



AdS Apient

AD SERVING SOLUTIONS



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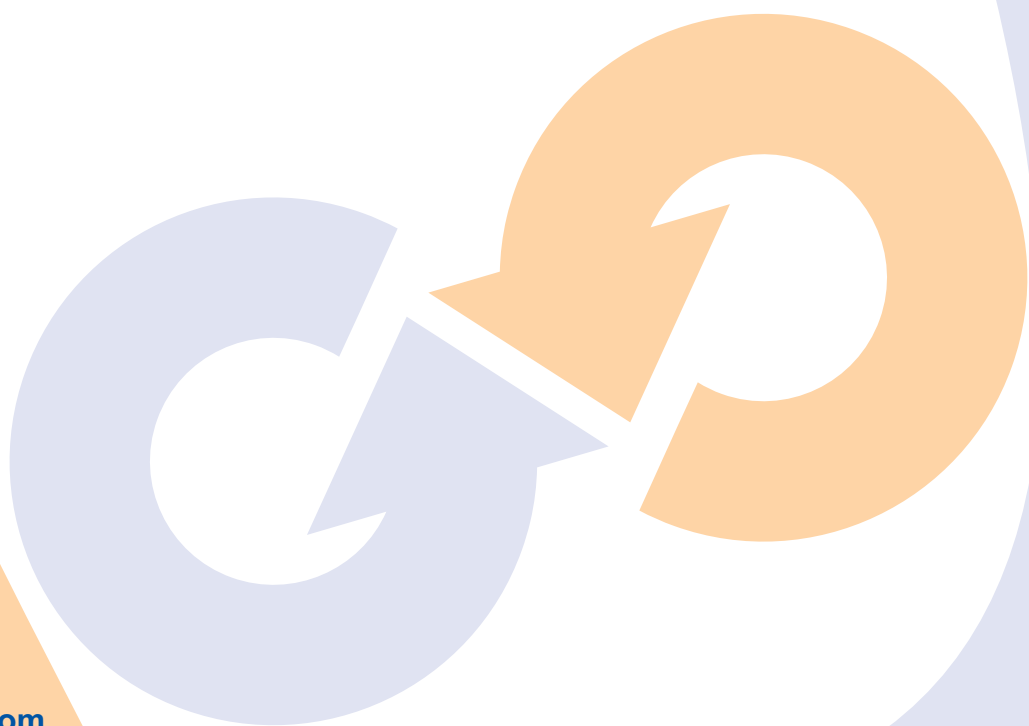
AdSapient

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AdSapient Mission Statement

AdSapient is a fast-growing ad serving company, developer of cutting-edge ad server software and application service provider thereof.

Our main priorities are:

- customer-centric approach with the complete solution being the product of our work;
- harnessing talent, innovation and technology to reach best results for our clients;
- development of top-notch applications and rendering services that comply with the best industry standards and practices.

AdSapient Inc. is a subsidiary of the GENERATION_P Company based in Munich, Germany, with the development office in Minsk, Belarus. You can find more information about the Company's management and services at <http://www.generation-p.com>.

Located in the region internationally acknowledged as a leading Eastern European IT development center, we are able to attract the most talented programmers to the development of cutting-edge software applications in the field of Internet technologies and online advertising.

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AdSapient Product Line

AdSapient Banner Manager

AdSapient Banner Manager is a third-generation ad server software with advanced serving, tracking and reporting functionality.



The main features are:

- Behavioral | content | traffic | time | geo | keywords | system | parameters targeting;
- post-click tracking;
- general | detailed, graphical | tabular reports;
- full rich-media support;
- CPM | CPC | CPS | CPL payment methods;
- click-fraud prevention;
- internationalization.

AdSapient Ad Network

AdSapient Ad Network is a multiuser ad network software for online advertising agencies and large networks of sites.



The main features are:

- Automatic revenue and campaign optimization;
- financials management;
- personalized ads;
- ad view diversification;
- smooth cooperation between users.

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AdSapient Hosted Service



AdSapient Hosted Service is the ASP version of AdSapient Banner Manager. It is distinguished by:

- scalable application hosting at a reliable hoster;
- shared balanced hosting;
- full 24/7 technical support;
- regular free software updates.

AdSapient Managed Solution



AdSapient Managed Solution is the ASP version of Ad Network or Banner Manager on a dedicated server for high traffic sites. Apart from all software features and services found in AdSapient products we also offer free educational services with this offer.

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Personalized Ads Technology

Introduction

With dozens of ad servers and ad serving solutions both for advertisers and publishers available on the market today it's quite important to stand out of the crowd to be a success. What does unite all advertising solutions is the constant striving to bring advertisers' messages to web surfers using publishers' resources in the most efficient way expressed in the proportion of relevant ads to those wasted in vain.

Like in many other spheres of human activities some do it better, some are lagging behind.

AdSapient has taken up a completely innovative approach to online advertising. We pride ourselves on having developed unique technology for delivering personalized ads.

Consider a regular banner ad displayed to web surfers thousands, millions of times each day. It does not change from user to user, nor does it change its message, text, shape, color, form. The message is always expressed in the same way: "Buy our product".

Consider a banner ad delivered with AdSapient. The general message stays the same from one user to another. But it gets personalized as well. Personal information can have different origin, precision and sensitivity. AdSapient collects that information without violating user privacy and customizes ad's content based on user data.

Now if someone asked you what is more likely to attract a passer-by's attention who just happens to be in love with a girl: a signboard of a jewelry shop or a wedding ring with price and link to price comparison of similar items, the answer would be evident.

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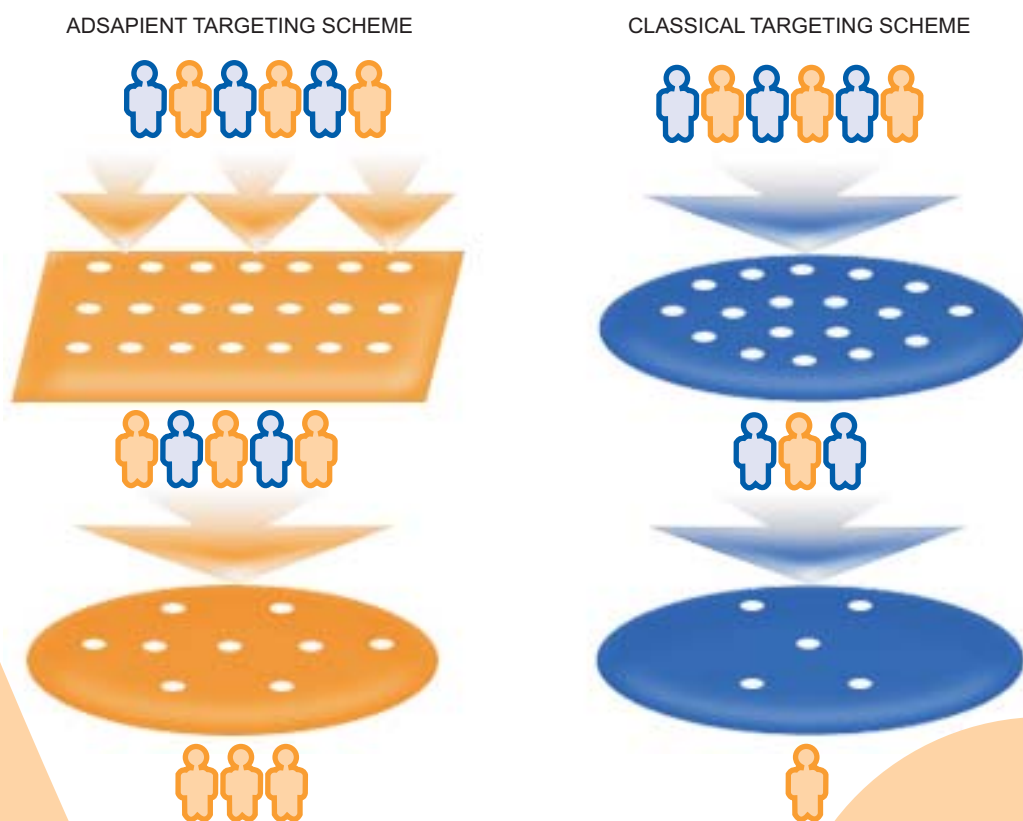
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Advantages of AdSapient Targeting Scheme

In traditional classical targeting scheme the audience is shaped by targeting filters such as geo and content dramatically decreasing the number of potentials. As a result of such practice publishers have to sell large cheap inventories in bulk. Such web site traffic is also known as run-of-site or run-of-network.

Apart from traditional targeting options the AdSapient targeting scheme offers optimized banner ad display which increases the number of potentials by diversifying advertised product and streamlining the purchasing process.



potential



disinterested
web-surfer

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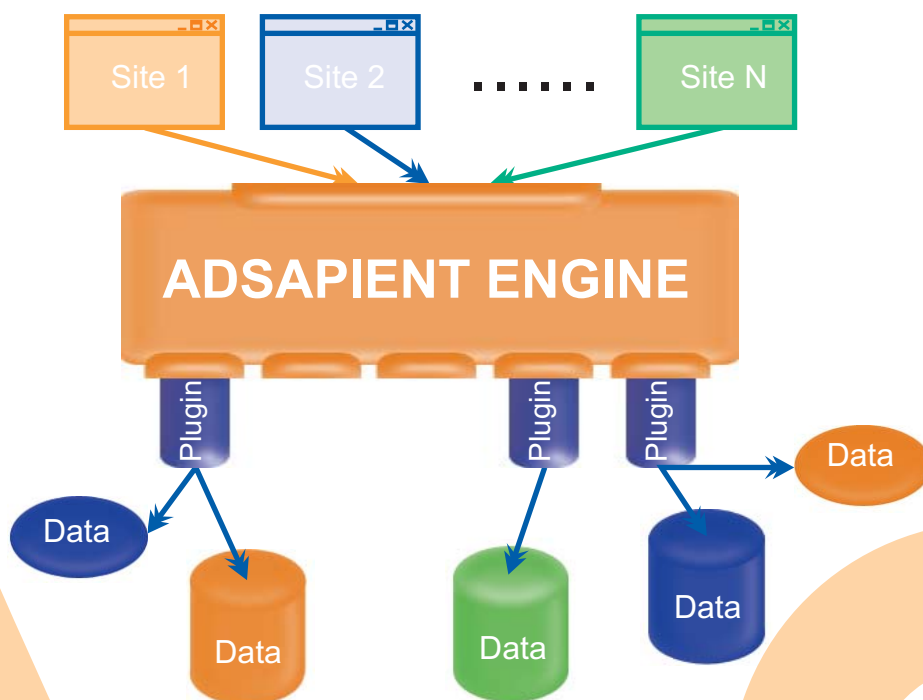
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Plugin Management System

You have probably already started to wonder why personalized ads is not a common feature among ad servers. The answer lies in the technology and incompatibility issues. Here is a short list of them:

- product offers are constantly updated, by the time you publish your offer the item might already be out of stock;
- product data are stored in different formats and databases as different advertisers (merchants) have different inventory accounting systems;
- products vary from one advertiser to another and so does the set of their properties (eg. some products have color, some don't);
- matching user profile with a product can be quite a tricky task as it obviously requires certain rules and powerful algorithms for adjusting millions of ad views per month.

AdSapient successfully handles all those issues by introducing plugin management system which provides for quick adding of advertisers' plugins. With such plugin you can connect AdSapient to an external back end that contains products database.



As you see the ad content provider is not limited to one data source per plugin. A plugin can be a small program that decides for itself when to reload ad content and where to take it from.

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Increased Value

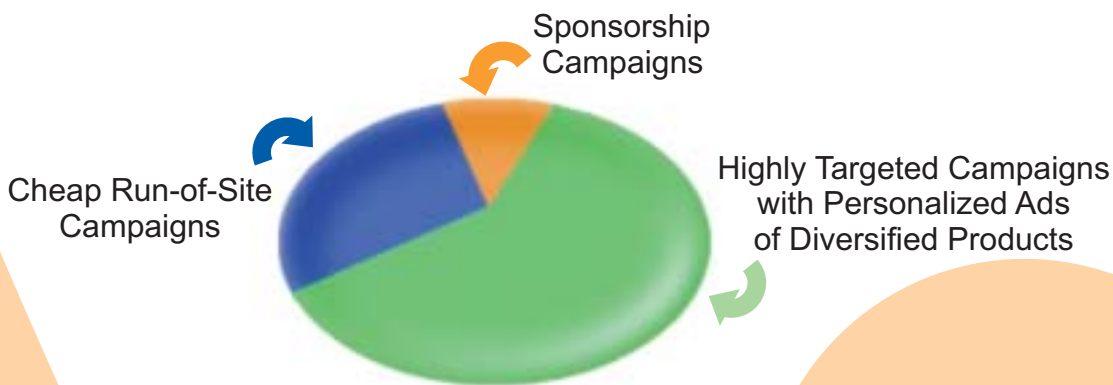
As a result of ad personalization and product diversification the number of potential product buyers is increased as well. What does it mean for the publisher and advertiser?

The publisher's inventory can be sold for a higher price, because targeted campaigns have higher value for advertisers. Advertisers are interested in potentials increase as well and ready to pay higher CPM and CPC price for that.

Classical Inventory Value Breakdown



AdSapient Increase Inventory Value Breakdown



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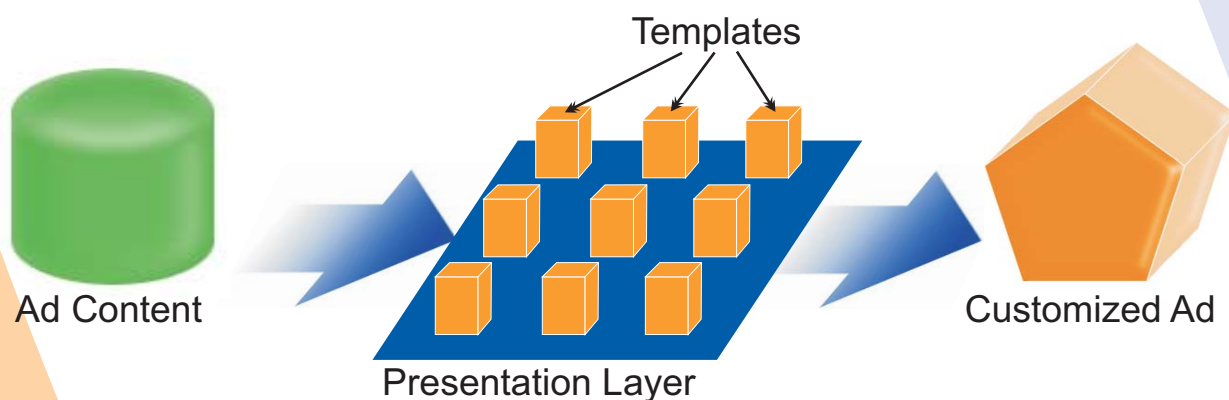
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Diversifying the Ad View

Apart from personalizing ad content you can also diversify its view for web surfers by using a template-driven banner creation process implemented in AdSapient. As the publisher's inventory varies in ad place size and type (regular, popup, email, etc.), advertisers have to create different ads of each size and for each advertising context. Sometimes they just skip the trouble and content themselves with one or two most popular ad sizes.

AdSapient offers standard ad templates as well as the option to create your own templates. With one banner ad content stored in a XML file you can assign numerous XSLT templates that will be used for banner display. Templates can refer to different resources such as images, text files, media files uploaded to the server.

By diversifying the ad view the advertiser reaches higher user response since the same or similar offers presented in a different way to the same user statistically have stronger impact.



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Case Study: Tour Offer Plugin For Travel24 AG

Tour offer is one of the most versatile and transient products because it has many properties and expires with time. It can also be a package tour or a combination of offers from different tour operators. The main properties of a tour offer are: price, departure location, destination location, tour duration, number and age of travellers, hotel category, hotel features. As you see there is plenty of space for creativity when it comes to personalizing an ad.

So e.g. we can offer family tours in hotels and locations with children-friendly features before and during holidays at school. Of course the departure location will correspond to that of the web-surfer. We can also presume user interests judging by the category of site he is browsing. A rather classical example would be offering tours to senior people on sites related to medicines or tours to hotels and locations where gays gather regularly at a certain time of the year on sites for gays. Of course children will not be included in the offer.

All that and much much more is possible with AdSapient personalized ads technology.

AdSapient team implemented a plugin that connects AdSapient to Travel24 search engine and retrieves tour offer information based on offer parameters. The banners created in AdSapient represent real tour offers that are automatically updated by the plugin at certain periods of time.

Possible Applications

There are dozens of cases when advertisers can use AdSapient personalized ads for higher campaign efficiency. It should be noted though that it is more reasonable to use this technology when the advertised product is represented by a whole series of similar items. Below is a list of possible applications:

- e-tourism: product tour offer; tour offer can be personalized according to visitor location, language, field of interest, income, gender, family status (if available);
- e-shopping: product any shopping item;
- real estate: product any realty;
- software catalog;
- mortgage and financing products;
- e-dating.