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## **LIQWID® ANNOUNCES DEVICE-BASED DAYPARTING FOR ONLINE AD DELIVERY**

*LIQWID® is the first ad delivery platform that provides “Dayparting” for online campaign scheduling and delivery that uses viewer’s local time, thus enabling synchronized scheduling across multiple medias for events and time-sensitive promotions. Liqwid operates the first ad serving platform that 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., announced the addition of full “dayparting” scheduling for its online ad serving platform customers.

Dayparting is the practice of dividing the day into parts during which radio and television programming is scheduled. Programs are placed into time slots when target audiences will most likely see the program and engage.

“You don’t see ads for toys at night. And you will not see ads for beer Saturday morning, and very very good reason,” says Nikolai Mentchoukov, CEO of the company. “Advertisers are highly sensitive to not only where their ads are seen, but when. But online ad serving platforms have failed to deploy reliable technologies that not just emulate television-like dayparting, but actually make it integral to the scheduling schema. This is where Liqwid has finally broken the barriers and made real and actual dayparting a reality for online advertisers.”

Mentchoukov points out that most ad servers use “server time” to time ad deliveries.

“This is totally inadequate and causes the advertiser to compensate online schedules with messy tables and timezone calculations,” comments Mentchoukov. “Liqwid uses the ‘device time’ to slot ad deliveries. There, it’s simple as that. No more ‘server time’ – we don’t need it. We only deliver ads to devices that meet the actual scheduling requirements.”

Therefore, if the schedule requires that an ad only appear between 7pm and 10pm, Monday through Friday, the Liqwid ad platform will only deliver ads to devices that have the correct day, time and across time zones around the world.

(continued)



Recent awards have recognized Liquid technology as a disruptive agent in the current online advertising environment. The company is the first ad delivery platform that has successfully implemented the HTML5 environment in online advertising. Liquid technology uses HTML5 responsive functionality to 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. Liquid HTML5 ads are automatically indexed and ranked by search engines as standalone interactive content.

Liquid'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.

The ability to easily generate and distribute 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 at the most basic level, no graphic design, programming or technical knowledge is required. The Liquid ad serving platform sharpens the quality and effectiveness of content delivery while enhancing substantial revenue opportunities for publishers.

ABOUT LIQWID: Liquid® is a dba and brand operated by LeftsnRights, Inc. founded by Nikolai Mentchoukov and Jim Rowan in 2010. The Liquid® advertising delivery platform scales art and media in Flash or HTML5. One responsive Liquid 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 Liquid 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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