GO Adv Red
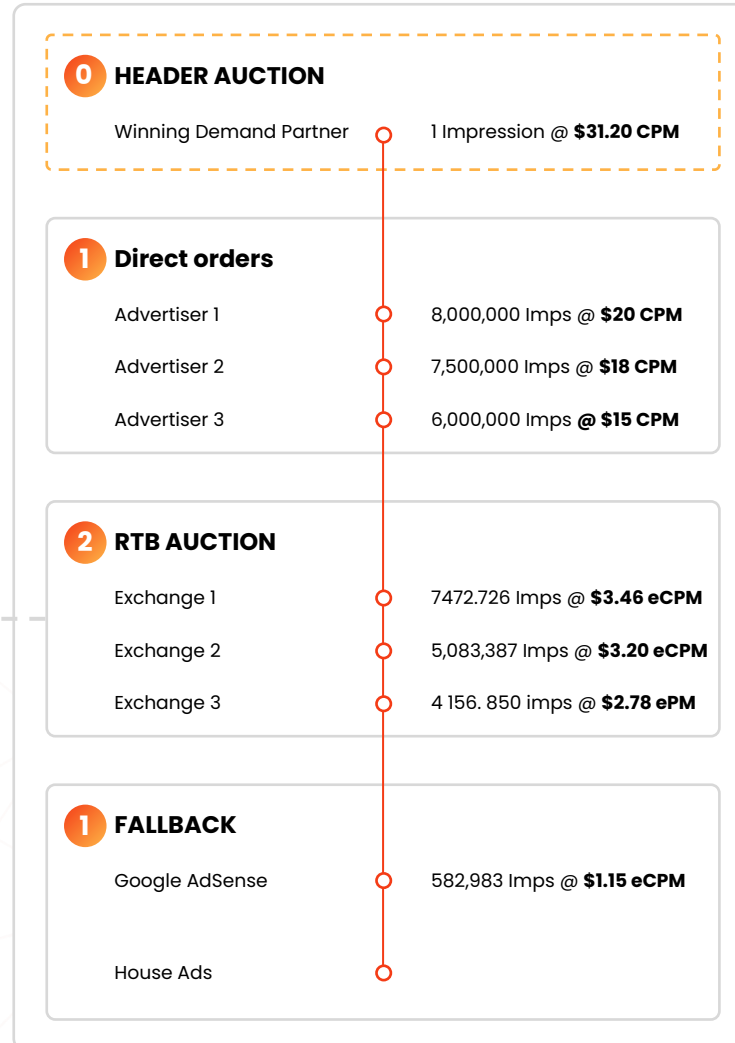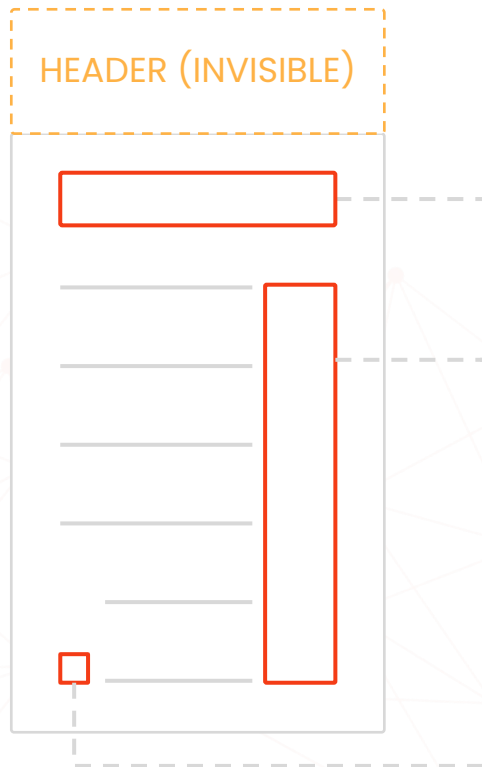
THE TECH COMPANY THAT INVENTS & DISTRIBUTES DIGITAL PUBLISHING SOLUTIONS

THE IMPRESSION SALES FLOW

AD SERVER SETUP WITH

- HEADER BIDDING
- RESERVATION
- RTB
- FALLBACK

HEADER (INVISIBLE)

0 HEADER AUCTION

Winning Demand Partner	1 Impression @ **$31.20 CPM**

1 Direct orders

Advertiser 1	8,000,000 Imps @ **$20 CPM**
Advertiser 2	7,500,000 Imps @ **$18 CPM**
Advertiser 3	6,000,000 Imps **@ $15 CPM**

2 RTB AUCTION

Exchange 1	7472.726 Imps @ **$3.46 eCPM**
Exchange 2	5,083,387 Imps @ **$3.20 eCPM**
Exchange 3	4 156. 850 imps @ **$2.78 ePM**

1 FALLBACK

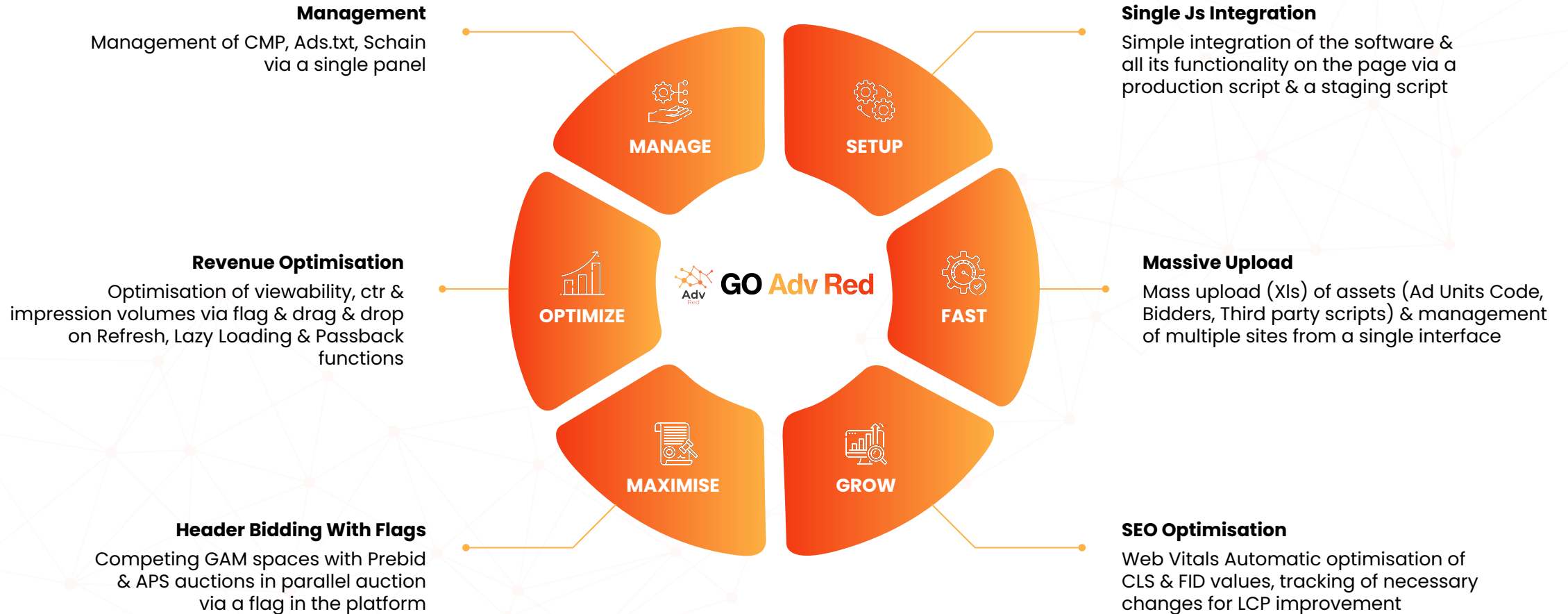|	
Google AdSense	582,983 Imps @ **$1.15 eCPM**
House Ads	

In order to exploit all monetisation opportunities, & thus to set up a proper sales flow of space, both the AdNetworks and the independent publisher need some main specialised resources:

- » **Software Engineer.**
- » **Full Stack Developer.**
- » **Yield Manager.**
- » **Ad Operation Manager.**
- » **Digital Sales Manager.**

AdvRed will **positively** impact the business by simplifying the set-up of the described flow, ensuring that **technology & monetization** possibilities are always up-to-date & aligned with the technical requirements of the market.
You will be able to **concentrate on increasing traffic and sales**.
AdvRed **introduces new possibilities** for cooperation between the two main players thanks to AdManager level set-up.

THE PRODUCT FOR PUBLISHERS & NETWORKS

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Management
Management of CMP, Ads.txt, Schain via a single panel

Single Js Integration
Simple integration of the software & all its functionality on the page via a production script & a staging script

Revenue Optimisation
Optimisation of viewability, ctr & impression volumes via flag & drag & drop on Refresh, Lazy Loading & Passback functions

Massive Upload
Mass upload (XIs) of assets (Ad Units Code, Bidders, Third party scripts) & management of multiple sites from a single interface

Header Bidding With Flags
Competing GAM spaces with Prebid & APS auctions in parallel auction via a flag in the platform

SEO Optimisation
Web Vitals Automatic optimisation of CLS & FID values, tracking of necessary changes for LCP improvement

MANAGE
SETUP
OPTIMIZE
GO Adv Red
FAST
MAXIMISE
GROW

GO Adv Red

THE PRODUCT FOR PUBLISHERS AND AD-NETWORKS

Set-Up

Login & Create new site

- Easy website & site list management with "Add" & "Delete" commands.

- Simple integration of the software & all its functionality on the page via a **production script (& a staging script if desired)**
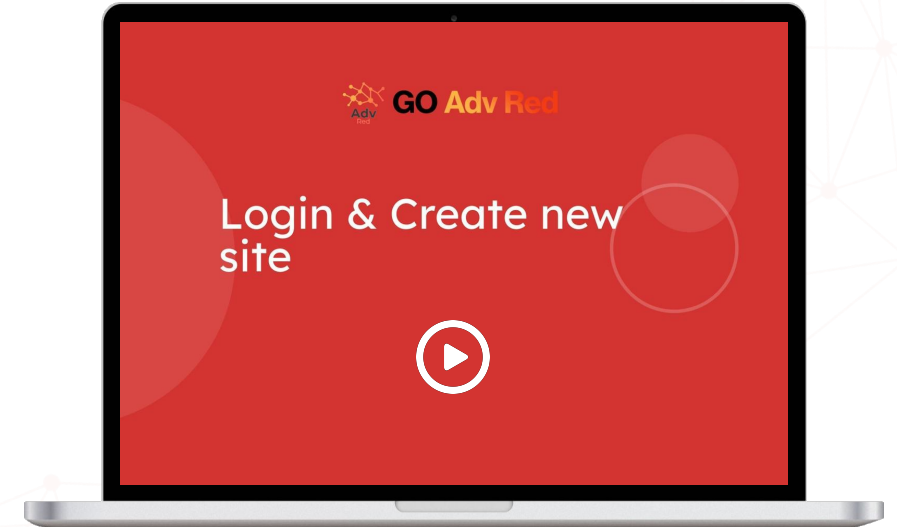
- **Easy to make changes & deploy** them without changing anything on the website, this means **no more waste of time for** your **developers** for each update or deploy
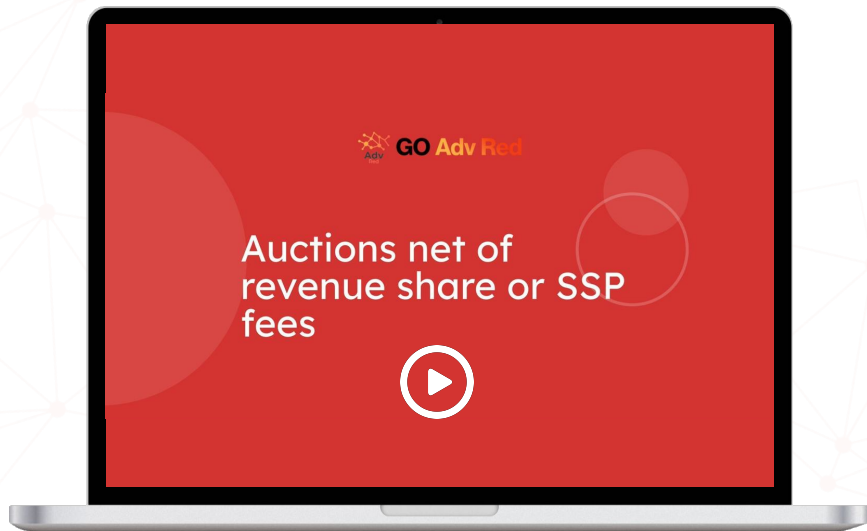

Deploy with a single Js code

- Manual & Bulk upload & **massive import of AdUnit settings**

- Download of an example file to fill your AdUnit setting.

Massive Upload

Auctions net of revenue share or SSP fees

THE PRODUCT FOR PUBLISHERS AND AD-NETWORKS

Optimize

Web Vitals Automatic optimisation of CLS & FID values, tracking of necessary changes for LCP improvement.

Header Bidding & competition of GAM spaces with **Prebid & APS auctions** in parallel via a flag in the platform.

Huge list of specific advertising features like:

» **Lazy Loading:** you can choose if the ad unit have to be loaded at DOM or when it become viewable.

» **Multiple Ad Manager Accounts:** You can load different Ad Units coming from different GAM ids.

» **Ad Refresh:** you can set up a timer for the Ad Refresh & also you can choos if the refresh should happen when the slot is viewable.

» **Client Side Passback :**For Adunits and third parties Javascript code.

» **Ability To Run Auctions Net:** Of revenue share or SSP fees and to organise the priority order of bidders for each slot.

# THE PRODUCT FOR PUBLISHERS AND AD-NETWORKS

Manage

As far as the collection of consent from the user is concerned, AdvRed will give the publisher the possibility of linking the delivery of advertising in two different ways: by inserting the **CMP script** into the platform, thus automatically, or by using the 'consent received' event via code.

Through the CMS you will be able to **manage your Ads.txt** file via redirect directly from the platform: there will be no need to communicate & request every update or change to the developers. There is the possibility of managing one ads.txt per site.

In the site edit section, there is the possibility to change the values of **HP, Sid, and Schain domain** so that the values are correctly sent to the header bidding chain, without performing any development on the site.

Set up a parallel auction Gam-Prebid-Amazon A9 with easy flags

Ads.txt & schain management
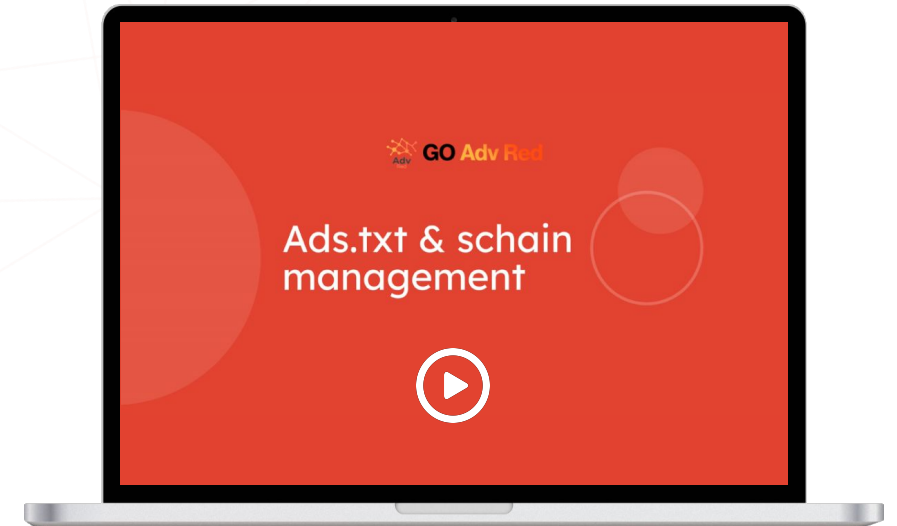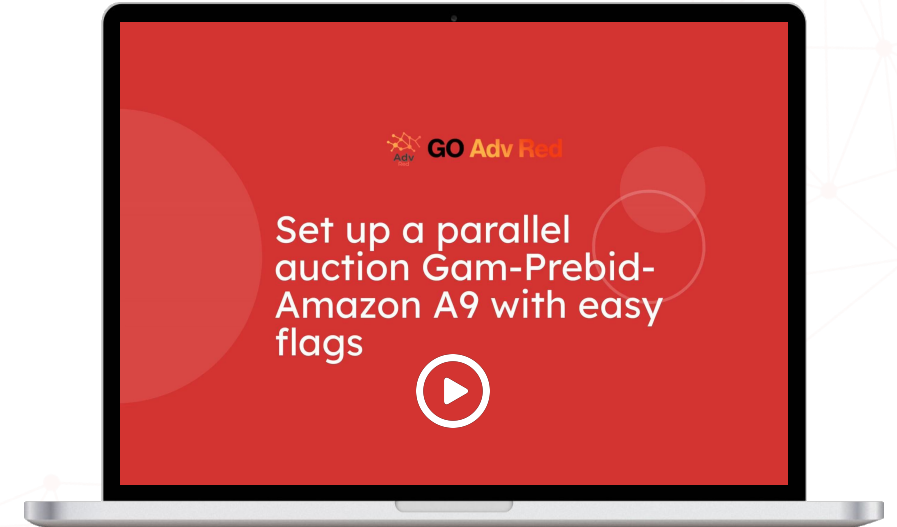
VALUE GENERATED FOR THE FIRST CUSTOMER

Customer Challenges:

Client faced issues with **viewability** (low %), **CPM**, **development time** (under-staffed personnel), & **traffic reduction** YoY. These challenges hindered business performance & growth.

After The Implementation Of Adv.Red the Customer has seen:

Improved Viewability and CPM thanks to Lazy Load function, less time spent on development

Achieved 26% increase in viewability & X2 increase in CPM. Aligned with industry benchmarks, positively impacting revenue.

Increased Revenue thanks to AdRefresh, Passback & Lazy Load functions

- Enhanced **viewability** (from 46% to 72%)
- **More ad requests** (+ 25%) thanks to AdRefresh
- **CPM growth** (x2)
- Substantial **revenue growth (+24k)**

Complexity solved: The customer has an exclusive contract for reservation with Premium AdNetwork and exploits **Passback** functionality to directly monetize Open Market & maximize profits

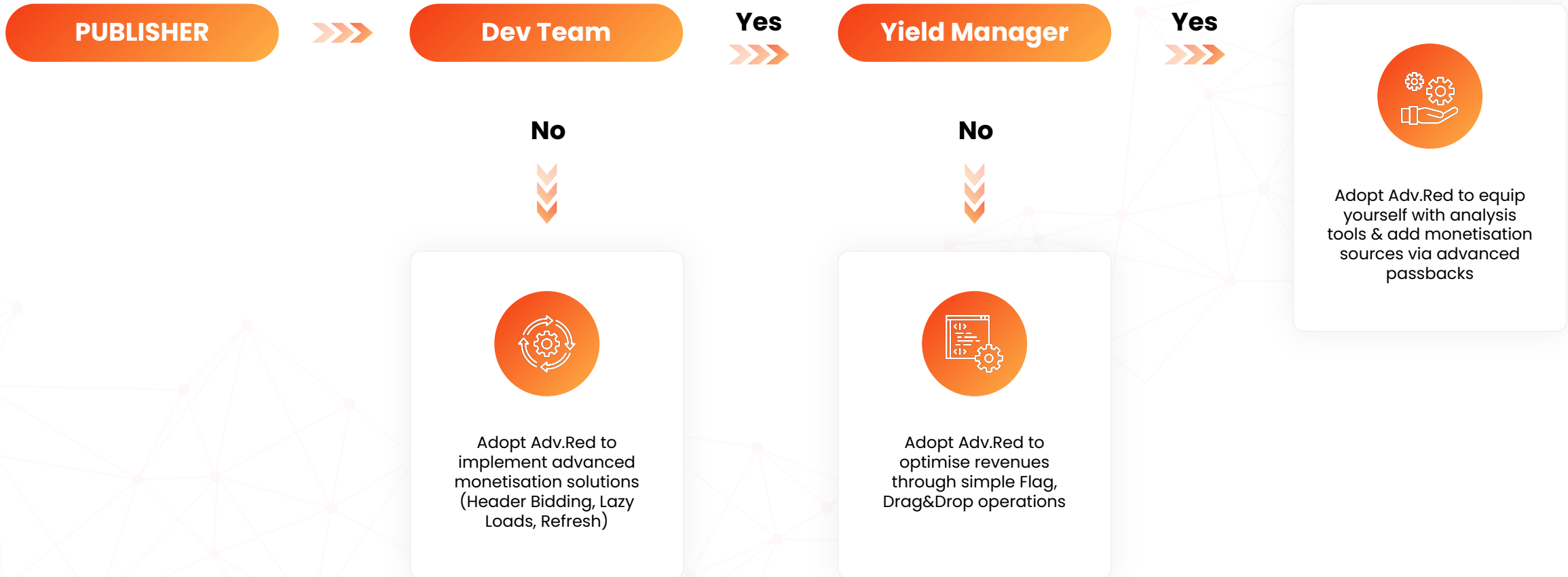**Result: Adnetwork not losing an important publisher & improved advertising yield for the publisher.**

Significantly decreased development & release time through "quick deploy" & "bulk upload" functionalities. **Saved approximately $75,000 per year on development fees.** Reduced testing & debugging time.

USE CASE: FOR THE ADNEWORK

AdNetwork → **Dev Team** — **Yes** → **Yield Manager** — **Yes** →

No ↓

No ↓

Adopt Adv.Red to implement advanced monetisation solutions (Header Bidding, Lazy Loads, Refresh)

Adopt Adv.Red to optimise revenues through simple Flag, Drag&Drop operations

Adopt Adv.Red to equip yourself with analysis tools & add monetisation sources via advanced passbacks

+

Ability to work with publishers in passback (client side & not via GAM) & manage multiple sites via a single interface, dedicating your Dev Team to developing new advertising formats to attract & retain advertisers

The tool adoption by an Adnetwork opens up new opportunities: in particular, we see a simplification of Adops flows, the opening up of new possibilities for collaborations with publishers (client-side passback) and the possibility of managing several sites simultaneously and being one step ahead of technology.

USE CASE: FOR THE PUBLISHER

PUBLISHER ➤➤ **Dev Team** — **Yes** → **Yield Manager** — **Yes** →

No ⬇

Adopt Adv.Red to equip yourself with analysis tools & add monetisation sources via advanced passbacks

No ⬇

Adopt Adv.Red to implement advanced monetisation solutions (Header Bidding, Lazy Loads, Refresh)

Adopt Adv.Red to optimise revenues through simple Flag, Drag&Drop operations

The use of AdvRed by an independent publisher opens up new opportunities: in particular, we see a simplification of Adops flows, the reduction of development costs & the possibility of focusing on cre, the opening up of new possibilities for collaborations with Adnetwork without the obligation of an exclusive licence, & the possibility of always being one step ahead of technology.

GO Adv Red

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