



Smart AdServer perfects its online advertising campaign management and delivery tool

Paris, 23 October - **Smart AdServer**, a leading player in Europe in aderving and digital marketing, has announced the integration of new functions into its advertising campaign management and delivery tool. These innovations are mainly aimed at offering greater flexibility in terms of campaign sales methods, making it possible for example to refine inventory management and get increased personalisation of campaign group reports; while maintaining the intuitiveness and user friendliness of the Smart AdServer tool, the creative management section has been redesigned for better readability and to save time on a daily basis.

The main innovations:

- **Restructuring of the priority system and e-CPM concept:** this new system seeks to refine priorities between the different insertions of a campaign, and to optimise delivery programs. It also introduces the concept of e-CPM (or effective recalculated CPM), which makes it possible to deliver as a priority the insertions whose effective generated revenue is the greatest.
- **Calculation inventory forecasts by geo-localisation or keyword:** This module will make it possible to obtain inventory forecasts with several types of capping and according to geotargeting (by country or region) or keyword.
- **Improved personalisation of campaign group reports:** Smart AdServer now offers the possibility of creating fully customisable group reports, and to save them so as to expand their use, with one click, to all campaigns.
- **Creative sequence:** it is now possible to program a creative sequence and to determine, for the same visitor, the order of the creatives to which he will be exposed for the same format and location.
- **Live campaign preview:** screenshots or test pages will now be easy to carry out using the "live preview" function. Extremely practical, this function in effect makes it possible to view a creative directly on the page of a site, and aims to facilitate daily use of the traffic manager.

About Smart AdServer

Smart AdServer SAS develops and markets one of the main aderving technologies for the management of online campaigns for media agencies and publishers. Created in 2001, the company Smart AdServer has soon become a key player in France, posting the fastest growth in Europe in terms of customers compared with its competitors, thanks to the innovative and unique functionalities offered by its product, and its ease of use. Smart AdServer has 130 customers for 1200 sites spanning four continents.

Among its clients are large media agencies such as Zed digital, Starcom, Mindshare, Mediacom, Mediaedge:cia, Universal McCann ... as well as a large number of sites and companies, including PIXmania, Reed Business, Express-Expansion group, Radio Canada, MSD Global, Wolters Kluwer, La Vanguardia, Medioonet, Curse Gaming, Amiado...

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