

Solutions | Products | Company | News | Service | Contact | **ADTECH** | English

Solutions for:

- AGENCIES
- PUBLISHERS
- AD NETWORKS
- ADVERTISERS

Details

Network: 10
Placement ID: 1057996
Name: ADTECH / Starpage / ...
Dimensions: 557 x 197
Campaign info:
Ad ID: 1140504
Banner ID: 2
Name: Flashintro
Flash_EN2
Imps. totaltoday: 1414023 / 2413
Clicks totaltoday: 10068 / 15
Customer: ADTECH
Advertiser: ADTECH

Campaign Analysis Live.

Releases | 18.4.2007

ADTECH Analysis Unveils Firefox Market Share as High as 30 Per Cent across Europe...
Ad Management Expands at ADTECH - ADTECH appoints Ehard Humann as new member of the board...
ADTECH Signs Exclusive Agreement With A&E Television Networks - A&E Television Networks Turns to ADTECH to Deploy...

Customer Statement

"Our Ads love it!"
"I can test ad formats within minutes in HELIOS IQ, no more waiting late evening server updates. HELIOS IQ is an instantaneous ad serving tool, the live monitoring adclick through impression reports update to the second, this is another necessity for any trafficker. I don't know how I worked without it. Every trafficker/publisher will enjoy it."

Helios IQ Ad Management | Helios IQ Agency

Your ads will love it!

ADTECH

LIVE Test – Preview redirects live on your site

With the introduction of LIVE Test, ADTECH solved two major industry problems. Firstly – how to make sure a rich media ad won't break your site before it goes live. From simple GIF banners to complex rich media and online video ads, Helios IQ lets you see ads in a live environment, in the browser of your choice – as the campaign is loaded.

Secondly, LIVE Test also allows you to get screen grabs of your campaigns without having to spend time searching on your site to prove campaigns are live. Just five minutes after receiving an ad, the campaign can be live, fully tested and counting impressions, and you have a screen grab to present to your client. Helios IQ makes it a pleasure for your customers to do business with you.

ADTECH is a leading international supplier of digital marketing solutions. The company's flagship product is the Helios IQ ad serving platform. It enables web publishers to manage, serve and evaluate virtually any kind of online advertising campaign including display, video and mobile formats. The Helios IQ ad serving platform differentiates itself via its scalable, enterprise-class infrastructure and publisher-friendly tools, providing publishers with increased efficiency, reliability and ROI for their online advertising business.

Founded in 1998 and headquartered in Frankfurt, Germany, ADTECH is an independent and wholly-owned subsidiary of AOL's Advertising.com division. Globally, ADTECH AG works with customers in more than 25 countries.

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Smart Ad Serving

for Publishers, Ad Networks and Agencies

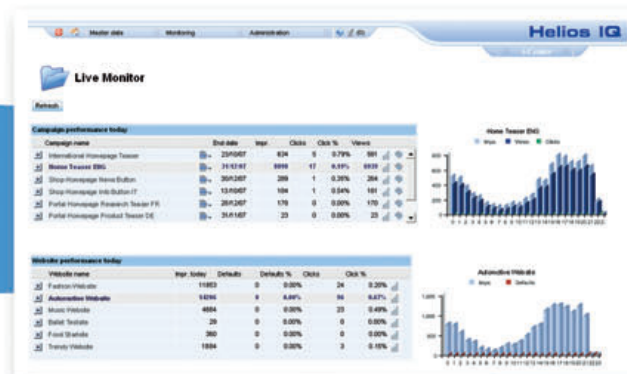
Helios IQ

Ad Management

Everything under control.



Context menus:
Features essential to your business are available in one click.

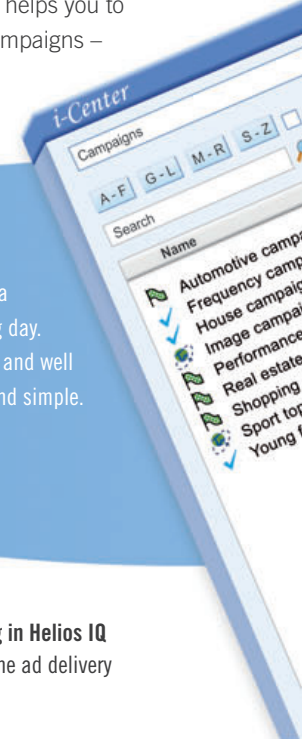


Behaviour Module

With our latest add on feature you can target user behaviour across your network. This helps you to increase the performance of your campaigns – and your revenues.

Smart navigating with i-Center

The i-Center in Helios IQ has a host of extra features aimed at simplifying your working day. The entire navigation process is clear, tidy and well thought out. Campaign booking is quick and simple.



Helios IQ is the next generation ad serving platform from ADTECH for display, video and mobile formats. It sets new standards in efficiency, speed and flexibility for both business and traffic managers alike.

The extensive and intuitive automation in Helios IQ eases your daily routine, saves you and your team significant amounts of time and helps you to manage your digital marketing more efficiently. Every new user is amazed at just how easy it is to manage the complex ad serving processes. From instant campaign deployment to inventory management, LIVE Test, LIVE Push, LIVE Monitoring and interactive reporting, Helios IQ is the platform of choice for companies seeking world-class ad management technology.

LIVE Push and LIVE Monitoring

With LIVE Push, a rich media campaign in Helios IQ can be booked and available online within one minute. Immediately the first results are received. With powerful functions such as LIVE Monitoring, you have everything under control at a glance. You can check in real-time how campaigns are performing and any edits made are set live instantly. This is how smart ad management works.

Sophisticated inventory management

The unique and ingenious Inventory Management System (IMS) in Helios IQ optimizes the utilization of ad space. You will profit from valuable optimization functions and the new administrative features, which allow you to manage your ad space at optimum profit levels.



Interactive reporting in Helios IQ with ViewCount. Online ad delivery that confirms receipt.

Helios IQ gives you a competitive advantage.

Contact ADTECH to find out more about how Helios IQ can transform your ad management and maximize your competitive advantage online.

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