

## Technological partnership between Smart AdServer and the German company S4M

Paris, 9 October 2008 - Smart AdServer, a leading player in Europe in aderving and digital marketing, has announced that the company S4M, a subsidiary of the IP Bertelsmann group, is interfacing its advertising space management software, S4AdSales\_web.biz, with the advertising banner delivery tool Smart AdServer. The goal is to be able to offer a real time solution for the reservation of advertising spaces and the distribution of online campaigns.

S4AdSales\_web.biz is an integrated management tool covering the entire commercial chain, from estimate to billing. It enables, from a single entry in a single information system, full monitoring of the business of an advertising house (commercial, administration, reservation planning, execution, finance and statistical analyses).

S4AdSales\_web.biz is now interfaced with Smart AdServer through the API that the latter makes available to its customers. Thanks to the real time interfaces of the two applications, the customer can now really manage advertising inventories, having access to a comprehensive, flexible and high performing solution where all stages necessary for commercial management and the management of advertising spaces (organisation of offers, reservation, monitoring of operations, billing, distribution, optimisation and statistics....) are simply managed in real time. It enables the commercial and technical teams of an advertising house, wherever they are located, to share the same centralised, reliable and precise centralised information system.

### 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 120 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...

[www.smartadserver.com](http://www.smartadserver.com)

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