

# THE BIG IDEA

## Display Monetization for your Domain Portfolio

Monetizing domain portfolios is a challenge. You've got hundreds possibly thousands of domains in all kinds of categories and every kind of user imaginable. It's no wonder that display advertising just hasn't worked well. A one size fits all approach simply isn't going to do the job. We're changing that. Using our extensive expertise and flexibility, Adtegrity.com is doing display right for your domains. Here's how.

### Quality.

Adtegrity.com has a rigorous screening process for all ads before they go active on any publisher in our system. That's right, a real live person looks at every single ad before it ever gets on your domains. We screen for content and categorization manually and our automated systems look for malware, spyware and other malicious activities. High risk creatives are blocked outright and never run. We believe the first step to success is to provide safe quality ads.

### Audience.

Who's your visitor? What are they interested in? Some of that data can be culled from the page they land on but to really focus in on that user's affinity you've got to target them specifically. That's where the incredible reach of our system comes into play. From thousands of high quality sites all over the web we can identify users and can re-target them when they appear again. The benefit to you is that we're targeting your user in addition to the domain and content.

### Flexibility.

Your business is unique, you do things your way. At Adtegrity.com we understand that. During the setup process we'll discuss what your reporting needs are and how we can tailor the setup to best meet your needs. One size does not fit all and we can customize many of the options in our system to make things as seamless as possible.

**Let us show you how display done right is The Big Idea.**

**Contact us today – [publisher@adtegrity.com](mailto:publisher@adtegrity.com)**

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