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Liqwid® Announces Expanded International Reach for its Advertisers

LIQWID® announces that its advertisers now reach international audiences from well over 6,000 websites. Liqwid ad technology distributes large fixed-sized and responsive ads into any responsive environment, including mobile, and creates an inventory of premium advertising using the empty space outside the typical content area.

LAS VEGAS, NV -- LIQWID®, a brand of LeftsnRights, Inc., today announced that its online advertisers now reach a rapidly expanding audience from well over 6,000 high-traffic websites that span across channels, demographics and geography.

“This is a big accomplishment for Liqwid considering that we just started distributing ads only a year ago,” says Jim Rowan, Chairman and President of the company. “Our reach is rapidly expanding thanks to the incredible support we are receiving from advertisers and publishers.”

Rowan explains that most publishers are surprised when they learn that they can deliver dynamic, premium content outside the designated page format. He points out that Liqwid Ad Technology can easily transform the “outside space” into a responsive environment with size and dimensions that vary by several factors.

“The ‘outside space’ is a very large untapped revenue opportunity for publishers that is easy to activate,” he says. “All it takes is single, one-time line of code that takes a minute to insert, and instantly they have a new premium offering for their advertisers.”

With the Liqwid platform, all campaign management is handled through a point and click dashboard with a single, one-time tag on the publisher’s page, significantly reducing ad operation efforts and costs. “Due to their size, placement and 100% viewability, Liqwid ads are showing consistent click rate metrics that are consistently higher than the industry,” says Rowan.

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

“Liqwid ads are always 100% viewable when rendered on a viewer’s screen and cannot be scrolled away, providing maximum impact without disrupting the viewer’s experience,” says Rowan. “Moreover, Liqwid Ads

(continued)



supports the recent initiatives by the IAB and the Media Rating Council (MRC) to make measurement make sense and move to the viewable impression metric by the end of this year.”

Liqwid technology uses HTML5 responsive functionality to make content – be it text, images, video, social media, games, e-commerce, or apps – completely responsive in any environment. 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, mobile) as long as the content format is compatible with the viewing device. With the addition of the recently announced “Liqwid Capsule” – even fixed-sized graphics and content – can seamlessly adapt to any web property, browser and device.

Recently, the company recently released a [whitepaper](#) entitled “Online Dayparting Study Reveals Misunderstandings of Click Rate Metrics” that demonstrates the need to make major changes in the way that online ad deliveries are calculated.

Liqwid increases flexibility for publishers that are seeking new ad inventory and advertisers that want to use high-impact ad placements with greater targeting and reporting capabilities. The Liqwid advertising platform sharpens the quality and effectiveness of content delivery while enhancing revenue opportunities for publishers.

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.

Recent awards have recognized Liqwid technology as a disruptive agent in the current online advertising environment. The company recently won an ADDY® Award for Digital Advertising and a 2013 award from the Web Marketing Association’s IAC (Internet Advertising Competition) for best in category. The company was nominated for the Edison Award in 2013 and won the Utah Innovation Award in the category of Enterprise Software and Web-enabled B2B Solutions in 2011.

ABOUT LIQWID: Liqwid®, a brand of LeftsnRights, Inc., was founded by Nikolai Mentchoukov and Jim Rowan in 2010. The Liqwid advertising platform delivers fixed-sized and responsive ads to any responsive environment and creates new, viewable and premium inventory with the empty space outside of a content page. Ads automatically adapt to any ad size, location, device, operating system, and browser inside the content area or out. 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. Visit <http://bit.ly/13DfGYJ> for a copy of the whitepaper. 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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