

$$E(e^{-p}) = \int_a^b f(r(\tau)) |r'(\tau)| dt + \int_{-\infty}^{+\infty} f(\tau)g(t-\tau) |x_1 = c*10^{b_0}$$

$$2.34 * 10^{-5} + 5.67 * 10^{-6} = 2.34 * 10^{-5} + 0.567 * 10^{-5} * 10^{-5}$$

$$(1/2)^{-1} \in 2^{-1} \notin (3/2)^3 * 2.391^{32e^{-1}} * 10^{-5} + 5.67 * 10^{-6}$$

$$K \int_a^{-b} f(x) (a^2 + b^2)^2 |r''(x)| dt + \int_{-\infty}^{+\infty} f(x) |x_1 = c * 10^{b_0} \approx 2.91$$

$$T = (Q_1 + 2Q_2 + Q_3) / 4 \quad \sum_{l=1}^{+\infty} x = 1^2 + 2^2 + 3^2 + n^2 + \dots$$

$$S^2 = (n \sum_{l=1}^n x_l^2 - (n \sum x_l)^2) / n \quad \sigma_{\text{var}} + \pi * (a^n)^6 / (a^2 - 2a^n b^{2+n})^2$$

$$n(n-1) / (n(n-1))^{2-2ab} \int ab x^2 dx = b^3/3 - a^3/3 * 2.34$$

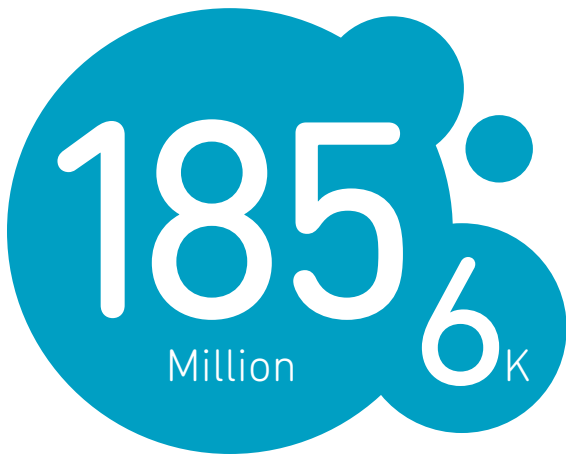
$$E(v) = \int_a^{-b} f(x) (a^2 + b^2)^2 |r''(x)| dt + 21 \in 2^{-1} (3/2)^3 * 2.1^{32e^{-1}}$$

$$\partial \{x : \|x\| \leq 2\} = \{x : \|x\| = 2\} \quad | \quad x_0 \pm x_1 = (a_0 \pm c) * 10^{b_0}$$

# Rocket science is for wimps

We all remember the kids with the big calculators who thought math was fun. Most of them probably went off to build submarines or bridges or something. The really ambitious ones, though, came here and built **AdLearn** – the most powerful optimization technology in the business. AdLearn decides where, when, and to whom to deliver your ads for top performance.

Advertising.com  
**AdLearn**



AdLearn serves ads to over 185M users a month on over 6,000 sites

## Key functions

**Valuation:** AdLearn's sophisticated, data-driven models calculate the worth of ad placements in dollars and cents.

**Delivery management:** AdLearn's control measures ensure your campaign is delivered in a way that meets all your business objectives.

## Benefits

**Experience:** AdLearn is the engine behind Advertising.com; its constant evolution has allowed it to maintain its position as the most scalable targeting and performance technology in the business for more than a decade.

**Resources:** More than 60 people are dedicated full-time to AdLearn technology and research.

**Infrastructure:** AdLearn's distributed algorithm system evaluates incoming data, and updates effective cost-per-impression (eCPM) estimates and media bids – using more than 400 servers to do so. This helps manage campaign yield, delivery pacing and reach.

**Stability:** The same distributed algorithm system allows algorithms to operate independently of one another, creating a sturdy structure that's virtually glitch-proof.

**Flexibility:** The AdLearn bidding platform leverages both internal and external inventory sources, pulling from whichever source can meet campaign objectives most efficiently at scale.

**Granularity:** AdLearn evaluates inventory that's not associated with any particular audience by using such criteria as site, creative size, frequency, geography, connection speed and more.

**Real-time:** AdLearn awards impressions on a true real-time basis, creating an environment capable of reacting to changing market conditions.

**Scale:** AdLearn handles over 4B transactions a day across a network of more than 6,000 sites.

## Want to learn more?

For more information about AdLearn, please contact your sales representative or visit [advertising.com/advertiser/AdLearn](http://advertising.com/advertiser/AdLearn).

## What's your objective?

AdLearn can help advertisers and publishers meet a wide variety of goals:

**Performance:** AdLearn enables Advertising.com to achieve the highest possible campaign ROI.

**Branding:** AdLearn provides wide, competitively-priced access to desired target audiences, plus a host of back-end performance analytics.

**Yield management:** AdLearn technology is designed to drive optimal revenue for a publisher's inventory.

**User experience:** AdLearn helps publishers acquire and manage ads relevant to their site and its users.

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