Accipiter AdManager 7.0
Accipiter's flagship site-side ad management solution ideal for online publishers

What is AdManager?

AdManager is a site-side software solution that allows publishers to manage targeted online advertising campaigns. With AdManager, publishers can increase targeting capabilities, speed ad delivery, and monitor and control inventory projections in real-time leading to higher cost per 1000 impressions (CPMs) and less unsold inventory.

AdManager's real-time reporting and inventory projection capabilities provide customers with exactly what they require to generate greater revenue and decrease unsold inventory across their sites. Using the comprehensive library of flexible APIs, publishers can also seamlessly integrate AdManager with their existing operational model to deliver customized and highly targeted ad campaigns.

AdManager attracts customers as they find the product affordable and easy to use, while also allowing for the latest technological capabilities that can grow with changing needs. AdManager provides a level of flexibility that gives its customers as much or as little control as they require.

The latest release of AdManager stands as a testament to Accipiter's continued investment in the latest technology. AdManager V7 was based directly on client feedback and addresses the industry's need for a more comprehensive ad management solution. As the second significant release in the last 13 months, AdManager V7 further enhances Accipiter's technology leadership position in the online ad industry.

Marquis New Features

- **Accipiter VIBE-enabled.** Allows publishers to capture data relevant to a user providing previously unseen targeting capabilities. Results in better understanding of behavioral patterns that enables highly targeted campaigns.
- **Adjustable data collection.** Allows for the grouping and logging of data sets, which ultimately allows publishers to uncover interaction trends and to understand the influence of advertising on those trends.
- **Ad Inventory Server.** Allows publishers to study how campaigns are scheduled and reservations are

created. Real-time inventory data can then be used to project any targeting criteria.
- **eSessions.** Allows campaigns that follow visitors with one advertiser's message across multiple pages.
- **Campaign auto optimization.** Automatically weighted creatives allow for higher performing creatives to show more often.
- **Enhanced Rich Media implementation.** Standardized process assures rich media technology is properly delivered and tracked.
- **Condensed campaign creation process.** Reduces the number of steps required to create campaigns. Increased campaign-level

functionality allows more complex targeting without leaving the main screen, reducing the time it takes to create a campaign by up to 50%.
- **Campaign templates.** Allows you to quickly create campaigns with common elements.

Add-on Modules and Value-Added Services

Accipiter provides a growing list of modular extensions and value-added services that increase performance.

Accipiter XMLServer Module

This module easily and cost-effectively integrates AdManager V7 into your business operations without requiring manual reformatting.

> ## Controlling your ad exposure like never before.
>
> AdManager V7 has fine-tuned controls for ad exposure at several levels. Ad exposure can be set to "X impressions every Y minutes/hours/days/weeks" or "X impressions per minute/hour/day/week." This level of control is unique and extremely important with the pervasive nature of pop-up and pop-under ads. Controlled ad exposure ultimately helps Accipiter clients prevent "banner burnout" from occurring on their Web properties.

Key Features

- Automatically integrates AdManager V7 with key business applications without the need for manual reformatting.
- Uses an XML interface to safely and securely move information between applications.
- Populates AdManager V7 with information from other applications, eliminating the need for multiple data entry.

Benefits

- Streamline operations
- Improve productivity
- Reduce operational costs
- Improve campaign turnaround

Accipiter GeoTargeting Module

The GeoTargeting Module is a valuable addition to AdManager V7 that further enhances your targeting capabilities. It quickly and easily identifies the specific geographic location of your visitors, allowing you to offer your advertisers high-value, targeted, geo-specific campaigns.

Key Features

- Consists of nearly two billion IP addresses
- Can target over 200 countries
- Can target by city, state, zip code, country, area code, SIC code, bandwidth, and latitude/longitude

Benefits

- Data file richness
- Maximum performance assurance
- Reliable data for accurate targeting

Ad Traffic Management

Accipiter provides a fully comprehensive range of online advertising management services. Accipiter fulfills your trafficking needs through secure access to AdManager V7, allowing the process

Architectural Overview

Scalability

- Architecture based on one or more engine components linked together through sockets, allowing for easy introduction of new hardware/software to grow ad serving capacity.
- External and internal architecture allows you to take advantage of multiple processors across different systems as well as multiple processors within the same machine.
- Client components also designed to scale easily as ad serving volume grows – can be configured to communicate with one or more engines.

Fault tolerance and redundancy

- Component-based architecture offers backup if one or more pieces fail without interruption to ad serving.
- If engine components are unavailable to clients, clients automatically use other available resources. If no engines are available, clients cycle through series of ads. In addition, a monitor process attempts to correct the engine failure and sends email notification.
- If database server is unavailable, each engine automatically stores summary data to local file system. Each engine also stores local copy of current ad queue so engines can continue to respond to ad requests should the database fail.

to appear seamless to your customers.

Key Features

- Campaign management - includes all ad traffic activities for all supported creatives.
- Management of creatives requiring special handling- includes DHTML, Flash, Pop-ups, Audio, Video, Streaming-audio/video, Wireless

and third-party rich media ads.

Benefits

- Secure access to AdManager V7
- Seamless process to customers
- Track campaigns efficiently

Accipiter Rich Media Certification Program

Accipiter AdManager Rich Media certification programs strive to teach why ads should be configured in certain ways – not just how to follow a procedure. AdManager certified Rich Media Traffic Professionals are trained to adapt techniques to new or changing media.

Key Features

- Best-case recommendations for serving major online creative types.
- Data tracking (including actions and other advanced media features) and optimization techniques.

Benefits

- Ensure the most accurate and complete service figures.
- Command premium traffic rates by effectively serving even the most sophisticated ad formats.

System Components

Clients. Handle creative requests and delivery.

- Direct Server – accepts requests from browser and returns content or redirects browser.
- Web Server Extensions – incorporated into content web server to integrate ad delivery with regular content delivery.
- Custom Clients – allow for ad delivery to non-Web applications as well as integration with non-standard Web servers.

Engines. Serve as decision-making components of AdManager architecture.

Monitors. Monitor the behavior of the other components.

Database. AdManager can run using any of the following major relational databases: Oracle, Sybase, and Microsoft SQL Server.

Administrative Graphical User Interface (GUI). Web-based interface that is totally modeless. Built using C++ and a template-based architecture.

ReportServer. Allows you to analyze past and current ad delivery.

InventoryServer. Provides a number of impressions available for a given targeting criteria as well as reports on what campaigns and reservations are consuming inventory.

XMLServer. Allows XML-based transactions with AdManager.

AdManager