

How are **WE** different

Without a doubt, the most common question we hear from agencies and advertisers is “**how are you different?**”. Well, right here, right now we’re going to answer it for you.

What's the difference at Adtegrity?



It's that simple.

At Adtegrity we believe in people; smart, innovative, passionate, think outside of the box people. We fill our offices with them, listen to them and encourage them. They answer our phones, write our algorithms, optimize our campaigns and take great ideas and turn them into efficient automation.

Technology isn't smart, it doesn't innovate, it is not passionate and doesn't think outside of the box. People do all those things, and more. We find the best of those people and we hire them, then they come up with cool stuff.





Cool Stuff

our people have come up with.

Distributed Buying Platform

Adtegrity combines our managed collection of URLs with multiple exchanges and platforms. This approach provides greater reach and unmatched flexibility to allow budget to flow where your campaign achieves the best ROI. Adtegrity provides a comprehensive reporting system called Central, which combines all your buys in one location.



URL Scoring

Individual URLs are scored for performance using several metrics as well as the type of campaigns each URL performs best with. Using this data, Adtegrity fine-tunes your campaign to increase your success metrics.

Smartsuite Optimization

We've taken the most innovative, proven ideas for optimization and designed our SmartSuite around them. This set of proprietary tools makes optimization more efficient by providing your Account Manager with quick access to campaign delivery information, historical performance, and progress towards campaign goals. That means Adtegrity stays nimble and utilizes more strategies during your campaign flight. SmartSuite allows us to capitalize on trends quickly and remove elements that aren't performing to your standards.



D-brief (Post Flight Analysis)

When your campaign ends, that's not the end for Adtegrity. Post flight analysis is performed on every campaign so all parties can review performance and discuss any adjustments for future campaigns. D-brief is complimentary and is part of every flight, just ask your Adtegrity representatives.



Media Planning

Effective media planning is all about finding your customers, wherever they may be. Media planning can answer in advance the “who, where, when and how much” questions.

Audience

- **Segmentation** – Segments include users who’ve been identified based on behavior and marked with a cookie. Using that cookie we can find that user anywhere in our vast collection of URLs and serve them a specific ad. Use our existing segments, create one on the fly, use a third party segment or bring your own segment.
- **Retargeting** – Wouldn’t it be great to find users who’ve been to your site but didn’t take action and make them a special offer? You can, with Adtegrity retargeting. Create your own segments for your exclusive use and bring back ready to act users.
- **Demographic** – Filter users based on age, gender, income and more.
- **Technographic** – Filter users based on browser type, browser version, operating system, device (tablet, mobile, desktop), and even hardware specs.
- **Geo-Target** – Target users by country, state/province, region, zip/postal code, or DMA.

Let us show you how Adtegrity is different.



URL

Adtegrity maintains a 100% family friendly system. Within our system, we provide several ways for you to target by URL or URL classifications. As always, a real human reviews every URL in our system.

- **Rating** - Supply side personnel rate each URL based on their content. Each site falls into one of the following categories.
 - o All Audiences (G)
 - o 12+ (PG)
 - o Mature Audiences(PG-13)

- **Channels** – URLs are also placed into content channels to help facilitate targeting by content. A full channel listing is included in the resources section of this media kit.

- **Content Tags and Flags** – In some cases, it is necessary to note a nuance, niche or feature of a site. Adtegrity allows you to build a custom set of filters to target or remove all sorts of site characteristics such as: user generated content, forums, un-moderated comments etc...

Focus

Focus in on time-of-day and frequency metrics that work best for your campaigns. Choose from specific days, times of day and how many times a user can see your advertisement. Go even further with user engagement tracking to see what parts of an ad or step in a process is working best, then, capitalize on it.

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Pricing Model

Adtegrity supports several pricing models and there is sure to be one that fits your needs. Choose from these options:

- **CPM** – The same as buying eyeballs, you're paying per thousand impressions. Perfect for branding, reach extension and name recognition.
- **dCPM** – CPM with a twist. Dynamic CPM allows our buying process to buy low when possible and to buy higher when conditions dictate. The end result is an averaged rate with typically excellent results. If you have a performance element to your campaign, dCPM is the ticket, averaging 2 – 3x the exposure for your campaign for the same spend as a flat CPM.
- **CPC** – Pay only when a user clicks on your ad.
- **CPA** – Pay only when a conversion occurs. A conversion can be just about anything and you set the parameters. Looking for an email address? A sale or just for a visitor to hit a particular page? We can do that.

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Brandtegrity®

Building a brand isn't easy. Protecting the integrity of your brand on the web is even harder. We know, we've been providing brand protection since mid-2007. The last thing you need is your carefully cultivated brand showing up on or next to questionable, adult or illegal content. That's where Brandtegrity® comes in.

Built from the ground up with input from high-end brand advertisers, Brandtegrity® offers several layers of core protection for your brand when you advertise with us.

Pro-Activity

As the saying goes, "garbage in, garbage out". The Brandtegrity® philosophy is to start out on the right foot by being very selective. We believe the quality of any advertising partner can be seen in the URLs and content they choose to allow into their system.

- **URLs:** The number one place where your brand can be damaged so it's the number one place we concentrate our brand protection efforts. Each URL is subjected to a rigorous vetting process. Should a site fail any part of that process, the URL is not eligible to run in the Adtegrity system. The vetting process includes:
 - Content review
 - Plagiarism screening
 - Traffic research
 - Ownership verification
 - Ranking/popularity

- **Other Advertisers:** What's the point of screening URLs if we allow unsavory advertisers to share screen space with you. A real warm body reviews every single ad that runs through our ad code, we check everything from content to landing pages. If it doesn't pass our strict guidelines, it doesn't run.

Let us show you how Adtegrity is different.



- **Performance Matters:** Our unique URL scoring system adds a layer of performance metrics to approved URLs running in our system. Your campaign runs strictly on the best of the vetted URLs for the channel, technographic, GEO and demographic you need.



Ongoing Monitoring

Brand protection isn't "set it and forget it". The nature of the web is dynamic: URL content changes, new pages are added and old ones deleted. What might be safe today won't be tomorrow.

Brandtegrity® includes constant and ongoing monitoring to stay on top of changes. Automated screening flags content changes that may be a problem and our supply staff reviews URLs regularly. In other words, we're on top of it.

Control

Part of any comprehensive brand protection system must allow for campaign reach and growth. Serving to a stagnant stable of sites can result in delivery and performance problems. Brandtegrity® has it covered. We update our list of brand secure sites weekly. Certified URLs can be automatically added to your campaign or you can choose to approve them manually. With Brandtegrity®, you're in control.

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Optimization

Things change. Trends fluctuate. If you aren't on top of them you can miss opportunities today that are gone tomorrow. Adtegrity approaches capitalizing on trends very aggressively. We do that through our calculated optimization process.

Data Analysis

We pour over data for every campaign, looking for indicators of trends both up and down. More of what works, less of what doesn't is our mantra. Based on our analysis, we make adjustments to campaigns, fine-tuning them to perfection.

SmartSuite

Each campaign is unique, what works for one flight may not work for another. One size certainly doesn't fit all. Our SmartSuite set of tools was built with that as a foundation. After pinpointing the areas and methods used to optimize effectively, we automated the recommendation process, not the decisioning process. The tools don't decide on campaign changes, our expert people do. That's why we call it SmartSuite.

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Resources

Ad Formats

Adtegrity accepts these ad formats.

- SWF
- GIF
- JPG
- PNG

Any creative file to be hosted by Adtegrity must be 40k or under in size and in one of the following dimensions. * denotes best performing sizes.

- 468x60
- 120x600
- 728x90*
- 160x600*
- 300x250*
- Pops (any size)
- 120x20 (mobile)
- 168x28 (mobile)
- 168x42 (mobile)
- 192x53 (mobile)
- 216x36 (mobile)
- 216x54 (mobile)
- 300x50 (mobile)
- 300x75 (mobile)
- 320x50 (mobile)

Rich Media

Adtegrity accepts rich media creatives from approved technology vendors. Ask your Adtegrity representative for complete details.

Expandable ads should follow these restrictions:

- 40k max initial download, 60k for panel.
- A maximum of 4 expanding panels.
- Animation at 30 seconds or less, looping allowed.
- A close button must be included.
- No auto play audio.
- Video may reside in the expandable panel only.

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- Ads that include video max out at 2.2MB total size.

Video ads should follow these restrictions:

- Video must be streamed and hosted elsewhere. Adtegrity does not host video or run video directly.
- 2.2MB total ad size
- Animation should be 30 seconds or less, looping is allowed.
- No auto play audio.
- Auto play video is allowed (NO AUDIO) but it will limit your audience.

Adtegrity Best Practices for Ads

Follow these guidelines to provide the greatest reach for your campaigns.

- Keep animation to less than 15 seconds, no looping.
- Include the brand right on the creative.
- Do not mimic news, dialogues or system elements.
- No flashing or strobing ads.
- Make sure you ad has a border or contrasting background so it can easily be discerned from websites it runs on.
- Your ad should be clear, recognizable and relevant. Text must be legible and you should avoid blurriness and pixilation.
- If your ad offers something free, (or synonymous) disclose the terms on the ad or the landing page clearly.
- All audio must be user initiated. Auto play is not allowed.

3rd Party Creatives

Adtegrity accepts 3rd party creatives so long as the technology vendor is on our approved list AND requirements/restrictions for 4th and 5th party calls are met. See your Adtegrity representative for complete details.

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Channel Listing

This list represents only our Tier 1 Channel options. For a full list of our over 300 channels please visit our website at <http://www.adtegrity.com>.

- Arts & Entertainment
- Automotive
- Business
- Careers
- Education
- Family & Parenting
- Food & Drink
- Health & Fitness
- Hobbies & Interest
- Home & Garden
- Law, Gov't & Politics
- News
- Personal Finance
- Pets
- Real Estate
- Religion & Spirituality
- Science
- Shopping
- Society
- Sports
- Style & Fashion
- Technology & Computing
- Travel
- Uncategorized

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Find us on Facebook: <http://www.facebook.com/adtegrity>

Visit our website: <http://www.adtegrity.com>

Visit our world headquarters

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