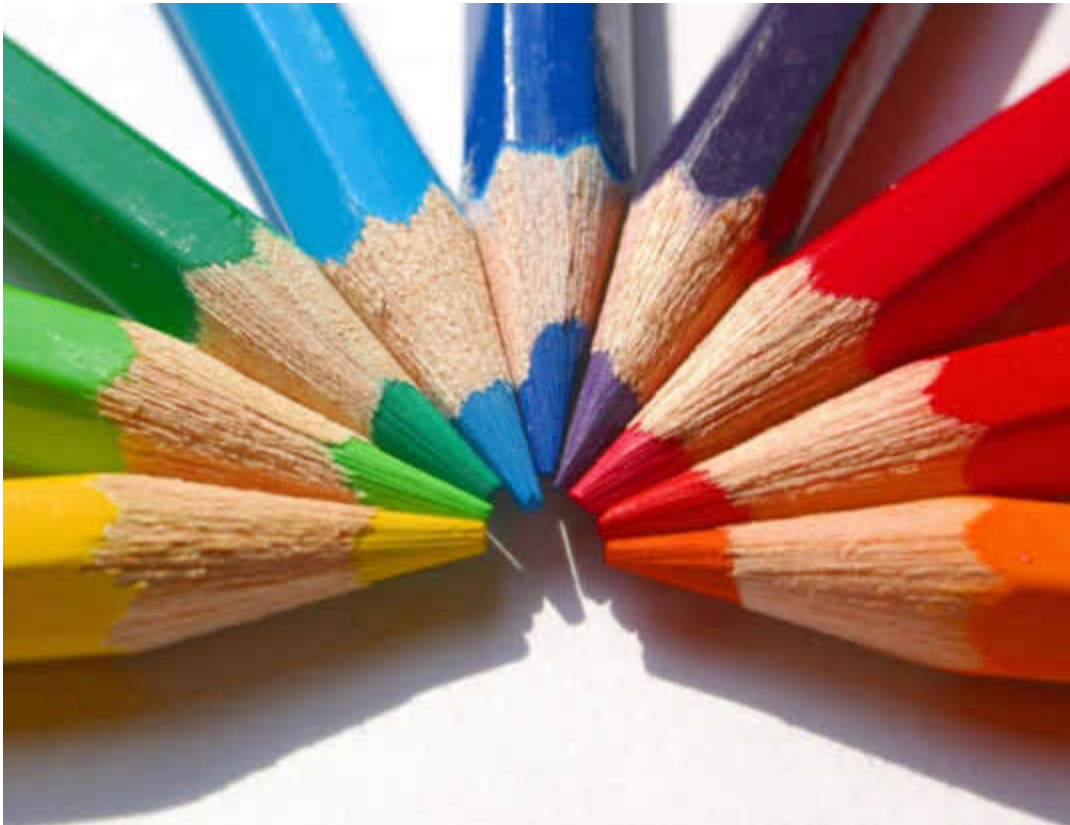


AdX

Multimedia Reservation of Advertising Formats



The positive trend in online advertising remains undiminished. The Internet continues to expand its key position as an advertising platform. However, revenue for ad sales in the print segment also remains at a high level. The best strategy is, therefore, to use different media and focus on multi-channel publishing. AdX enables the combined reservation of advertising formats for online, print and mobile channels and hence the management of profitable premium packages for multi-media campaigns. With end-to-end integration between the booking system and the AdServer, the modular structure of AdX also enables online advertising on its own.





Additive, not alternative!

Apart from attractive editorial content for maximum page impressions, effectively organized and flexible ad sales are also a key factor. AdX supports the processes required for combining complex campaigns with flexible team work: a simple, comprehensive application for all-rounders who value customer contact, and secure integration in the special applications of the backend service teams.

ppi's latest module is a multimedia ad management system designed for the reservation of online, print and mobile advertising formats. In particular it can be used for the lucrative business of selling premium packages. AdX has been designed as a web-based system to minimize the effort required for installation. This, in turn, leads to

greater transparency along the entire sales chain, which both sales staff and customers benefit.

Intuitive and ergonomic ...

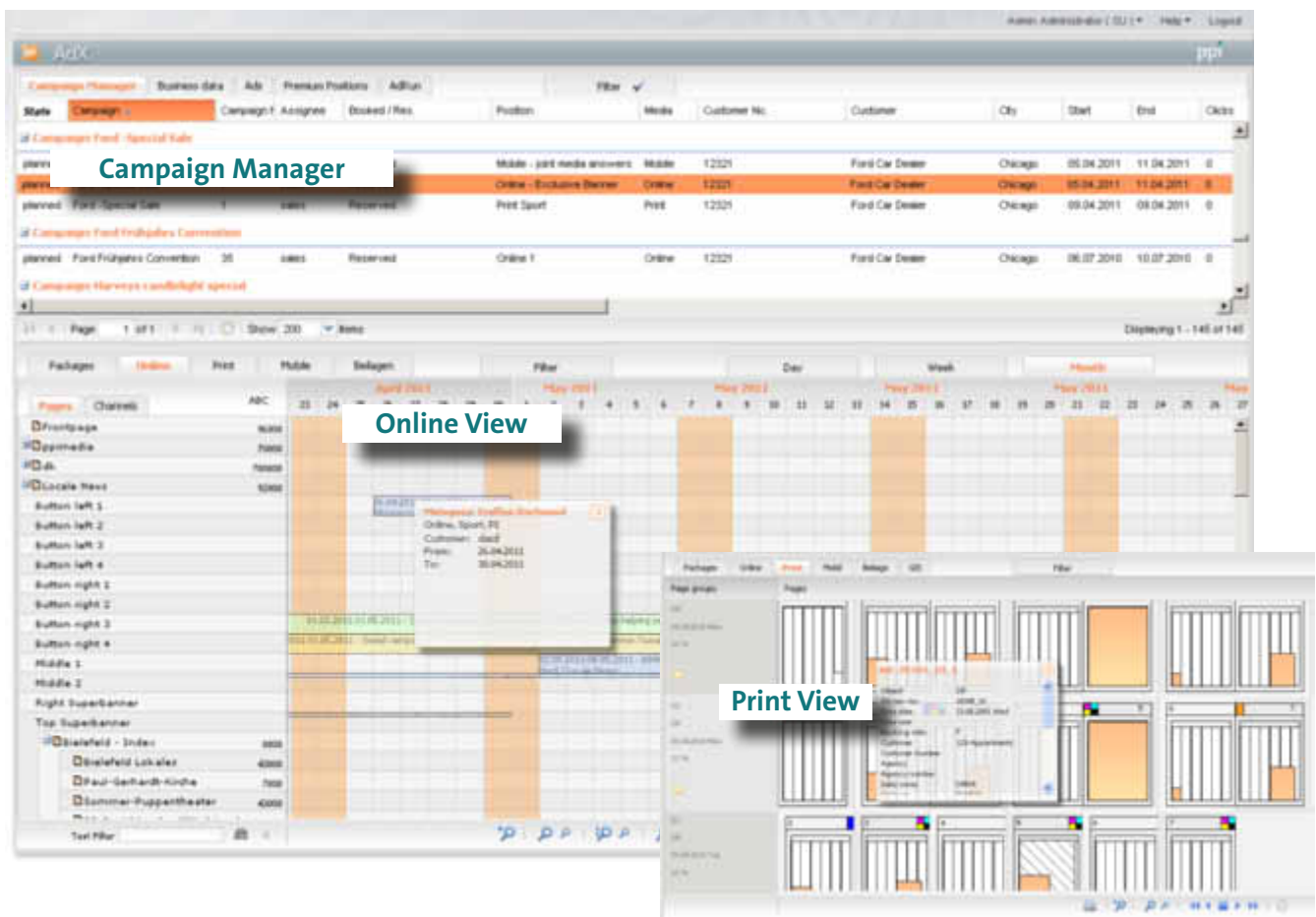
Due to state-of-the-art web technology, AdX has, along with functional finesse, an intuitive GUI that takes users – administrators and end users alike – by the hand and navigates them through the program in a simple, self-explanatory way.

Bookings for print ads are visualized in a page dummy, while online and mobile bookings are displayed on a cross-media planning board. This is a unique combination on the market. The aggregate Package View shows the bookings for predefined, combined campaigns. This look & feel gives the sales teams just the edge they need to

sell premium multimedia campaigns profitably, quickly and reliably. The enhanced view of online website and mobile placements also significantly facilitates the work of print specialists in their new sales environment.

... for customizing as well

Even for operations that you do not have to perform on a daily basis, great importance has been attached to an ergonomic look & feel. Features that should be mentioned here are the drag & drop functions which ensure both reliable and easy assignment. Another remarkable feature is the efficient import function that is able to import the complete page structure of a website (in XML format) from the web CMS or the ad server.





Integrated booking processes/ Integration of SAP

AdX works directly with the ad booking system. Orders can be entered in either system, which increases flexibility and avoids having to enter data twice.

Via an SAP BAPI interface it is also possible to display the prices calculated in SAP on the AdX GUI and to enter discounts.

An automatic e-mail function can be configured for entering an order in the booking window in AdX, which is subdivided into planning, technical and business tabs. As soon as an editor has completed his (sub-)task, an e-mail is generated after every save and then sent directly to the next instance.

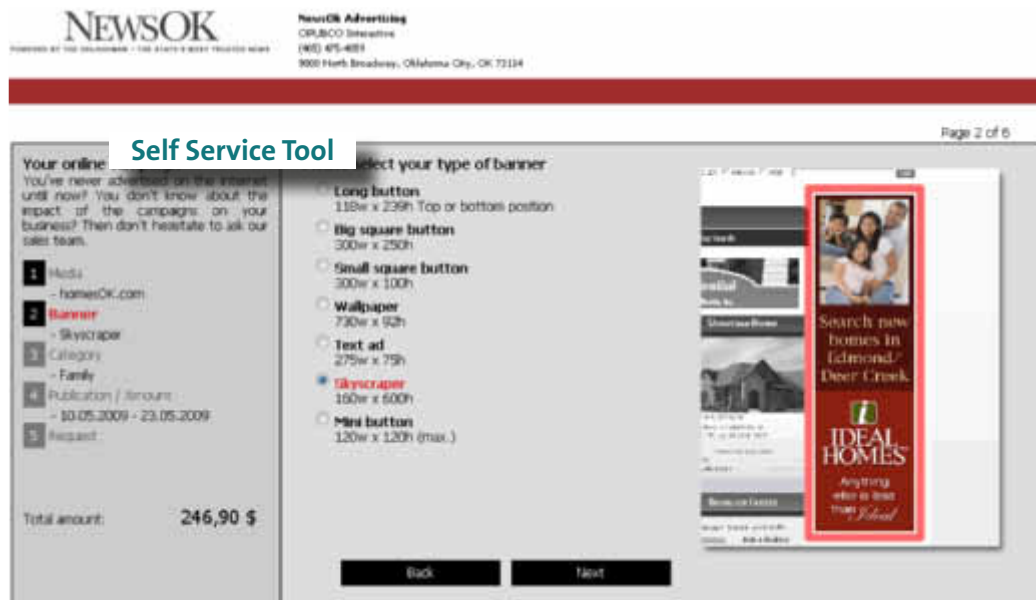
If necessary, the defined order of workflow steps can be overridden manually any time. When an ad order is booked, placement-relevant booking information is automatically forwarded and, depending on the output format, is then visualized in a print dummy or an online or mobile planning board.

Reservation of print ads

The Print View is based on the proven features in AdDispo/WebDispo which are familiar from ppi's classic ad reservation products. All reservations, placement requests and fixed bookings, as well as the respective type of ad, are displayed on the pages combined in groups in the dummy view. In addition, the current filling level of ads for each page group is displayed dynamically, and you can check ad hoc as to where there are still free spaces.

Modern online and mobile advertising

The online planning section consists of a large planning board that also boasts



a calendar function and website list. For each website and its specific advertising format(s) (e.g. super banners, skyscrapers etc.), all placements are displayed by colored bars on a continuous timeline (monthly, weekly, daily views). The section for mobile reservations has an analog design. Placements reflect the different kinds of ad sales based on volume, fixed or exclusive bookings or a topic-related channel booking.

In both sections, additional filter options provide a coarse or refined view of the selected data.

Self Service Tool for small orders

An additional sales aid is the integrated Self Service Tool, in which customers can inform themselves on the reach, positions, advertising duration, click rates, formats, and, most important of all, the cost of their intended online campaign. A calculator shows the price of each selected booking.

Combined premium packages

Since multimedia ad campaigns currently bring in the highest profits and

the greatest potential for the future lies in this combination, the reservation of combined premium packages with AdX is particularly easy and efficient: all booking data is entered once in the central Campaign Manager. Predefined packages can be viewed at a glance in the aggregate Package View. It is just as quick to see whether a booking request like this can be made for the individual output channels or which alternatives are available.

Permanent monitoring

Important parameters have been integrated in AdX which allow users to plan and monitor the success of their advertising campaigns. On the one hand, it is possible to access the entire advertising inventory of the last month. And on the other hand, reporting information on ad impressions and ad clicks can be displayed via an interface to the ad server. AdX stores this data in the website list for the appropriate page on the planning board.

How you benefit



- Sales strategy extended to multimedia sales with a focus on simple usability.
- Modular application based on the publisher's specific sales strategy.
- Rational management of booking orders for advertising campaigns in different channels under one number.
- Visual overview of product structures and ad spaces for print, online websites and mobile sites.
- Reservation of ad spaces for print and online with price calculation via SAP on the AdX browser GUI.
- Transfer of online jobs to the AdServer.
- Clearly structured administration of even the most complex motifs in ad management.

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