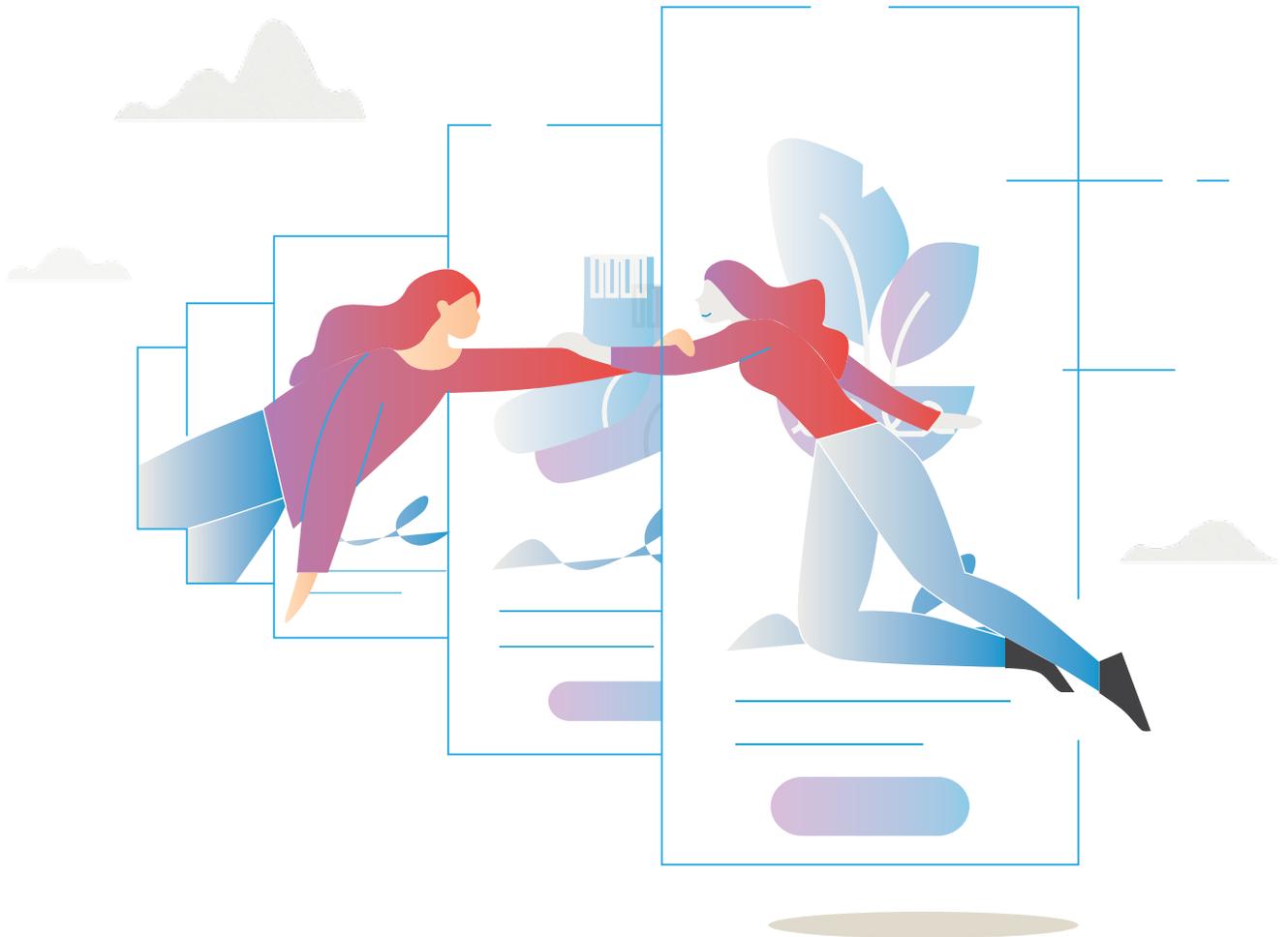


adacado[®]

We make ads that matter.

Real Time Creative



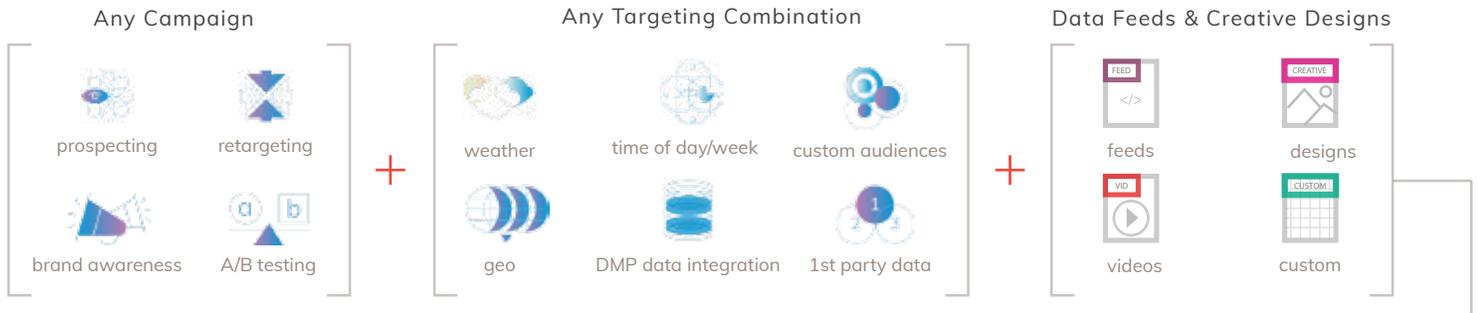
Make Ads Matter

Each person's experience is unique, ads should be too. Adacado provides personalized ads for each viewer through our proprietary software that analyzes and reacts to in-depth consumer behavior. **We make ads that matter.**

Adacado is a powerful real-time creative (RTC) platform that enables advertisers and agencies to create and manage successful data-driven creative campaigns. This document provides a high-level overview of Adacado's approach and processes. For more information please reach out to us at info@adacado.com

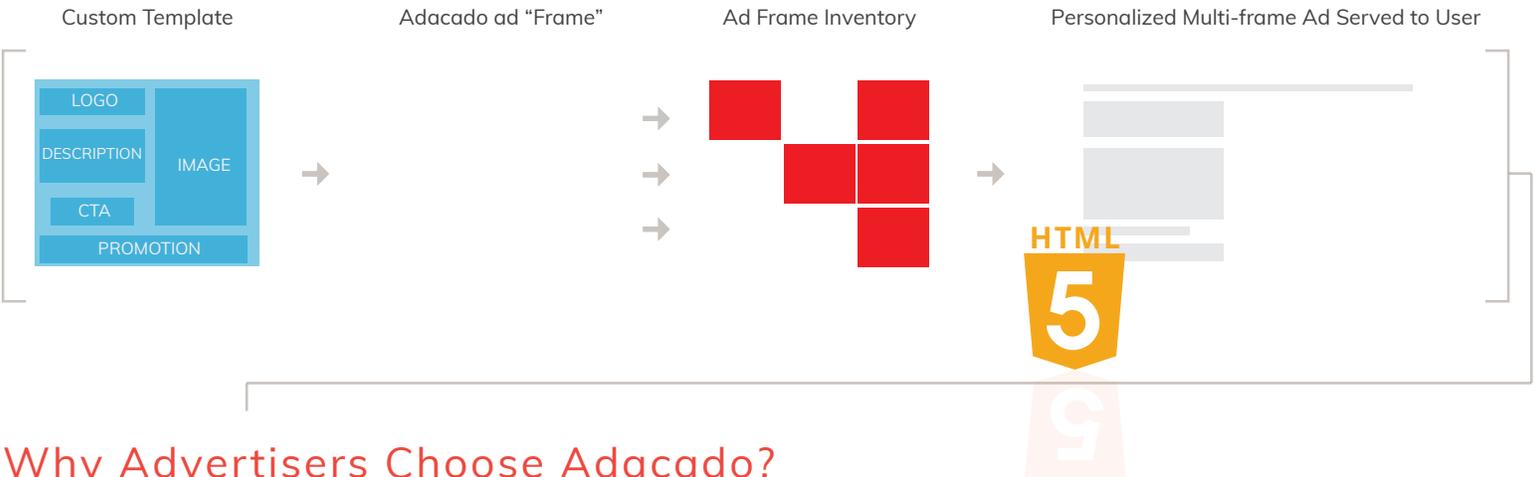
Real-Time Creative (RTC) Platform For Display Advertising

Adacado's open, extensible platform provides advertisers flexibility to create any campaign, targeting type and design to meet their needs.



How Does Adacado Work?

First a custom template is designed and tailored around an advertiser's brand and creative assets. Adacado then generates ad frames based on the advertiser's offers e.g. products, flights or promotions. Each ad frame has its own targeting attributes to enable Adacado's robust ad decisioning engine to select the most relevant ad frames for every impression and user.



Why Advertisers Choose Adacado?

Unique Storyboarding: Adacado's proprietary multi-frame ad stitching technology provides a unique and adaptable storyboard for each campaign.



Specific Brand Category

Category Specific Product

Category Specific Product

Category Specific Offer

Media Independent: Adacado is approved across major exchanges, networks and DSPs so Adacado ads may be run across your media of choice.

Performance: Total creative control, along with Adacado's sophisticated targeting and delivery, drives optimal performance.

Rich Insights: Adacado & Tuki provide more insights from which to learn and optimize.

Efficiencies: Adacado provides efficiencies throughout the ad creation, ad trafficking and creative update process.

Mobile Friendly: Adacado ads have always been built in HTML for seamless delivery on mobile devices.

Tuki - Reporting & Analytics

Measure: Over 50 dashboards organized by advertiser, campaign, offers, engagement, day-parting, environment, conversion, and more.

Analyse: Start with big-picture dashboards then drill down to get to the story beneath your data. Go deeper still with free-form filtering, sorting, grouping, pivoting and visualizing any or all your data in a discovery-rich environment.

Learn: Visualize the impact of your creative across all your dimensions. Combine time of day, geo and audience data (to name just a few) into a multi-dimensional view to discover how and when people actually buy.

Act: Use learnings from Tuki to directly impact your campaigns across all marketing channels.



Customer Success & Workflow Process

Adacado's Customer Success team are dedicated experts focused on the efficient and successful execution of client campaigns. Our job is to make you look good. The Customer Success group is comprised of the following teams that work with clients through our well established workflow process.



Online Ad Gallery

Visit our online ad gallery to see some examples of the different creative designs, integrations and campaigns adacado has delivered for clients worldwide. <http://www.adacado.com/ad-gallery/>



Frequently Asked Questions

Are Adacado ads Rich Media?

No, Adacado ads are Dynamic HTML (DHTML) and thus are not subjected to Rich Media limitations and higher ad serving costs.

Does an advertiser need a data feed?

No, Adacado can use a number of different methods to pull advertiser data into the adacado system. Data feeds are ideal, but adacado can also use RSS content, APIs, website scraping or a simple flat file (e.g. MS Excel, .CSV).

Does Adacado provide the media?

No, Adacado's open platform allows our partners and advertisers the flexibility to run Adacado ads across any media they want.

Can adacado ads be served via 3rd party ad server?

Yes, Adacado ads can be served by any 3rd party ad server (e.g. DFA, OpenX). Adacado provides a JavaScript ad tag to be called by the 3rd party ad server.

Is the Adacado platform self-serve?

Adacado offers clients three ways to work together.

- 1) Full Serve support from Adacado's Customer Success team,
- 2) Assisted Serve support allows clients to become hands on in the platform and use Adacado's team where needed,
- 3) Self Serve provides client with complete access and control to build and manage campaigns on their own.

How long does it take to launch a campaign?

Campaigns can be created and launched within two days if all the advertiser's assets are available and the advertiser has an approved creative design or uses an existing template. Creative approval is often the longest process, so the better prepared and clearer the advertiser is, the quicker the campaign set up process.

What ad format sizes can be used?

Adacado ads can be created in standard IAB formats or any custom size to meet an advertiser's needs.

Can advertisers use their proprietary audience segments and data for creative targeting?

Yes, Adacado can incorporate custom data via multiple methods and has built out integrations with best-of-breed platforms in the industry, e.g. Oracle and other DMPs, to enable advertisers to use their data as seamlessly as possible.

Can Adacado run video ads?

Yes, Adacado can serve in banner video assets in ads. Video assets should be in MPG4 format.

Do Adacado ads work with Ad Verification platforms?

Yes, Adacado is integrated with ad verification platforms like DoubleVerify, Integral Ad Science, WhiteOps as well as others.

Does adacado work with DSPs and ad exchanges?

Adacado is media agnostic and approved to run across major ad networks and exchanges.

Can Adacado ads be used in Google Ad Words?

Yes, Adacado is Google Ad Words (and Google Exchange) approved.

Can Adacado run Mobile ads?

Yes, Adacado ads can run on mobile web inventory. Adacado will be launching mobile in-app in Q1/2017.

Can we change the number of frames in an ad?

Yes, the number and prioritization of ad frames in an ad may be adjusted based on an advertiser's goals.

How frequently can ads be updated?

Automatic updates can be scheduled to meet the needs of an advertiser, e.g. daily or weekly. Regular promotional updates may also be made manually without needing to change ad tags.

Can advertisers have their own custom templates?

Yes, templates are customized around an advertiser's brand, creative assets and look & feel.