

# OpenX Ad Server

Complete inventory management, all on one platform



The OpenX Ad Server is a fully featured cloud-based platform that enables you to manage and monetize your advertising inventory across all formats, screens and sales channels. Its highly configurable targeting combined with an industry leading decision engine matches each impression with the right ad to achieve your revenue and business goals. You can leverage a wide variety of fully-integrated features, including superior forecasting and reporting, housed within an intuitive platform backed by 24/7 customer support. In addition, publishers can tap into additional demand sources by taking advantage of direct integration into OpenX's Ad Exchange, one of the largest, global real-time ad exchanges.

## WHY OPENX?



### Optimize Your Revenue

Manage and optimize direct, RTB and network demand in one unified platform by leveraging OpenX's Ad Exchange and/or Supply Side Platform.



### Reach Performance Goals

Superior multi-variant forecasting tells you exactly how much inventory you have available to help maximize campaign goals.



### Make Informed Decisions

Comprehensive reporting allows you to identify revenue sources at a granular level and configure reports using a variety of inputs.



### Own Your Data

Operate under your own domain and, therefore, own all the audience data you generate through the OpenX Ad Server.



### Customize Your Platform

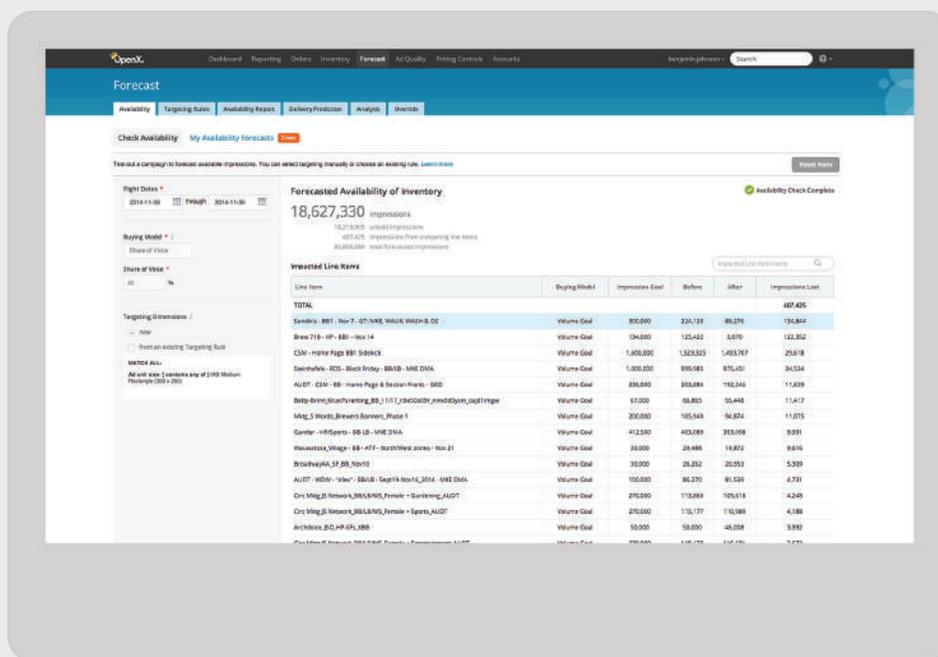
Built with extensive APIs, you can create a unique advertising experience and ecosystem that works seamlessly with internal and third-party platforms.



### Grow Your Business

Leverage the same proven technology that operates OpenX's Ad Exchange, which executes over 140B monthly ad requests, to scale your ad revenue.

## A FEATURE-RICH PLATFORM THAT'S EASY TO NAVIGATE



Features	Functionality
 <p><b>Forecasting</b> Track available inventory to maximize each campaign</p>	<ul style="list-style-type: none"> <li>• Forecast inventory across multiple targeting variables</li> <li>• Utilize up to 12 months of historical data for increased accuracy</li> <li>• Automatically incorporate seasonal trends</li> <li>• Compare actual traffic with forecasted traffic</li> <li>• Leverage multi-variant(rule-based),ad unit level forecasting, which is on average 45% more accurate than other platforms</li> </ul>
 <p><b>Targeting</b> Easily reach your advertisers' desired audience</p>	<ul style="list-style-type: none"> <li>• Target consumers by content, geography, technology, key value pairs, audience and more</li> <li>• Incorporate "and/or"decisioning capabilities</li> <li>• Save targeting rules as templates to re-use in future campaigns</li> </ul>
 <p><b>Delivery</b> Optimize ad selection logic for better campaign results</p>	<ul style="list-style-type: none"> <li>• Deliver campaigns based on specific business rules such as impression goals, click rate and more</li> <li>• Apply advanced targeting and frequency capping</li> <li>• Prioritize guaranteed, non-guaranteed, and house campaigns</li> <li>• Rotate creative based on specific weighting or CTR optimization</li> </ul>
 <p><b>Reporting</b> Harness your data to make informed decisions</p>	<ul style="list-style-type: none"> <li>• Set KPIs to track revenue, CPM levels, impressions, requests and fill rates, with period-over-period comparisons</li> <li>• Analyze demand partner, buyer, and advertiser performance</li> <li>• Schedule and email reports</li> <li>• Build fully-customizable reports for your unique needs</li> <li>• Leverage extensive filtering options</li> <li>• Track performance of specific advertisers and/or campaigns</li> </ul>
 <p><b>Usability</b> Spend more time executing campaigns and less time navigating non-intuitive systems</p>	<ul style="list-style-type: none"> <li>• Provide a consumer-grade user experience for your Ad Ops team</li> <li>• Set up campaigns quickly with a responsive user interface</li> </ul>
 <p><b>Platform</b> Enjoy a dependable infrastructure and support</p>	<ul style="list-style-type: none"> <li>• Easily integrate with third-party platforms using open APIs</li> <li>• Take advantage of built-in integrations with several leading third-party platforms</li> <li>• Rely on 24/7 customer support and a dedicated on-boarding team (real people, not an online forum)</li> <li>• Ensure reliable and scalable ad delivery with strategically placed global data centers and redundancy measures</li> </ul>