

How to build the world's best ad platform

Start with the most advanced ad optimization engine known to man. Add targeting capable of finding any audience, anywhere, at any time. Spend a decade gathering top publishers capable of delivering these audiences on a grand scale.

Advertising.com

Then keep improving it.

Our Silicon Valley R&D team brings new technologies and insights to our customers on a daily basis.

At the heart of Advertising.com's technology is AdLearn, the best optimization and bid management system in the business. After spending ten years processing up to 10 billion transactions per day, it continues to provide unmatched results for the world's largest and savviest advertisers. And it keeps getting better – in fact, we just launched AdLearn 5 in early 2010.



of Ad Age's Top 100 advertisers are our customers

Our targeting tenets

We hold ourselves to a higher standard, and it will show in your results.

Over 350 pre-packaged Audience Behaviors. Choose from Auto Intenders, Money Minders, Apparel Shoppers and more – or let us build a custom segment for you. We strictly qualify our audiences, so you can rest assured they are who we say they are. Plus, we evaluate visitation and frequency metrics to eliminate “accidental surfers”.

Actionable data. Gain market share by linking to third-party data sources, build a look-alike model of your own database, or let us analyze and optimize your campaign performance with our proprietary Segmentation Insights Platform (SIP).

Rigorous privacy standards. As a leader in the Network Advertising Initiative (NAI), our Consumer Advocacy & Privacy and Public Policy teams recently worked with a coalition of associations to craft the *Self-Regulatory Principles for Online Behavioral Advertising*.

Find customers quickly. Repeat as needed.

We touch 86% of all US internet users – but for the sophisticated marketer, a huge network alone isn't enough. Our targeting solutions let you pinpoint your ideal consumers, then target them with scale. Furthermore, while other networks may hit a potential customer once a month, Advertising.com can hit the same customer multiple times a month with sequential messaging – until you get the results you want.

For more information, visit Advertising.com.

Fast facts

Technology leadership

- Can execute ten billion transactions per day
- Can deliver five billion real-time bidded impressions per day
- Several patents in web traffic estimation and performance prediction and optimal bidding for ad placement allocation
- Four terabytes of campaign data generated and analyzed on a daily basis

Innovation

Our team releases several new campaign reporting features and product innovations daily

Quality audiences at scale

- We reach 86+% of the US internet population – over 183M users monthly
- We reach 51M Women 25-54 an average of 22x per month
- We reach 19M Hispanics an average of 19x per month
- We reach 19M African Americans an average of 24x per month
- Our Traveler is over 6x as likely to book a hotel

Blue-chip advertisers and publishers

- 90+ of Ad Age's Top 100 advertisers are our customers
- 70+ of comScore's Top 100 sites are in our network

Trusted and safe

- We adhere to strict quality assurance guidelines with continuous network monitoring
- We work with certified partners to ensure appropriate placements for our advertisers
- Our Publisher Services lead is Co-Chair of the IAB Networks & Exchanges committee

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