

AdGear Advertiser: a full-featured third party ad server used by major brands

The screenshot displays the AdGear Advertiser interface. At the top, there's a navigation bar with 'Home', 'Campaigns', 'Data', 'Reports', and 'Inspect'. Below this, the 'Display Campaigns' section is active, showing a list of campaigns. The first campaign, ID 24518, is highlighted. It is an RTB / QC-EN / Run Of Site (ROS) campaign with a 728x90 format, running from Feb 27, 12 to Sep 27, 12. The goal is N/A, and the CTR is 0.177%. The campaign is currently 'running'. Below the campaign details, there are two line charts: 'IMPRESSIONS' and 'CLICKS', both showing data from Mar 12 to Sep 12. To the right of the charts, there are summary statistics for 'TO DATE' and 'FORECASTED' performance, along with 'RECOMMENDATIONS' such as '+0 days to complete' and '2012-09-27 predicted completion'. A dropdown menu is open on the right side of the interface, listing various actions like 'Bulk Create Placements', 'New Placement', 'Campaign Settings', etc. The bottom right corner of the interface shows the AdGear logo and copyright information: '© 2008-2012 AdGear'.

PLACEMENT	FORMAT	START - END	GOAL	CTR	AHEAD / BEHIND PACE	STATUS	
24518	RTB / QC-EN / Run Of Site (ROS)	728x90	Feb 27, 12 - Sep 27, 12	N/A	0.177%	N/A	running
24517	RTB / QC-EN / Run Of Site (ROS)	300x250	Feb 27, 12 - Sep 27, 12	N/A	0.184%	N/A	running
24516	RTB / QC-EN / Run Of Site (ROS)	160x600	Feb 27, 12 - Sep 27, 12	N/A	0.141%	N/A	running

TO DATE
4,444,210 impressions
7,875 clicks

FORECASTED
4,499,412 impressions
7,973 clicks

RECOMMENDATIONS
+0 days to complete
2012-09-27 predicted completion



Custom Data Extraction

The AdGear platform allows to extract custom data based on all delivery metrics available in the system.

This allows to create custom reports tailored specifically for the advertiser's business rules.

The screenshot displays the AdGear interface for configuring an 'Ad Delivery Report'. The top navigation bar includes 'Home', 'Campaigns', 'Data', 'Reports', 'Inspect', and 'Extract'. The left sidebar lists categories: DISPLAY ADS (Delivery, Geography, Devices, Frequency, Visibility, Page URLs), PAID SEARCH (Delivery), DATA TAGS (Delivery, Attribution, Composition, Page URLs), and TRADER (Delivery, Page URLs, AppNexus Members, Peer39 Categories). The main content area is titled 'Ad Delivery Report' and includes a description: 'This report type contains ad delivery and performance metrics, optionally filtered and grouped by all available ad server entities (e.g., advertisers, campaigns, formats, placements, ad units, sites, external networks, etc). Data is made available for a period of at least one year from the time at which it was generated.' Below this is a search bar for 'Title'. The 'Metrics' section contains a grid of checkboxes for various metrics such as Impressions, Conversions, Conversion Rate, and CPA. The 'Fields' section contains a grid of checkboxes for various data fields like Account Currency, Advertiser Name, and Format ID. The 'Filters' section shows a grid of filter categories with 'Edit' buttons. The 'Dates and Scheduling' section includes dropdowns for 'Date Range' (Last 7 days), 'Time Zone' (GMT-05:00 Eastern Time (US & Canada)), and 'Interval' (Total (cumulative)). There is also a checkbox for 'Schedule this report to run automatically in the future'. The 'Notifications' section has a checkbox for 'Notify me by Email when report is ready' and a field for 'Additional Emails to Notify'.

Real-Time reporting (Inspect)

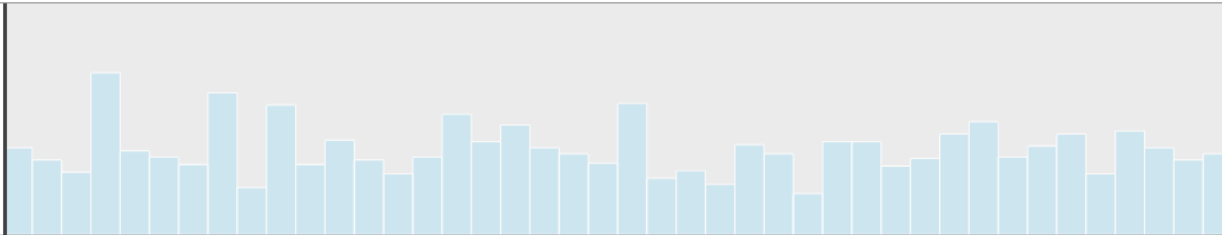
Current Delivery

🕒 Session: 12:01:06 - 12:07:30

21,576
Impressions (56/s)

1
Clicks

0.005%
CTR

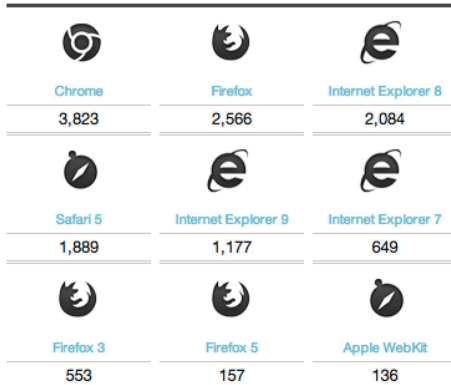


Breakdowns

873 / University of Maryland College Park / The D	665	N/A	82	🇩🇪 Germany	79
332 / George Washington University / GW Hatchet	513	www.thelantern.com	71	🇪🇸 Spain	45
949 / Southern Methodist University / SMU Daily	436	www.ndsmcobserver.com	53	🇫🇷 France	33
657 / Texas A&M / The Battalion	433	www.thebatt.com	45	🇮🇩 Indonesia	32
853 / Northwestern University / Daily Northwestern	419	www.thehilltoponline.com	42	🇦🇺 Australia	31
404 / Victoria College / The Strand	398	www.diamondbackonline.com	36	🇪🇺 EU	30

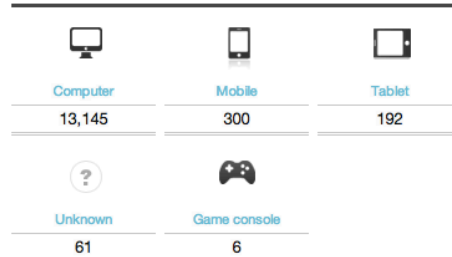
Browsers (25)

🔍 ☰ Impressions ▾



Devices (5)

☰ Impressions ▾



Real-time Inspect reporting allows to dig deeper into the inventory, spotting trends and debugging campaigns as they trickle in.

All entities seen in the Inspect report are also available for targeting across the entire network.

Custom payloads & VAST/VPAID video

Ad Type

Custom VAST Custom XML VAST In-Stream Video

VAST XML File (Required)
vast-v10-template-video.xml 2.76 Kb
Upload completed

[Upload File ...](#)

videoFile

[Upload File ...](#)

Click Trackers ?

clickTAG
Unique Name URL (http://www.example.com)

Interaction Trackers ?

VAST_thirdQuartile
Unique Name


VAST_firstQuartile
Unique Name

VAST_pause
Unique Name

VAST_mute
Unique Name

VAST_complete
Unique Name

VAST_fullscreen
Unique Name



Extensive support for custom payloads allows to easily deploy custom formats, including the emerging VAST/VPAID standard for video.

Any type and format of content, no matter the dimensions, can be delivered through the platform.

From simple video and audio to more complex XML-driven creative that is assembled from multiple assets, AdGear can accurately serve and track the ad across a number of devices.

Full personalization with Ad Groups

The screenshot shows the AdGear 'Display Campaigns' interface. At the top, there is a navigation bar with 'Home', 'Campaigns', 'Data', 'Reports', and 'Inspect'. The user is signed in as 'vlad_agency...'. Below the navigation bar, the 'Display Campaigns' section is active, showing a list of ad groups. The interface includes filters for 'any' (FORMAT) and 'newest' (ORDER), and an 'Actions' menu. The campaign dates are set from 2013-04-01 to 2013-05-01 (31 days). The ad groups listed are:

AD GROUPS	Unused in placements	Ads attached (rotated)	Status
Toronto - 300x250	2 ads attached (rotated)	View targeting...	active
Montreal April 16 to April 20 - 300x250	3 ads attached (rotated)	View targeting...	active
Montreal April 1 to April 15 - 300x250	4 ads attached (rotated)	View targeting...	active

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The same ad serving tag can personalize creative based on dates, frequency, geography, product hints, and many other variables.

This allows to automate creative change as well as personalize creative to various audiences.

Time range management with Ad Groups

The screenshot displays the AdGear interface for managing a campaign. The top navigation bar includes 'Home', 'Campaigns', 'Data', 'Reports', and 'Inspect'. The user is signed in as 'Vlad Agency...'. The main content area is titled 'Display Campaigns' and shows the following configuration:

- Name and Format:** Name: 'Montreal April 1 to April 15', Format: 'IAB - Medium Rectangle - (300x250)'.
- Schedule Date & Time:**
 - Restrict Schedule to Date Range: From 2013-04-01 00:00 EDT -0400 to 2013-04-15 23:00 EDT -0400.
 - Restrict Schedule to Day-of-Week and/or Time-of-Day.
 - My time zone: EDT -0400.
 - A grid of checkboxes for each day of the week (Monday to Sunday) and each hour from 9am to 8am. All checkboxes are currently checked.
- Frequency:** Limit to a maximum of 1 views per user forever.

Time range management in Ad Groups allows to switch creative based on dates, hours, and weekdays based on the internet user's computer time.

Web Analytics integration

Site Analytics

Enable Site Analytics Integration. ?

utm_campaign Key	Campaign Name	<input type="checkbox"/> Custom value	✕
	Value	Campaign ID	<input type="checkbox"/> Custom value
utm_source Key	Placement Name	<input type="checkbox"/> Custom value	✕
	Value	Placement ID	<input type="checkbox"/> Custom value
utm_term Key	Format Name	<input type="checkbox"/> Custom value	✕
	Value	Format ID	<input type="checkbox"/> Custom value
utm_content Key	Ad Unit Name	<input type="checkbox"/> Custom value	✕
	Value	Ad Unit ID	<input type="checkbox"/> Custom value
utm_medium Key	banner	<input checked="" type="checkbox"/> Custom value	✕
Value			

+ Add a key-val OR use a template for

Delimiters

Token: ?

Value: ?

AdGear automatically passes any campaign, placement and ad unit metadata to Google Analytics, allowing to slice and dice incoming traffic by many categories.

Omniure and Visual Sciences are also fully supported.

Multiple delivery modes

Attached Ads [?]

Rotated Weighted CTR Optimized

+ New Ad

Attached Ads

Rotation order

<input checked="" type="checkbox"/>	Bigbox to be tested - Preview Flash Ad	793	248	31.274% CTR	1	MOVE UP MOVE DOWN
Show Advanced Options						
<input checked="" type="checkbox"/>	BIGBOX_RIPPLE_1.6 - Preview Ripple Expandable Ad	2,333	128	5.486% CTR	2	MOVE UP MOVE DOWN
Show Advanced Options						
<input checked="" type="checkbox"/>	Alternate BigBox - Preview Flash Ad	789	273	34.601% CTR	3	MOVE UP MOVE DOWN
Show Advanced Options						

Available Ads

<input type="checkbox"/>	BigBox - Standard Flash 300x250 - Preview Flash Ad	1,465	493	33.652% CTR
<input type="checkbox"/>	BigBox - Standard Image 300x250 - Preview Image Ad	24	1	4.167% CTR

Save Cancel

Delete

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AdGear can automatically serve creative in sequence mode, weighted mode (percentage of total), or automatically prioritize delivery of creative that best performance in clickthrough.

Support for dynamic creative

Click Trackers (Optional) ?



Interaction Trackers (Optional) ?



Additional Files - Assets (Optional)

Upload File ...

FlashVars (Optional) ?

xmlProductFeed

Unique Name

http://

Value



Variables (Optional) ?



Variables (Optional) ?

AdGear supports dynamic creative, allowing to pass XML feed parameters that can be interpreted in Flash or HTML5/JS creative.