

ONE CAMPAIGN

Target, deliver and
optimize campaigns
across any screen.

ONE Campaign offers a complete inventory monetization platform that helps publishers streamline ad operations for their direct sold campaigns and generate the most value from every ad impression. MADS ONE Campaign is a particularly good fit for publishers focusing on the fastest growing channels: tablets and smartphones.

Features

Dashboard can be completely customized

Drag-and-drop functionality

Direct access to an extensive and up to date user manual

Advanced Application MRAID 2.0 SDKs

JavaScript tags for mobile and desktop sites

Video support with VAST/VPAID

Inventory forecasting and reservation

Real-time statistics

Share, export and subscribe to reports

Drill down into sub segments for more insight

Location targeting based on GPS and GEO-IP

Device targeting including brand, model, OS and screen

Third party data using key values and external feeds

Day parting based on days, hours, minutes and seconds

Delivery prioritization based on levels and custom rules

Advanced multi-line frequency capping

Key elements

- Inventory Management: easily set up, organize and manage your complete digital inventory for all your audiences in one place;
- Campaign Management: setup, target, run, manage and optimize your campaigns from one easy-to-use dashboard. Deliver your campaigns across smartphone, tablet and desktop screens;
- Audience Targeting: use our extremely rich set of (re-) targeting options. Make sophisticated combinations in a very easy way (drag-and-drop);
- Creative Ad Management: build engaging rich media ads in less than 120 seconds by using drag-and-drop templates;
- Analytics: get in depth insights into your campaign performance by customizing report views on the fly and drill down using multiple dimensions. Add campaigns to your own custom real-time dashboard to monitor campaign performance throughout the day;
- Forecasting: use both historical data and automatically generated forecasts to get better insight into the potential impact of new campaigns.



MADS

More revenue! Full control! No hassle!
www.mads.com

ONE CAMPAIGN

"The right advertisement: any time, anywhere, every time, for anyone and on every screen."

Benefits

Better targeting, more revenues

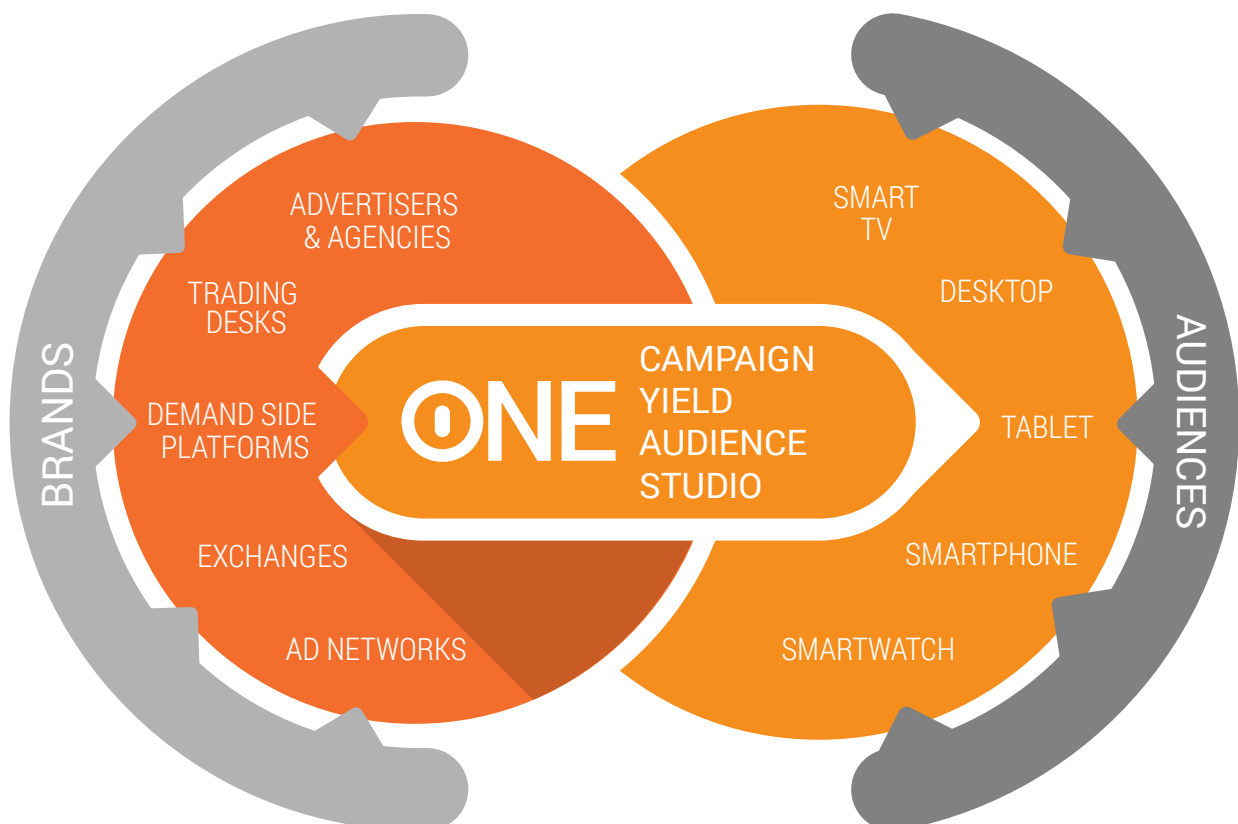
Our wide range of targeting options will increase your advertising possibilities and strengthen your competitive position. Unique features such as GPS location, devices and screen size will open up new opportunities for your sales teams. All targeting options can be easily combined to set up sophisticated campaigns. Historical data is readily available to evaluate the potential of the campaigns.

Improve Ad Operations efficiency

The intuitive workflow of our software will help your staff quickly adopt the platform. The dashboard ('grid') can be completely adapted for each individual user to meet their personal needs. Training videos and a comprehensive knowledge base (Wiki) are easily accessible from the ONE Campaign dashboard.

Pro-actively manage your user's shift from desktop to mobile

Migrate and grow your advertising revenues easily. Use the extensive set of built-in multi-screen features for your (re-) targeting campaigns. Build crucial profile data automatically and use this knowledge to increase the effectiveness and engagement of your multi-screen campaigns.



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