

Performance Reporting and Optimization Capabilities

The Most Advanced Technology for Campaign Optimization

OPTIMAX® has the ability to determine, in real time, which site-specific placements, audience segments, and creative combinations yield the highest conversions for a given campaign. Ads that fall below predetermined performance thresholds are automatically removed from rotation, allowing campaign funds to be siphoned into only those placements that meet or exceed objectives.

Deliver More Effective Campaigns. OPTIMAX® delivers a rich array of business benefits that provide advertisers with a more precise understanding of online consumer behavior and how that behavior impacts the performance of their campaigns. This valuable insight creates opportunities for advertisers to strengthen their creative, further define their target audience, and ultimately improve profitability.

Because OPTIMAX® is a real time optimization tool, you learn more about your audience's response to your campaign sooner. This valuable insight translates into better performing campaigns and more efficiently spent media dollars.

OPTIMAX® reports are valuable tools for media planning and campaign analysis. These reports enable you to:

- Measure advertising effectiveness;
- Plan and execute high impact campaigns;
- Uncover interaction trends and understand the influence of advertising messaging and creative on those trends;

- Gain insight into the behavior of your audience online;
- Provide tangible proof of the success of your online campaigns in driving purchases.

Achieve Higher Returns on Investments in Online Media. Faster optimization means higher return on investment - when you are able to identify high performing placements sooner, you are able to make optimization adjustments sooner, saving valuable time and money.

Why pay for underperforming impressions? With OPTIMAX®, you know whether or not your campaign is performing hours after it launches. And, because OPTIMAX® is fully automated, this intelligence is immediately fed into the placement decision process, well before those dollars go wasted. OPTIMAX® enables advertisers to:

- Convert more leads;
- Accelerate business growth;
- Achieve greater profitability;
- Get more qualified brand exposure;
- Realize a higher return on investment.

OPTIMAX[®] challenges industry limits for campaign optimization, wowing advertisers with unrivaled results, time and time again.

Weighted Average and Goal Based Optimization.

The OPTIMAX[®] system was designed to provide a direct correlation between an advertiser's campaign objectives and the performance of their campaigns. Campaigns can be optimized to virtually any performance objective. When a goal is specified, placements, audience segments or creative that produce results below the specified threshold are automatically removed from rotation.

Where a specific campaign goal is not specified, OPTIMAX[®] employs a weighted average approach to optimization. In this approach, a higher proportion of impressions are allocated to overall higher performing placements, creative and audience segments to yield optimal results even without a specific campaign objective.

Real Time. OPTIMAX[®] analyzes campaign performance data in real time and uses this input to dynamically adjust its targeting and placement strategies.

Campaign Management. The OPTIMAX[®] reporting and campaign management modules work cooperatively to automatically capture and act on a variety of relevant campaign performance metrics in second by second intervals. As OPTIMAX[®] makes ad placement decisions and refines its ad targeting strategies, it dynamically transmits these instructions to the campaign management module, enabling ad delivery changes to be effected instantaneously.

Rich Media and In-Banner Video Support. OPTIMAX[®] supports analysis and reporting for all standard rich media and in-banner video formats.