

Go from
putt-putt to
vroom-vroom

Advertising.com

It makes no difference whether you're driving CTR or CPM; everyone wants better performance. We suggest you do more than just get a tune-up. We'd like to give you a whole new engine: ours. With AdLearn under the hood, we can give your next campaign more MPH than a GTO.

The heart of the operation

It took ten years, millions of dollars and many PhDs to build it – but build it we did. It's AdLearn, the machine around which the rest of Advertising.com was created. Capable of processing up to 10 billion transactions per day, it's the best optimization and bid management system in the world. And you can take that one to the bank. Quite literally.

A clear difference

Advertising.com's AdLearn optimization engine can have a powerful impact on the effectiveness of campaign performance. For example: An online educational provider switched from regular targeting to AdLearn-optimized targeting. The result? Their action rate multiplied over 3x, while their eCPA fell to about a fourth of what it had been. For more examples, look over to the right under "Success Stories".

How it works

We can't really explain how AdLearn works without a slide rule, a chalkboard and five extra brains. Big ones. But we can tell you how we get such great results – it's the combination of AdLearn, exhaustive targeting options and our gigantic network. It gives us both breadth and depth, meaning we can drill down and select very specific audiences, then turn around and use the network to magnify them.

Plus, we can make sure your best customers – and new ones, too – respond. With sophisticated messaging options like dynamic banners, advanced retargeting strategies and a host of other goodies, you'll never have to worry about losing your audience to message fatigue.

Success Stories

- A large online tax filing company ran a variety of campaigns targeted to geography, LeadBack and niche inventory elements, resulting in a CPA dip from \$113 in 2008 to \$70 in 2009.
- A big bank worked with Advertising.com and ran a look-alike modeling campaign, producing a conversion rate significantly higher than a regular CPA campaign.
- A CPG company turned to Advertising.com to market their new drink; the campaign generated \$1.6M in incremental short-term sales for the brand.
- A presidential campaign used Advertising.com to reach 6.4M users per day, exceeding the client's expectations for both awareness and cost-per-lead.
- A leading wireless company asked for help reaching a broad audience quickly; our NetBlock delivered 200M impressions, plus a 300% increase in conversions to boot.

For more information, visit Advertising.com.

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