

LIQWID[®] WINS IAC AWARD FOR “BEST IN CATEGORY”

LIQWID[®] ad delivery platform wins a 2013 IAC award for “Best Financial Services Rich Media Online Campaign.” Liqwid online ad serving platform can fit ads into any responsive online environment as well as into the highly valuable space outside of a content page on any web property, fixed or responsive.

LAS VEGAS, NV -- [LIQWID](#)[®], a brand of LeftsnRights, Inc., today announced that the company has won an award for “Best Financial Services Rich Media Online Campaign” from the Internet Advertising Competition (IAC).

In addition to the IAC award, Liqwid technology also won a 2013 ADDY from the American Advertising Federation (AAF). Earlier this year, the company was nominated for the 2013 Edison Award and won the [Utah Innovation Award](#) in the category of Enterprise Software and Web-enabled B2B Solutions in 2011.

Nikolai Mentchoukov, CEO of Liqwid, points out that the company has earned three important recognitions in just this year alone. “Our peers and colleagues recognize the significance of our responsive technology and ad delivery methodology. Our future has never been brighter,” he says.

Mentchoukov, who has been involved in developing ad server platforms since the earliest days of the industry, also notes that the run of recent awards puts a spotlight on the Liqwid ad technology platform as a true innovation. “We are disruptive agents in this industry,” he says. “We have received recognition on multi-levels – on our creative application of the technology and the sophistication of the technology. But the most important value we have achieved is the appreciation from our clients. They know the value of Liqwid ads.”

The Philippines Daily Inquirer website www.inquirer.net ran the winning ad campaign “Flying Money” for Western Union ([see demonstration](#)). “We are thrilled to be a partner of Liqwid,” says Esther Chavez, Vice President for North America Sales for Inquirer.net. “We’ve seen the value and effectiveness of their ads, and the implementation is seamless. The combination of the ads being responsive, interactive, always above the fold, and easy to manage is what makes the difference in implementing this Liqwid product. Coupled with efficient management, I’m not surprised that Liqwid has been acknowledged by their peers and have won several awards this year. Our advertiser will be very pleased.”



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Western Unions' ads were placed outside the web content page with geo-targeting for every country. Once Western Unions' were "liqwified," the ad unit automatically filled the variable space across screen sizes, ad sizes, operating systems, and even devices.

Liqwid is the first ad delivery platform that successfully exploits the full potential of the HTML5 environment for online advertising. Liqwid technology can make content – be it text, images, video, social media, games, e-commerce, or apps – completely reactive. The technology also offers flexibility so that one campaign can run a combination of [Flash ads](#) and [HTML5 ads](#) to all types of websites (fixed-width, responsive) as long as the content format is compatible with the viewing device.

The ability to use HTML5 means that publishers, agencies and advertisers have the freedom to design ad spaces and ad content with ultimate creativity, unbounded by standard sizes or fixed formats. Responsive ads can run on responsive, mobile, and fixed-width sites. Liqwid HTML5 ads are automatically indexed and ranked by search engines as standalone interactive content.

Liqwid's Viewer Directed Placement™ methodology also increases advertising management and effectiveness by adding TV-like scheduling and prime-time targeting capabilities. The technology also deploys [local dayparting](#) management so that ad deliveries are based on local 'time of day' and not server time.

Liqwid responsive HTML5 ads gives direct sales publishers immediate new ad inventory and high-impact ad placements that will create new revenue streams and positive and interesting experiments in online advertising. Any size publisher, agency or advertiser can get started an at the most basic level, no graphic design, programming or technical knowledge is required. The Liqwid ad-serving platform sharpens the quality and effectiveness of content delivery while enhancing substantial revenue opportunities for publishers.

ABOUT The IAC: The Internet Advertising Competition (IAC) Awards are produced by the [Web Marketing Association](#) (WMA) to honor excellence in online advertising, recognize the individuals and organizations responsible, and showcase the best in award winning Internet advertising. The IAC announcement can be found here: <http://www.iacaward.org/iac/winner.asp?eid=10357>

ABOUT LIQWID: Liqwid® is a dba and brand operated by LeftsnRights, Inc. founded by Nikolai Mentchoukov and Jim Rowan in 2010. The Liqwid® advertising delivery platform scales art and media in Flash or HTML5. One responsive Liqwid ad will adapt to any ad size, location, device, operating system, and browser. The company also features innovations like Viewer-Directed Placement™ and local dayparting to enhance the accuracy of measurable deliverables and scheduling. The company has offices in Salt Lake City, UT and Nevada. For more information about Liqwid technology, visit <http://www.liqwid.com/> or contact Sarah Prater at 800-870-5006 or sp(at)liqwid(dot)com. The company's Twitter feed is @LiqwidAdTech (#liqwidads).

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