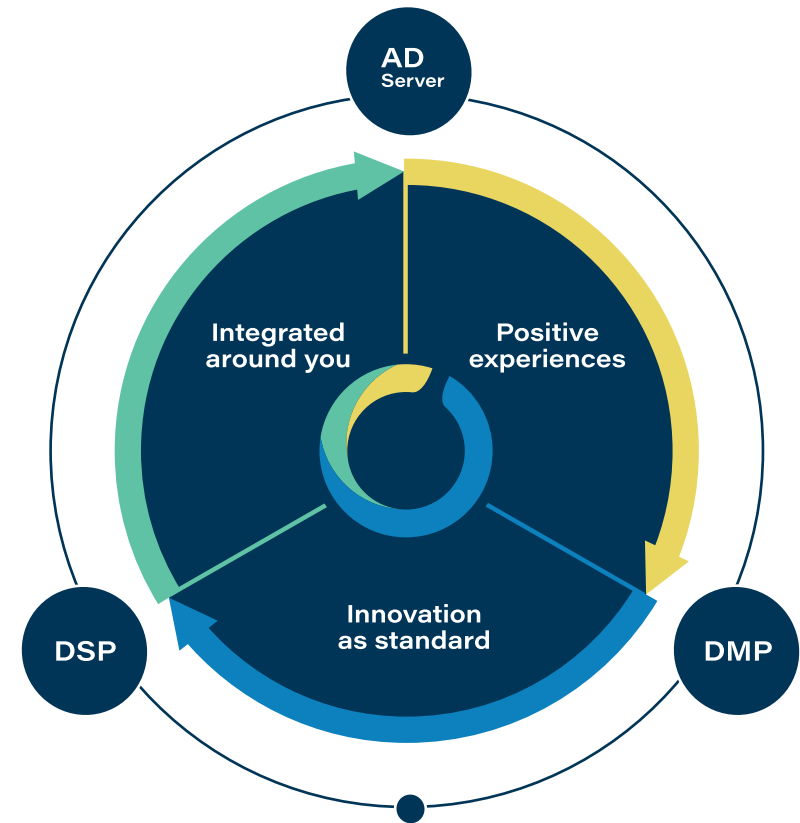


### The Integrated Advertising Platform

# THE INTEGRATED ADVERTISING PLATFORM

For 17 years Adform has been solving the needs of the world's largest advertisers, agencies and publishers with innovative technological tools.

What is an IAP? A truly Integrated Advertising Platform consists of unified measurement, reporting and analytics leveraged across an Ad Server with powerful DCO and creative capabilities, a DSP, and DMP delivering a superior buying experience.



**The Integrated  
Advertising Platform**

**17 years**  
of continuous investment  
in platform development

**+200**  
feature releases a year



## Integrated Around You

Our strength is in our flexible and adaptable capabilities. Whether it's the utility of a fully integrated world-class paid media platform, or best-in-class configurable point-solutions. We build with our customers' daily needs in mind delivering a platform ready for any marketing challenge and ready for you.



## Positive Experiences

At Adform, experience is everything. From carefully designed platform user experience centered around ease-of-use and accessibility, to the global teams that deliver extraordinary support and partnerships, we put the human experience and your business priorities first.



## Innovation as Standard

We were born of innovation from founders that believed in a better way. Seventeen years later, that desire for high performance, purpose-built technology still drives our business, and we are constantly innovating new ways to empower you.

# OUR WORLD-CLASS INTEGRATED ADVERTISING PLATFORM DELIVERS

## Frictionless integrations, workflows and reporting

Dismantling siloes through unified workflows and reporting, backed by seamless integrations across your business.



## Real-time

data collection, segmentation  
and activation

0%

100%

reporting accuracy via single source

# WE ARE WHERE YOU ARE



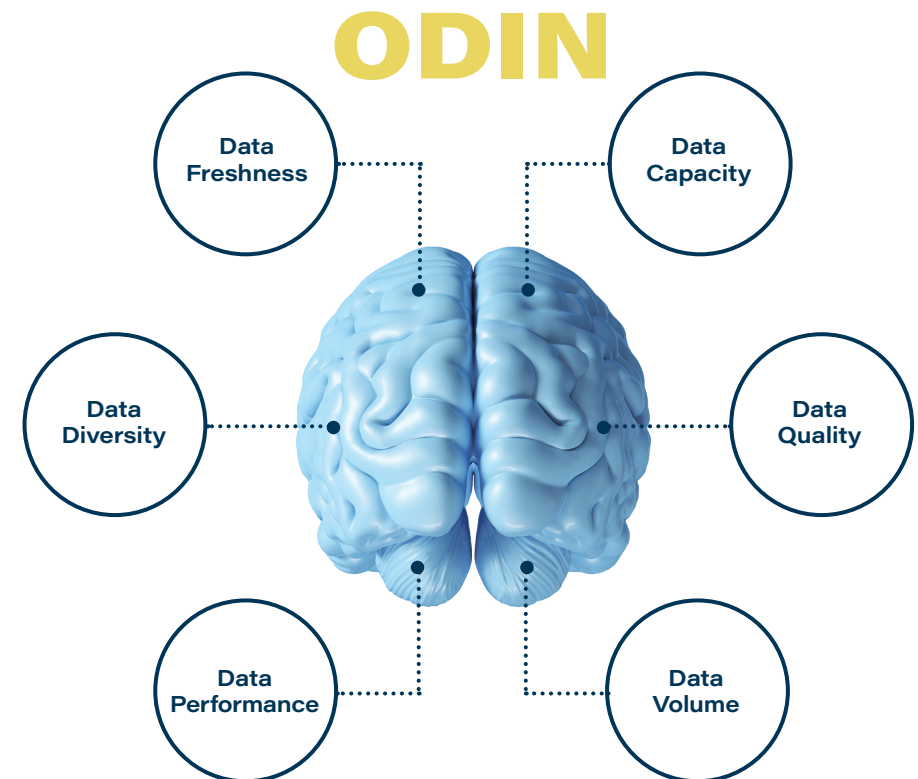
**The Best Service  
& Support in Market**



**With 29 Local Offices**

# ARTIFICIAL INTELLIGENCE MATTERS

Which is why we've built  
**ODIN**  
The industry's premier AI  
for paid-media



**Superior Data.  
Superior Decisions.**

Odin is trained on **billions** of data points drawn from Adform's Integrated Advertising Platform for unique insights and unparalleled performance.



# AD SERVER

Leverage the industry's most advanced independent ad server to empower all aspects of your paid-media organization.



**+18,000**  
Advertisers globally



## For Analysis

- Extensive measurement capabilities
- Out-of-the-box attribution and customer journey reporting
- Event level data portability and UserID export



## For Auditing

- Single system of record for tracking all digital engagements
- Identify fraud and significantly reduce wastage
- Follow your ROI from Media Spend to Net Sales return



## For Creative

- Deliver and scale personalized messaging
- Extensive suite of creative tools
- Data-driven storytelling made easy



# DEMAND SIDE PLATFORM

Take the guesswork out of buying with advanced algorithms that bid and optimize towards the goals that matter and seamlessly activate on a true omni-channel buying platform backed by our audience marketplace.



**45%**

cost savings compared to benchmarks without Dynamic CPM



**70%**

less time spent on manual price optimization



## For Price

- Odin optimizes in real time to ensure you don't overpay
- Advanced tools help you discover optimal price
- Dynamic CPM, CPC, CPA, CPM, vCPM



## For Performance

- Most powerful built-in cross-device graph on the market
- Maximize tactical campaign performance indicators such as viewability or completion rate
- Enhanced creative control via direct ad server connections



## For result

- Extensive channel capabilities and global supply
- Improve Return on Ad Spend and Net Sales capabilities
- Powerful fixed price capabilities





# DATA MANAGEMENT PLATFORM

Seamlessly collect, build,  
activate, and understand your  
audience data in real time.



## ROBUST DATA INTEGRATIONS (200+ data partners)

- ✓ **Collect**
  - Fast graph refresh for more rapid data ingestion and activation
  - Support for 1st, 2nd, and 3rd party data
  - Integrated with leading marketing technology platforms
- ✓ **Build**
  - Master Data Service for full ownership and access to your data
  - Build complex custom taxonomies
  - Powerful lookalike capabilities driven by Odin
- ✓ **Activate**
  - Data-driven storytelling
  - Zero cookie loss within the Integrated Advertising Platform
  - Proprietary cross-device solution

# POWERED BY ODIN, INCLUDED FREE WITH OUR PLATFORM

## Built-in proprietary fraud protection since 2014

Our in-house algorithms and expert analytics are constantly being improved and innovated upon.

It works: In 2017 we discovered and brought down HyphBot, one of the largest bot networks in digital advertising history.

## Our high quality is externally validated



MRC viewability measurement



Independently audited and certified by TAG



IAB Gold Standard



**A Commitment to Quality  
Paired with World-Class  
Fraud Prevention**



adform

**FORWARD. TOGETHER.**

[www.adform.com](http://www.adform.com)