

Campaign Management and Ad Delivery Capabilities

The One, True Choice for Online Network Advertisers

By simplifying the online advertising workflow, advertisers benefit from improved control over the performance of their campaigns, while achieving reduced costs through more efficient processes and consolidated media buying. OPTIMAX® operates in a real time environment and supports all elements of the campaign lifecycle, including:

- Ad delivery;
- Creative hosting and management;
- Audience targeting and ad placement;
- Campaign management;
- Performance tracking and reporting;
- Optimization.

A Reliable and Efficient Platform. OPTIMAX® is the world's fastest and most reliable ad delivery system. The platform is supported by thousands of servers spread over data centers worldwide to form a highly distributed architecture that maximizes reliability and ad serving speed. OPTIMAX's scalable design and advanced load balancing capabilities enable it to accommodate ad delivery of virtually any volume.

Second by Second Campaign Performance Tracking. OPTIMAX's revolutionary design enables up to the second tracking of campaign performance metrics including impressions, clicks and actions (conversions). The data is captured from multiple angles and at multiple depths (e.g. by creative, by channel/site/placement, etc.) enabling highly sophisticated optimization. As it is captured, performance data is

fed in real time to the OPTIMAX® suite where it is translated into easy to use intelligence reports and used to perform goal based optimization.

Performance Reporting and Optimization. OPTIMAX® reports second by second campaign performance through a series of rich and detailed analytics. Information is displayed in the form of panoramic reports that enable users to understand campaign performance from virtually any angle and to any depth.

Support for all Standard Ad Units, Including Rich Media and In-Banner Video Formats. The OPTIMAX® platform manages all aspects of delivery, reporting and optimization on standard, rich media and video advertising campaigns. The platform offers support for all industry standard display placements, including banners, towers, rectangles and pop-unders.

The units available for each placement on MediaNet® are all Interactive Advertising Bureau (IAB) approved and include the following pixel sizes: 728x90, 300x250, 336x280, 120x600, 160x600, and 720x300 maximum for pop-unders. The system's flexibility enables rapid rollout of additional units as required to meet industry demand.

Centralized Campaign Management. OPTIMAX® supports the management of multiple campaigns and consolidates all aspects of the online advertising process: media selection/placement, audience targeting, creative hosting/serving, tracking, reporting and optimization. Complete access to OPTIMAX® and all its capabilities is provided at no cost to MediaNet® clients.

OPTIMAX[®] is trusted by world renowned brands to deliver exceptionally high levels of performance and reliability.

Broad Audience Reach. OPTIMAX[®] enables advertisers to reach their target audiences on a massive scale across thousands of premium sites, all through a single buy and one point of contact.

Streamlined Campaign Management. With OPTIMAX[®], the entire process of advertising online is streamlined through a single system. Advertisers can deploy and manage multiple campaigns and multiple creative across a variety of sites quickly and easily.

Real-Time Campaign Control. Because the system operates in a real-time environment, changes to campaign parameters can be made instantly.

Call 1-888-227-2539 or visit us online at casalemedia.com to learn more.

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