ADGEAR TRADER

EMPOWERING DIGITAL MEDIA INNOVATORS WITH CROSS-CHANNEL, REAL-TIME DISPLAY SOLUTIONS

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AdGear is a digital advertising technology company specialized in providing platforms for cross-channel, online display advertising. Our solutions empower digital media innovators across multitude of brands, agencies and publishers.

AdGear delivers a suite of turn-key and white-label advertising platforms enabling companies to innovate with formats, targeting, machine learning and bid price optimization, audience data, analytics, distribution strategies and multiple custom ad technologies.

OUR MISSION IS TO EMPOWER DIGITAL MEDIA INNOVATORS

BY OFFERING BLEEDING-EDGE AD TECHNOLOGY AND SERVICES THAT CAN BE TRULY LEVERAGED TO CREATE A COMPETITIVE ADVANTAGE FOR OUR CUSTOMERS. BUY-SIDE AND SELL-SIDE. DISPLAY, MOBILE AND VIDEO.

ADGEAR TRADER MANAGES OVER 85,000 TRANSACTIONS PER SECOND USING ADVANCED GLOBAL ARCHITECTURE.

ADGEAR TRADER

ADGEAR TRADER is our DSP platform that allows agencies and advertisers to efficiently buy and optimize digital media through major real-time bidding exchanges.

Our goal is to empower agencies and advertisers to become efficient at programmatic media buying and optimization across major channels and ad exchanges.

With a new version of AdGear Trader we've concentrated on delivering rich inventory choices, strong targeting and traffic quality filtering capabilities, powerful campaign optimization algorithms, intuitive analytics and user interface ergonomics.

Our goal was to deliver an equilibrium balance between automation and human driven campaign management. We focused on making the machines do the "grunt work" as we want our customers to be able to dedicate more time to strategy, finding insights and turning them to action by implementing new optimization tactics.

Our new version of AdGear Trader brings user interface that's both intuitive and easy-to-use, yet delivers a strong combination of capabilities that would satisfy the needs and drive results for advertisers and agencies.

Trader DSP is a part of a powerful ad technology stack delivered by AdGear that includes ad serving platforms, attribution capabilities, real-time analytics, campaign performance BI, and other digital marketing technologies.

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FULL-FEATURED PROGRAMMATIC BUYING PLATFORM

CAMPAIGN OPTIMIZATION

Through our unique integration and partnership with Datacratic, we offer world-class machine-learning optimization functionality directly in the AdGear Trader platform.Leverage the best optimization technology to execute precise media buys based on CPC, CPA or CPM (distribution) objectives.

ALGORITHMIC LEARNING

Hybrid online and offline learning is available for our algorithm set allowing for current and past campaign performance data to be used for optimization and training purposes. Self-updating optimization algorithms are constantly learning and improving based on campaign performance data.

GRANULAR OPTIMIZATION

Impression level decision making means unique optimal bid value and probability calculations are conducted for every single bid request. It is like making your best, most educated, and well calculated guess for every bid request while factoring in all of the variables, goals, targets, and previous performance.

GLM BASED ALGORITHMS

Optimization algorithms offered through AdGear are not a "Black Box". They are based on GLM - Generalized Linear Models allows for smooth increases or decreases in bidding while conducting machine driven optimization strategy.

CRM DATA INTEGRATION

Managing pools of audience segments is easy and straightforward in AdGear Trader. Integration with third-party data sources is also possible, allowing marketers to enrich audience segments with anonymous CRM data. This feature allows to target sets of customers based on precisely defined

TRAFFIC QUALITY AND TARGETING CONTROLS

AdGear delivers vast number of choices when it comes to inventory selection across: Display, Mobile and Video. As a result targeting and quality controls become extremely important. We offer: siterank, visibility, brand safety, seamantic and contextual, geo, segment, user matched and many other types of targeting.

SEMANTIC AND CONTEXTUAL TARGETING

Our contextual targeting capabilities allows for theme / category based matching between available website inventory and the goal of campaign. Organize both targeting inclusion and exclusion filters based on specific categories and subcotegories of site themes (Ex. Computers > Software > Security >...)

VIEWABILITY AND QUALITY FILTERS

Viewability or ad visibility targeting index is a measuring mechanism that allows to estimate whether an ad is being seen by a site visitor prior to making a bid. Quality controls is a preemptive set of filters that we put in place to help avoid situations when ad is displayed with multiple other offers on a website.

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FULL-FEATURED PROGRAMMATIC BUYING PLATFORM

TABLEAU CAMPAIGN ANALYTICS

Leverage our data scientists! Based on our past and current client requests we've delivered a custom campaign performance analysis service for indepth data interpretation and suggestions for campaign optimization. In an effort to make our findings as visual as possible we've implemented Tableau suite.

MARGIN MANAGEMENT

For ad networks and agencies AdGear provides the right set of features that helps manage service fees related to running campaigns. Whether it's top-line media margins or fixed-price margins tied to media currency, the platform allows to manage budgets and fees automatically.

QUALITY SCORE TARGETING

Target sites based on AdGear's proprietary quality ranking system. Our algorithms continuously rank sites available through ad exchanges, allowing to weed out low quality sites and networks, and enabling an additional layer of data when it comes to campaign optimization.

BRAND SAFETY

The platform offers multiple levels of brand safety protection, using proprietary and third party data to filter out questionable inventory. Using a combination of page-level contextual data, proprietary quality score data and ad serving data, we can effectively exclude unwanted inventory.

CAMPAIGN CHANGES AND PERFORMANCE TRACKING

Tracking changes and associating them with results became easier. Flight module allows users to track campaign current campaign setting, all of the changes applied to initial setup and most important to associate those changes with any performance variations. Visual timeline will display type and number of changes as well as visualise changes against any metric tracked in AdGear Trader.

ANALYTICS, ATTRIBUTION AND REAL-TIME REPORTING

AdGear offers extensive reporting and live campaign monitoring functionality, bridging ad delivery, conversion attribution, viewability, system and channel metrics under one roof. Full integration with the AdGear Advertiser ad server further allows to properly optimize media buys based on cross-channel attribution reporting.

CUSTOM ACCESS TO DATA

Possibility of exporting all the right data - the right metrics and the right dimensions - anytime. Automatic scheduling of any combination of ad delivery, cross-channel attribution and viewability metrics across multiple dimensions is also available.
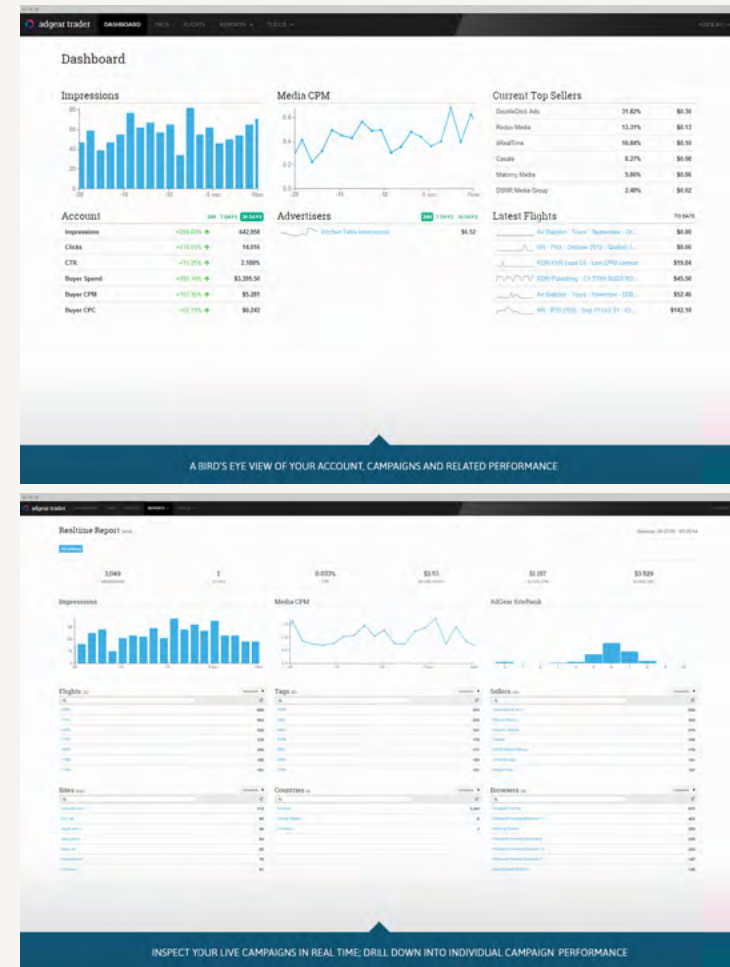
FULL TRANSPARENCY

AdGear provides complete transparency in reporting when it comes to third party fees, clearing prices and all other price-related data in flights. As a pure-play technology provider, we make available all pricing data and do not hide any fees.

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ACCESS A VAST POOL OF INVENTORY

DIRECT INTEGRATION WITH MAJOR EXCHANGES

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ADGEAR TRADER REAL-TIME REPORTING

A BIRD'S EYE VIEW OF YOUR ACCOUNT, CAMPAIGNS AND RELATED PERFORMANCE

INSPECT YOUR LIVE CAMPAIGNS IN REAL TIME; DRILL DOWN INTO INDIVIDUAL CAMPAIGN PERFORMANCE

Leverage AdGear real-time reporting capabilities to inspect campaign performance at any level. Use performance dashboards for a bird eye view of all relevant account activity: campaigns, ad exchanges, top performance metrics, inventory quality visualization. Drill down and monitor campaign performance on any level of granularity.

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CAMPAIGN SETTING CHANGES AND EFFECTS ON PERFORMANCE

Access each individual campaign setup, track all of the changes that were performed since campaign started.

Timeline at the top of the screen shows a bookmark for every change performed to campaign settings. This way every adjustment to campaign initial setup can be aligned with performance fluctuations.

Both exlusion and inclusion settings can be tracked and aligned versus any metric that is currently supported by AdGear Trader.
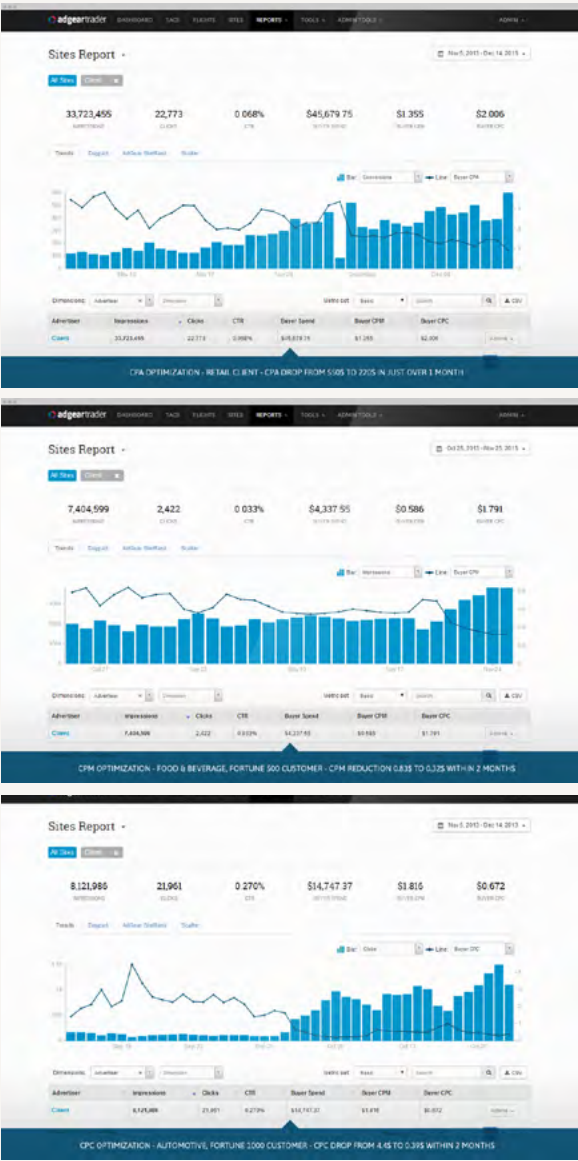
DO YOU KNOW THAT ADGEAR ASSIGNS A SUPPORT ENGINEER TO EACH OF ITS CLIENTS

CAMPAIGN STRATEGY OPTIMIZATION ENGINE

TRACK PERFORMANCE AND GAIN INSIGHTS WITH ANALYTICS

CPA Optimization at work. Reducing CPA from 550$ to 220$ - result achieved within 1 month (Ecommerce Client)

CPM Optimization at work. Reducing CPM from 0.83$ to 0.32$ - result achieved within 2 months (Food & Beverage, Fortune 500 Company)

CPC Optimization at work. Reducing CPC from 4$ to 0.39$ - result achieved within 2 months (Automotive Company)

Daypart heatmaps identifying and highlighting any metrics across defined time range.

Geo charts, bar and trend charts, scatter plot graphs and other visuals that will highlight any metrics tracked in AdGear Trader Platform.

Pivot, build trends, conduct scale, relational and correlation analysis and much more with Trader analytics features.

Track performance across multiple platforms. Compare your metrics and evaluate results across devices - from click, to conversion data.

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CAMPAIGN STRATEGY OPTIMIZATION ENGINE SETUP

ORGANIZE YOUR STRATEGY WITH A GOAL DRIVEN OPTIMIZATION ALGORITHMS

Optimize for clicks, impressions, conversions or use fixed bid tactics. AdGear Trader allows you to set up reach and result driven objectives that would become the final goal for a campaign.

Attain maximum optimization efficency by reusing past campaign performance data to train your algorithms.

Self-updating, evolving in real-time, and acting on per impression level - these algorithms will factor in your goals, targets, audiences, performance data and hundreds of variables in order to deliver the industry's best in class campaign optimization and performance.

TRAFFIC QUALITY FILTERING AND TARGETING

QUALITY CONTROLS AND TARGETING BECOMES EXTREMELY IMPORTANT WITH THIS VOLUME OF INVENTORY CHOICES

Display, Mobile, Video inventory across multitude of exchanges - there is truly a universe of sources to select from. Given the richness of choice available it is important to implement smart targeting and traffic quality filtering strategies. That is why AdGear Trader has a variety of targeting options to choose from:

SiteRank - AdGear proprietary website quality score (that uses internal and third-party data points) and is used to attribute a degree of quality to the sites available through the ad exchanges.

Sizmek Categories - Includes: ad visibility index, page quality attributes, brand safety options, language parameters, semantic and contextual filters.

User Based Categories - geography, DMA, local targeting, hardware and software matching, audience data, segment based targeting and more.

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ADGEAR AD OPS

PROFESSIONAL SERVICES TEAM
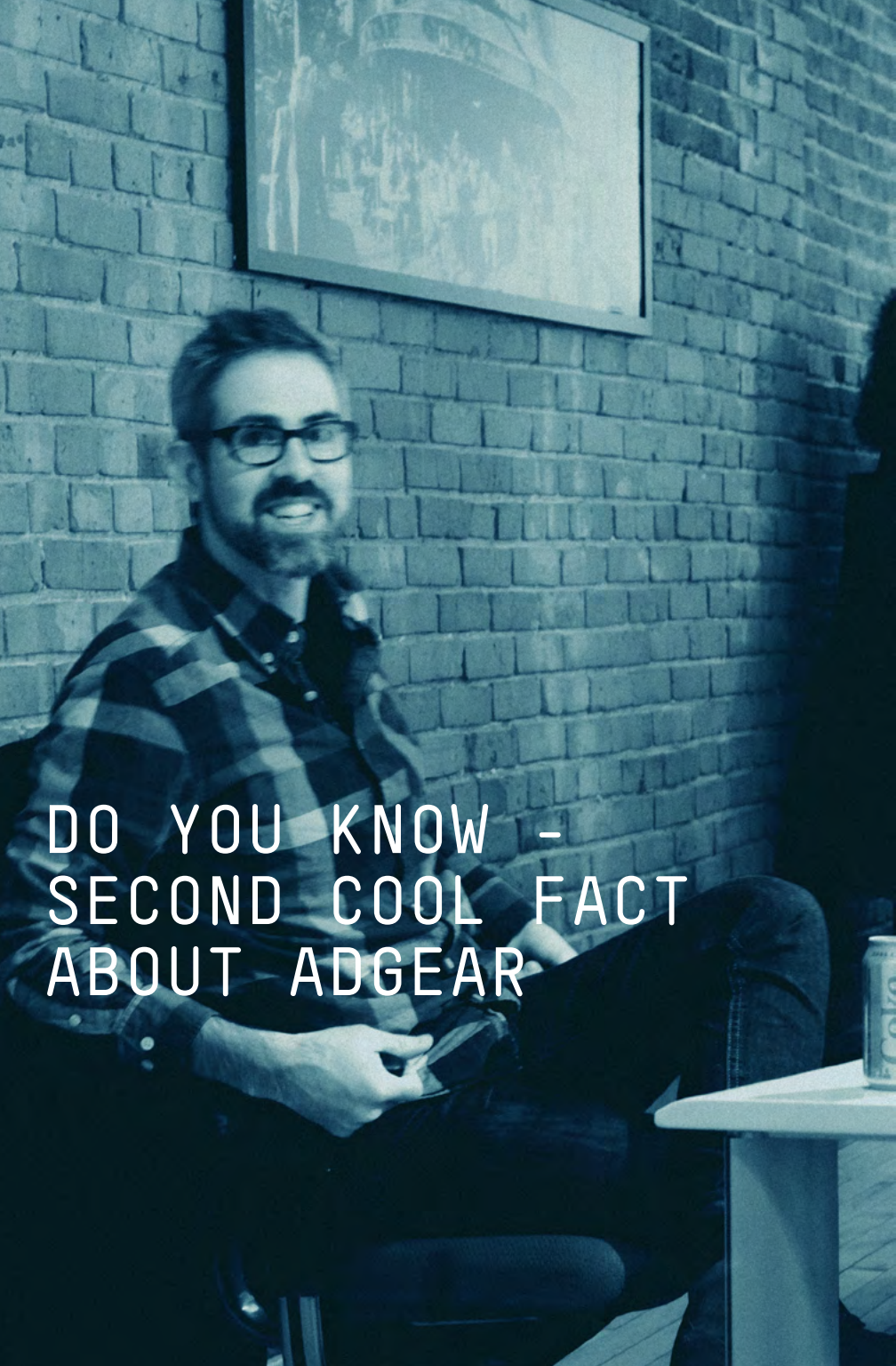
DO YOU KNOW –
SECOND COOL FACT
ABOUT ADGEAR

The **ADGEAR PROFESSIONAL SERVICES** team handles complexity often associated with ad sales. Ad sales bundling, trafficking, campaign optimization and billing are all crucial to any digital media organization. However, managing peaks and valleys in this business is a tough job. Our team can take care of the IOs, creative debugging and ad server management, allowing you to focus on what you do best.

ANY AD PLATFORM
Although we're admittedly platform-biased, we are also entirely platform-agnostic. Our ad ops experts have extensive experience with all major ad management platforms, overseeing hundreds of campaigns every month. The team currently manages ad operations for a number of different clients,

ranging from large global media brands to quickly growing startups.

CAMPAIGN MANAGEMENT
Experts in managing the intriciacies of inventory forecasting, rich media functionality and campaign optimization, the ad ops team makes sure the campaigns serve on time and deliver the results according to objectives.

QUICK TURN-AROUND
An entire team of ad ops specialists takes care of accounts, making sure to deliver quality service through seasonal peaks in volume.

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OUR CLIENTS

COSSETTE

JONES MEDIA

Yocto Media Group

TAM-TAM\TBWA

ESPRESSO MEDIA
STRATÉGIE ET PLANIFICATION

mediarevo

Mediative

CTV

Gendron

simons

THE GLOBE AND MAIL

LA PRESSE+

BTR
BEYONDTHERACK

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metro
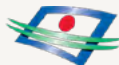
Télé-Québec

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