

ADTECH Analytics is a Business Intelligence tool for the easy and fast analysis of your ad server data.

Analytics

ADTECH Analytics provides detailed insights into performance of ad campaigns, ad placements and banner sizes, and records and simulates sales trends – all at the touch of a button.

With ADTECH Analytics you gain immediate answers to your business questions. It correlates ad server data of the last 24 months and gives you a clear and concise representation within 2 to 3 seconds.

Your data from a new angle

ADTECH Analytics is the comfortable way of looking at and analyzing your ad server data: In contrast to reports which only give you a selective view on campaign and ad placement performance, Analytics gives you immediate and full access to all campaign details from your ADTECH ad serving network. With a few clicks you can filter and compare information, link and re-link relevant numbers together on various levels and see the results on one screen.

All campaign parameters at a glance

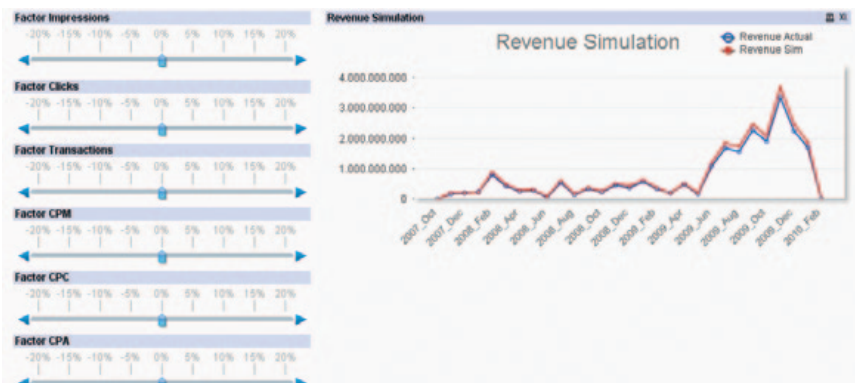
ADTECH Analytics provides you with efficient tools to control, plan and optimize your digital campaigns. You get comprehensive statistics on impressions, clicks, eCPM, CPM, CPC, CPA, campaigns, customers, advertisers, websites, pages, ad placements and banners. From a high level chart, you can drill down and zoom into details of any specified segment to get information even down to banner level.

Your revenue in detail

With ADTECH Analytics, detailed revenue numbers of your ad business are only one click away. In a few seconds you can find key information, like which website generated the highest revenue during the last month or which advertiser produced the highest turnover in the first quarter of the year.

What-if-scenarios

ADTECH Analytics helps you make reliable and valid decisions by offering you tools for simulations and forecasts to gain predictive views on your business operations. You can predict different scenarios based on the level of clicks, impressions, transactions, CPM, CPC or CPA to detect ways your revenue might be increased.



New update with more features

New features

- Now with even more data for analysis: CPA and Postclick tracking data
- Analysis on banner level
- Better overview with new dashboards “Revenue” and “Master data”
- Optimized user interface

Features

- Comprehensive analysis of ad server data within a 24 month period
- Zoom into data down to banner level
- Comparison of different time periods
- Automatic daily updates down to banner level
- Detailed statistics on revenue, impressions, clicks, cCPM, CPM, CPC, CPA, Postclick tracking, campaigns, customers, advertisers, websites, pages, ad placements and ads
- What-if-scenarios: Simulations and forecasts based on the level of clicks, impressions, transactions, CPM, CPC, CPA
- Two separate dashboards for revenue numbers and campaign metrics
- Data selections can be bookmarked, exported, printed out and displayed in both graphs and tables
- Global 24/7 support

ADTECH product portfolio

Our ad management solution spans the entire workflow of the digital marketing landscape. ADTECH IQ is the core system for the functions and data that are used by all the ADTECH products.



From a single interface you can book display, video and mobile campaigns. Yield optimizations, campaign priority, extremely precise inventory management and highly accurate targeting are also all available in one intuitive interface for every booking type.

Ad management

Order management

Display

Our ad management tool for display supports your ad-ops team by giving you streamlined booking, banner templates and testing.

Order

Our API can already connect most order management systems directly with ADTECH IQ.

Video

The solution to book ads in online videos as easily as display campaigns – in one intuitive user interface.

Business intelligence

Analytics

The Business Intelligence tool for the easy and fast analysis of your ad server data.

Mobile

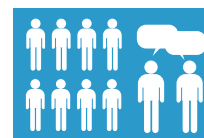
The solution for campaign management of mobile devices for both websites and apps.

Canvas

A multifunctional and easy-to-use workflow tool for interactive rich media ads.

Simple migration, extensive training and 24/7 support

To ensure that you work effectively with your ADTECH solution from day one, we serve you during migration, intensively train your team and subsequently support you with a personal contact person. Our service teams are located all over the globe to answer all your questions – 24/7/365.



10 languages



around the clock



days of the year

Contact

If you would like to contact us, please visit www.adtech.com/contact

Sales contact: sales@adtech.com

Corporate Headquarters:
ADTECH GmbH
Robert-Bosch-Str. 32 | 63303 Dreieich | Germany
Tel. +49 6103 5715-0 | Fax +49 6103 5715-111
info@adtech.com | www.adtech.com