ADGEAR TRADER

REAL-TIME AD PLATFORM FOR AGENCIES AND ADVERTISERS

www.adgear.com

DISPLAY | VIDEO | MOBILE | SOCIAL

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OUR MISSION IS TO MAKE BRANDS AND AGENCIES SUCCESSFUL AT PROGRAMMATIC MARKETING

ADGEAR is a digital advertising technology company that provides solutions and services to advertisers, agencies, publishers, and platforms. We operate a full-stack advertising platform, which enables our customers to innovate by leveraging and customizing its core components.

We offer real-time bidding and cross-channel programmatic marketing, attribution measurement, ad serving, analytics, mobile and video solutions, exchange technology, retargeting solutions, audience data management, and much more.

AdGear helps its clients create, manage, optimize, attribute and report on all of their digital initiatives across display, mobile and video channels.

ADGEAR TRADER

ADGEAR TRADER is our demand-side platform. It allows advertisers and agencies to efficiently buy and optimize digital media across display, mobile, video and social channels.

AdGear Trader technology powers agencies and a multitude of brands across a variety of industries, including automotive, food and beverage, retail, telecommunications, financial and insurance, apparel and fashion, travel and hospitality, manufacturing, healthcare and many others based both in Canada and the US.

AdGear Trader allows advertisers to align campaign performance against hundreds of audience segments to reveal the attributes of best converting customers.

AdGear Trader provides an all-in-one campaign performance tracking and analytics suite, delivering complete transparency on campaign performance, technology and media buying costs, viewability, and trackability.

AdGear customers also benefit from a powerful suite of machine learning optimization algorithms that drive performance across campaigns by leveraging historical bidding data.

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FULL-FEATURED PROGRAMMATIC MARKETING PLATFORM

CROSS-CHANNEL REACH

Reach out to your customers across display, video, social and mobile channels.

Combine the AdGear Trader cross-channel capabilities with vast variety of targeting options to deliver customer centric programmatic marketing experience (Real-time customer journey marketing).

MACHINE LEARNING OPTIMIZATION

World-class machine learning optimization functionality is built directly into AdGear Trader.

Leverage the best optimization technology to execute precise media buys based on CPC, CPA, ProfitMax, and CPM (distribution) objectives.

FULL TRANSPARENCY

AdGear provides complete transparency when it comes to third party fees, clearing prices and all other price-related data in campaigns.

As a pure-play technology provider, we make available all pricing data and do not hide any fees.

WHITE-LABEL OPTION

White-label, customer scoped advertiser portals allow agencies to create custom reporting sites for clients.

AdGear presents multiple visualizations in one place to enable a quality campaign performance reporting experience for your client.

CRM AND EMAIL DATA INTEGRATION

CRM retargeting, customer reactivation, and audience extension can be conducted through the platform.

Integration with third-party data sources is also possible, allowing marketers to enrich audience segments with anonymous CRM data.

DISPLAY VIDEO MOBILE SOCIAL

AUDIENCE TARGETING

Target specific demographic and sociographic profiles using third-party data segments or build your own base of audience segments.

CONTEXTUAL TARGETING

Our contextual targeting capabilities allow for theme or category-based matching between available website inventory and the goal of the campaign. Organize both targeting inclusion and exclusion filters based on specific categories and subcategories of site themes.

VIEWABILITY, TRACKABILITY AND QUALITY FILTERS

MRC-certified viewability targeting and reporting are available through our integration with MOAT. Integral Ad Science tools have also been integrated into the platform, offering more options for viewability-based targeting.

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PERFORMANCE DRIVEN AUDIENCE INSIGHTS

AUDIENCE INSIGHTS

AdGear Trader allows users to align all of campaign performance to a variety of segments.

Hundreds of audience and category segments, can be aligned with campaign performance allowing for an in-depth understanding of the best converting audiences.

SELF SERVE

UNIVERSAL SEGMENTS

Easy to enable, sitewide audience tracking and segmentation. Create unlimited number of segments and enrich them with custom variables, sucha as CRM, e-commerce, age, gender, location, user behavior, and socio-demographic data. AdGear Trader will enable you to target all of the segements via campaigns module.

MARGIN MANAGEMENT

AdGear provides features that help agencies and ad networks 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 clients 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, weeding out low quality sites and networks and providing an additional layer of data for campaign optimization.

BRAND SAFETY

The platform offers multiple levels of brand safety protection, using proprietary and third party data to filter out questionable inventory.

We use a combination of page-level contextual data, proprietary quality score data and ad serving data to effectively exclude unsafe inventory.

ANALYTICS AND ATTRIBUTION

AdGear Trader brings together ad delivery, conversion and attribution data, viewability, system and channel metrics, and campaign fees under one roof. Full integration with the AdGear Advertiser ad server allows clients to properly optimize media buys based on cross-channel attribution reporting by factoring in social, search and display campaign performance.

INTENT-BASED RETARGETING

Through our partnership with iPerceptions it is now possible for advertisers to base their retargeting campaigns on customer intent models.

REAL-TIME MONITORING

Real-time reporting allows users to keep an eye on all activity across campaigns. Seeing flights deliver in real-time allows for better monitoring and debugging and provides media spotting opportunities. Track live performance via multiple views: bid activity, standard campaign delivery and segment views.

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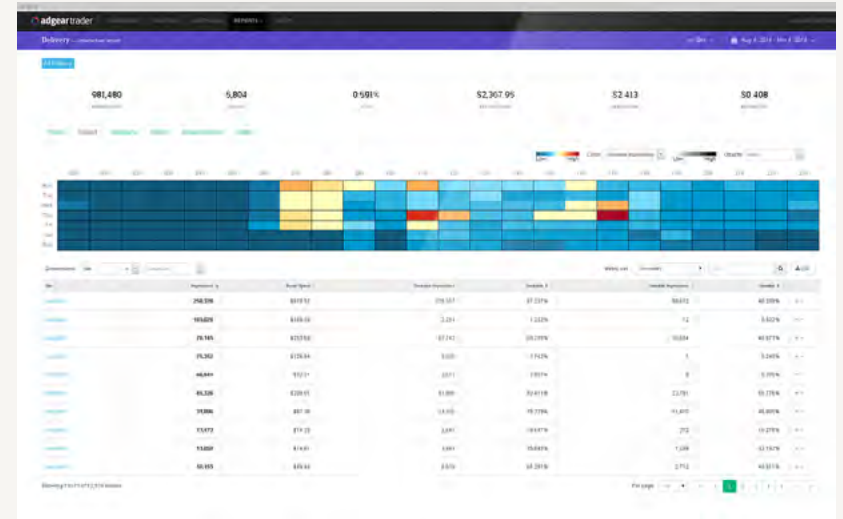# ACCESS A VAST POOL OF INVENTORY

DIRECT INTEGRATION WITH MAJOR EXCHANGES

DISPLAY, VIDEO, MOBILE, SOCIAL - ONE PLATFORM

VIEWABILITY, BRAND SAFETY, & FRAUD PREVENTION = QUALITY

MULTIPLE BRAND SAFETY, VIEWABILITY AND FRAUD PREVENTION TECHNOLOGIES AT WORK WITHIN ONE PLATFORM.

AdGear's state of the art real-time ad platform works in tandem with industry leaders like MOAT, Integral Ad Science, Forensiq, and others to ensure quality driven programmatic campaigns. Combining viewability, brand safety, traffic quality indexes and indicators, and fraud prevention technologies within one platform to ensure quality driven programmatic media buying. Being able to address most recent types of programmatic fraud is no small task - AdGear delivers a combination of both technology and in-house experts to help its customers address most recent threats and ensure quality driven programmatic media buying.

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CAMPAIGN STRATEGY AND OPTIMIZATION ENGINE

Examples of Our CPA Optimization at Work:

Reduced CPA from 6.9$ to 3.3$ within a month for an e-commerce | retail client with 150 to 200 daily conversions.

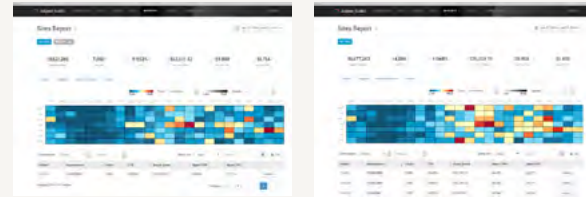Reduced CPA from 42$ to 7$ within 1 month for a restaurant chain with 132 locations and 70 to 100 daily conversions.

Reduced CPA from 11$ to under 4$ within 1 month for a Loyalty Program with 100 to 300 daily conversions.

# TRACK PERFORMANCE AND GAIN INSIGHTS - REPORTS MODULE

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

Geo charts, bar and trend charts, scatterplots and other visuals that will highlight any metrics tracked in AdGear Trader.
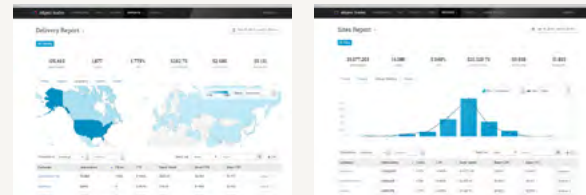
Pivot, build trends, conduct scale, relational and correlation analysis, and much more with Trader analytics features.
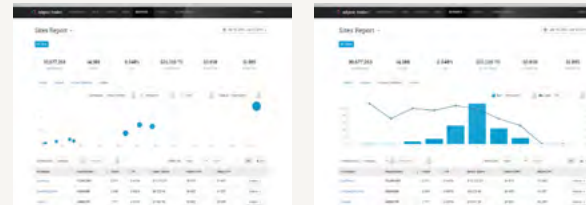
Track campaign performance across multiple platforms. Compare your metrics and evaluate results across devices, from clicks and impressions to conversion data.
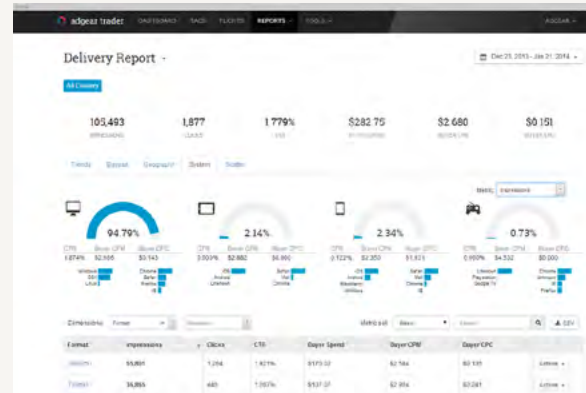
# SHARED CAMPAIGN MANAGEMENT AND CHANGE TRACKING

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Access each individual campaign setup log and track all of the changes that were performed to it from the beginning

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

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Both exclusion and inclusion settings can be tracked at the user level and aligned against any metric currently delivered in AdGear Trader.

CAMPAIGN STRATEGY OPTIMIZATION ENGINE
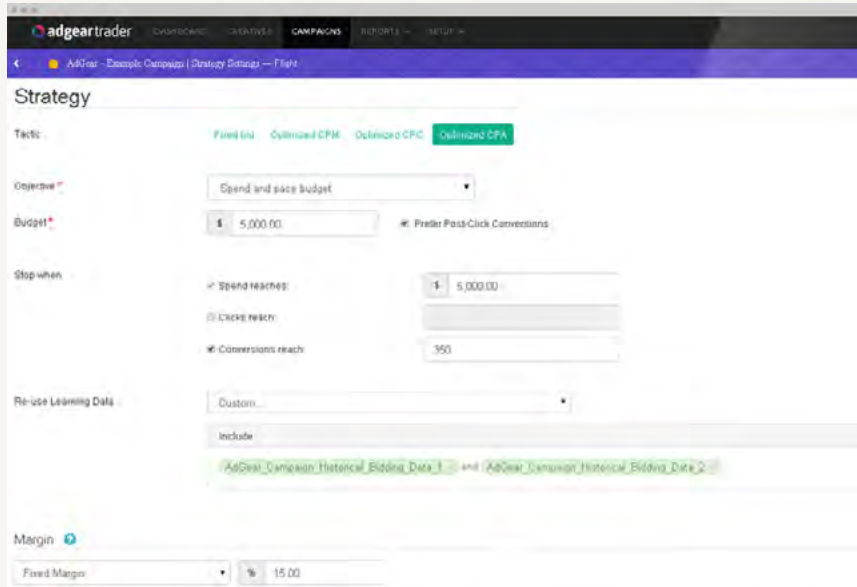
Optimize based on CPC, CPCA, CPM, CPA, Margin and revenue or use fixed bid tactics while factoring in margin percentage within campaign optimization settings. AdGear Trader allows you to set up reach and result-driven objectives that would become the final goal for a campaign.

Attain maximum optimization efficiency by reusing past campaign performance and bidding data to train your optimization algorithms.

These algorithms will factor in your goals, targets, audiences, performance data and hundreds of other variables in order to deliver best-in-class campaign optimization and performance.

TRAFFIC QUALITY FILTERING AND TARGETING
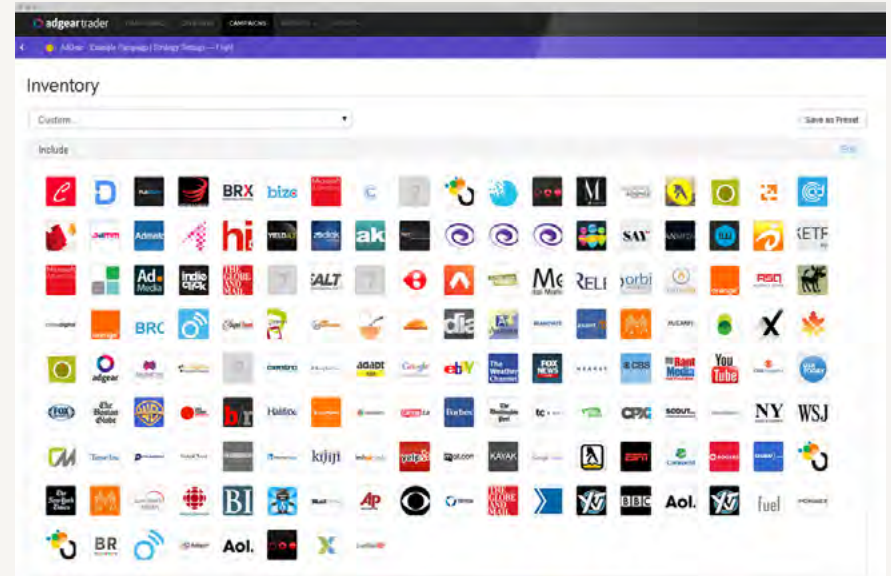
AdGear delivers display, mobile, social, and video inventory across a multitude of ad exchanges. Given the richness of choice available, it is important to implement smart targeting and traffic quality filtering strategies. That is why AdGear Trader has a variety of targeting options to choose from:

Integral Ad Science (IAS) - Through our integration with IAS, we offer viewability enabled targeting, brand protection filters, TRAQ or website quality targeting, and suspicious activity filters.

SiteRank - AdGear's proprietary website quality score (which is based on internal and third-party data) attributes a degree of quality to the sites available on ad exchanges.

Other targeting examples: ad visibility, IP targeting, brand safety, GPS and hyper local, category and semantic, contextual filters, device and software, and more.

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AUDIENCE DATA TARGETING
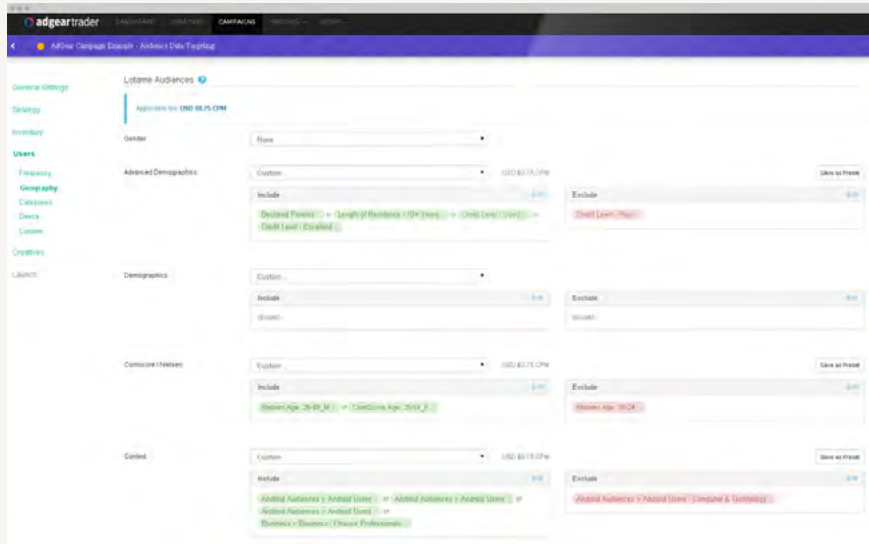
AdGear Trader is integrated with Lotame to deliver premium audience targeting capabilities. Target based on a multitude of parameters such as socio-demographic data, age and gender categories (Nielsen and ComScore), context driven audience data, advanced demographics, and much more.

In addition to leveraging third-party data, AdGear customers can build their own audience data segments by using data from their own properties or by making data acquisition agreements.

CRM retargeting features allow customers to create custom audience segments, activating ad hoc segments based on offline data.

WHITE-LABEL REPORTING PORTALS FOR AGENCIES
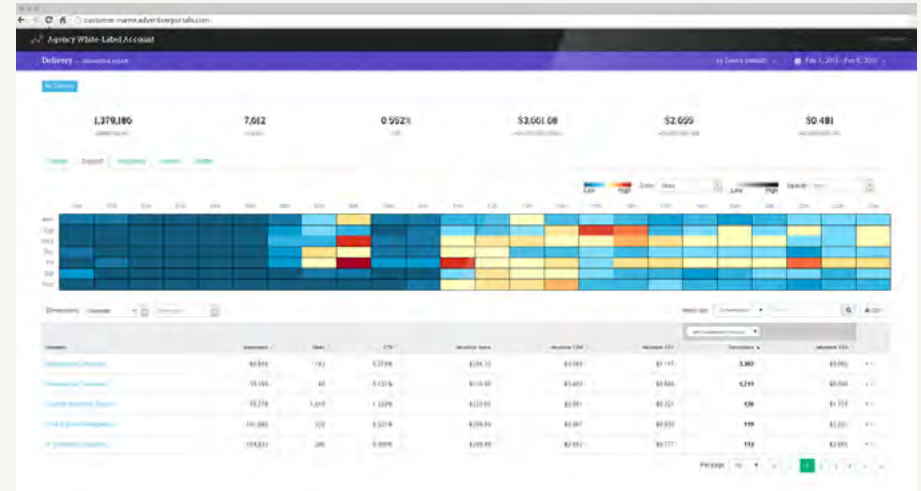
Agencies can setup individual company branded reporting portals for their customers.

These white-label portals can be served from a custom or noname domain - for example: customer-name.advertiserportal.com

Portals are constantly updated with the most recent campaign performance to deliver complete, real-time transparency to your clients.

Agency clients will be able to visualize performance in a multitude of ways through charts, heat maps, geography views, system and channel tables and scatter charts. They will be able to track all of the performance metrics and drill down into campaign performance.

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ADGEAR AD OPS

PROFESSIONAL SERVICES TEAM

The **ADGEAR PROFESSIONAL SERVICES** team is equipped to handle the complexity associated with ad sales. Ad sales bundling, trafficking, campaign optimization and billing are all crucial to any digital media organization. Managing peaks and valleys in this business is a tough job. Let our team take care of the IOs, creative debugging and ad server management so that you can 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 campaigns serve on time and deliver results.

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

CONTACT US

Email: sales@adgear.com
Phone: +1 514 394 7951
           +1 866 611 9428

Montreal
481 Avenue Viger West, suite 300
Montreal, Quebec
H2Z 1G6 , Canada

Toronto
639 Queen Street West, suite 501
Toronto, Ontario
M5V 2B5, Canada