

WHITE
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AdPages

Adform Unique Interactive Rich Media Format

Introduction

The online landscape has changed rapidly over the last couple of years. After the global recession advertisers have been more focused on finding new cost-saving ways to advertise; repurposing traditional print material and distributing it through new channels is one way of doing this.

Adform keeps up with these changes by constantly introducing fresh and revolutionary solutions to capture the users' attention – therefore we are proud to present the Adform unique interactive rich media format – AdPages:

- 1 AdPages brings a new dimension to online advertising enabling advertisers to distribute print catalogues and publications through interactive rich media banners.
- 2 AdPages introduces 'Click to read'... in full-screen!
- 3 AdPages banners are highly engaging and can help build brand awareness and brand preference.
- 4 AdPages can boost return on advertising spend.



So how does this work?

A strong partnership

Adform has partnered with Issuu to offer an end-to-end interactive publishing and marketing platform. AdPages easily repurposes and distributes new or existing traditional print marketing materials, such as magazines, advertisements, catalogues and brochures.

Create and serve it...

All you need is your publication, a creative .swf banner template and a media plan. Follow these four simple steps to create and distribute your AdPages banner:

- 1 Create your AdPages campaign using Adform; you can set up your media plan, target your audience and manage the whole campaign through one intuitive interface.
- 2 Upload your PDF, Word or PowerPoint file or one of the other 9 supported formats. Regardless of file size the banners will be "politely" ad served.
- 3 Create and customize the banners directly in Adform to match your campaign and company branding.
- 4 Push your campaign live.

Track and optimize it...

All engagement metrics like page flips, time spent in full-screen and clicks are tracked and reported in Adform. Therefore you can act on real-time campaign data and optimize your campaign instantly. That's it... next thing AdPages will be driving thousands of customers to your website or e-shop.



Who is using AdPages?

Both marketers and publishers are using AdPages for online publishing and advertising.

Any company that wants to drive customers to their website, online shop, magazine subscription page, member signup page or online event can benefit from using AdPages.

These advertisers are already using AdPages to boost engagement:

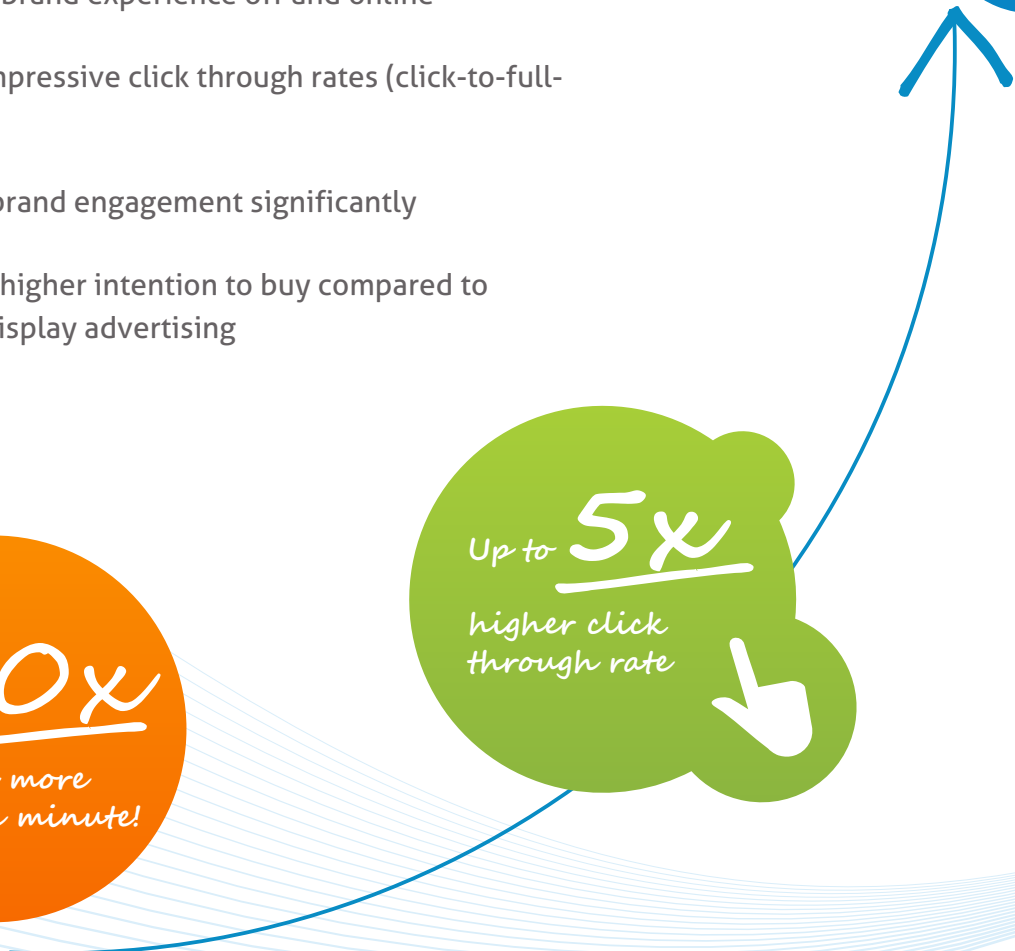


What are the benefits?

AdPages enables you to distribute costly print catalogs through online banners at a fraction of the cost.

Key product benefits:

- 1 Easy to use centralized setup and management
- 2 Seamless integration between Issuu's advanced publishing platform and Adform's unrivaled ad serving and tracking platform
- 3 Saved (traditional) print and distribution costs
- 4 Creative production cost is cut significantly and advertisers can use the same material to build consistent brand experience off and online
- 5 Delivers impressive click through rates (click-to-full-screen)!
- 6 Increases brand engagement significantly
- 7 Generates higher intention to buy compared to standard display advertising



Case study: AdPages boosts engagement!

With a growing focus on cost the Danish hypermarket chain Bilka is constantly looking for new ways to distribute their brochures. When Bilka launched a new web-shop in Q2 2010 with special weekly offers it became essential for Bilka to get their target group to spend time with their brochures thereby building brand awareness and preference.

The solution

Bilka's traditional print catalogue repurposed into weekly updated AdPages banners. A/B testing – AdPages banners and standard flash banners in rotation.

The result

Time and money saved by easily repurposing Bilka's weekly brochures into AdPages banners - by updating the creatives on a weekly basis target group engagement was kept high:

- 1 Highly engaging: Click-to-Full-screen rate: **0,21%** compared to **0,16%** CTR (%) for standard flash banners.
- 2 More than **61 %** of people that went full-screen spent more than one minute interacting with the brochure!



The conclusion

AdPages is a cost-efficient and measurable way to repurpose and distribute traditional print material like brochures.

AdPages banners are highly engaging and can help build brand awareness and brand preference!



About Adform

Adform is a leading supplier of products and services within digital marketing. The company was founded in 2002 and offers a digital universal solution consisting of campaign planning, ad serving, search engine marketing, web analytics and reporting.

Adform has leading clients in all major industries and delivered campaigns for over 2,700 clients across 4,900 global web publishers in more than 25 countries worldwide in 2010.

Adform has offices in London, Hamburg, Stockholm, Oslo, Milan, Wroclaw, Czech Republic, Vilnius and Copenhagen

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