Adsmule

Delivering the right ads
to the right sites

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What is an AdServer

Easy!

- An AdServer stores ads and delivers them to websites
- Uploading their ads to the AdServer, advertisers drive users to their site
- Showing these ads in their advertising spaces, publishers earn money

A great match!

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And why is ours the best?

Even easier!

- OUR Adserver stores ads and delivers them to THE RIGHT websites, not just random ones
- Uploading their ads to OUR AdServer, advertisers engage

THE users THEY'RE LOOKING FOR: targeted by age, profession, country, keyword...

- We optimize by device, operating systems, service operators and by navigator
- Showing OUR ads on their advertising spaces, publishers ACTUALLY earn money
- We not only promise, we show real-time and transparent results
- We detect possible frauds in real-time

THE PERFECT match!

Adsmule for Advertisers and Agencies

Engaging the right users

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How it Works in 3 steps (for advertisers)

STEP 1: CREATING YOUR CAMPAIGN

Let us help you make the smartest decisions on formats

Upload your creativities to our platform. AdsMule handles:

Banners

Mobile Ads

Video

Rich Media Advertisements

Image, Flash and third party creativities

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How it Works in 3 steps (for advertisers)

STEP 2: TARGETING YOUR AUDIENCE

- **Profitable:** Let us know who your target is and avoid paying for non-profitable impressions
- **No cheating:** let's face it, cheating is all around in online advertising.

AdsMule's transparency and real-time results guarantees no fake leads

- **Pricing models:** CPM, CPC, CPL, CPA, CPI and revenue share
- **Targeting:** AdsMule targets your campaigns by using hundreds of crucial variables: age, gender, interests, profession, geo-positioning, keywords, connection type, IP...
- **Optimization:** by device, operating systems, service operators, by navigator
- **Worldwide:** Choose between our global reaching CDNs

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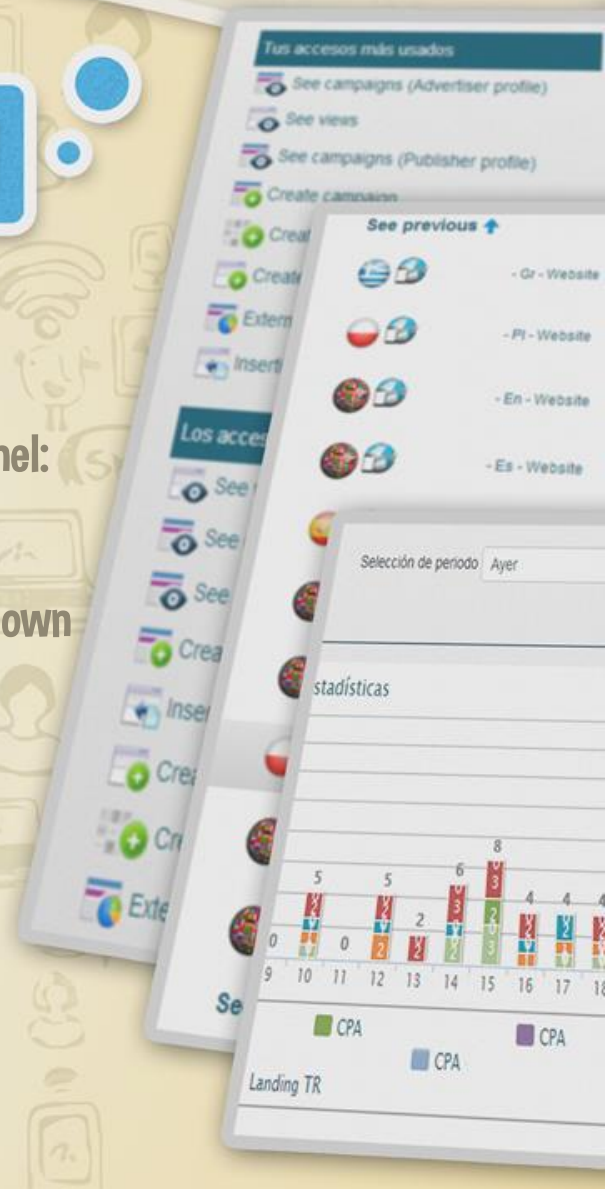
STEP 3: OPTIMIZING YOUR CAMPAIGN

- **Tracking:** AdMule's ads carry a pixel that allows to track their performance
- **Statistics:** Simultaneously, a conversion is obtained and the data reaches AdsMule's stats panel: this means YOUR stats panel
- **Real-Time:** In no time you know WHO, WHERE and HOW MANY TIMES your campaign is being shown
- **Flexible:** Campaign RSS with all the options you can need: activations, pauses in campaigns determined by daily limits, retargeting, advertiser and publisher black lists
- **Transparent:** Receive daily, weekly or monthly reports with insight and recommendations for your campaigns



Adsmule for Publishers

Displaying the right campaigns

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How it Works in 3 steps (for publishers)

STEP 1: OPTIMIZING YOUR AVAILABLE SPACE

Your available advertising space is limited. We know it!

That's why AdsMule has developed new possibilities that enable advertising flexibility:

- **Rotation:** Choose the maximum time an ad is shown on your advertising areas.
  Showing the same ad continuously lowers your conversion rate dramatically

- **Quantity:** One slot, one ad? That's no longer true!
  We optimize your space, showing more options, which means more revenue

- **Suitability:** But we take care of you and your users.
  AdsMule only shows ads that are suitable for your visitors. Avoiding nasty surprises

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How it Works in 3 steps (for publishers)

STEP 2: FOLLOWING YOUR PERFORMANCE IN REAL-TIME

- **Relevant Data:** AdsMule's engine analyzes data gathered by each impression, click or action, in real-time
- **Analysis:** This ton of data serves to immediately know which ads convert better for you in each of your available spaces
- **Optimization:** So in no time, AdsMule detects what better suits your interests, which are also our interests
- **No delays:** Don't wait days to learn about your marketing campaign results. Do it minute-by-minute

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How it Works in 3 steps (for publishers)

STEP 3: GETTING PAID

- **Control:** You will be able to control your performance through real-time stats and periodical reports
- **Multiplatform solution:** Optimization by device, operating system, service operator, navigator
- **Security:** Secure payment expectations.

  We control Advertisers so you don't have to!

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The secret to measuring & optimizing your campaigns?

- AdMule's ads carry a script, iframe, image or server2server pixel
- We can track over 1.2 billion daily impressions and contents uploaded to redundant CDNs
  - Real-time stats, less than 1 minute delay
  - Campaign associated advertising and payments data including visits, refers per day, hour and even by the minute, allowing you to monitor TV spots
  - Conversion details that show impressions, clicks, purchases, payments, etc
  - Campaign RSS with all the options you can need
  - Optimization: by device, operating systems, service operators, by navigator
  - Fraud detection in real-time
  - Creation of multi-accounts, stats accounts for agencies or clients

Do you want more information? Ask for a demo and experience all the possibilities

So, now what?

If your company is looking for:

- Powerful, user friendly tools
- Real-time optimized campaigns
- Optimization by devices
- Transparent real-time stats and results
- High quality performance
- Worldwide reach
- Fraud-free results

Contact us now!

Victor LAMAS
vlamas@nviasms.com
MOBILE: +34 619 771 052

Enrique URBANEJA
urbaneja@nviasms.com
MOBILE: +34 662 56 60 95

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