

17 things you didn't know about ZEDO



Ad Solutions for The New Internet



Roy de Souza, CEO

Think you know ZEDO?

If you haven't seen us in a while, you've missed a lot.

Check out what we've been up to!

The screenshot shows the ZEDO website homepage. At the top left is the ZEDO logo, a green crosshair with the word 'ZEDO' in green. Below it is the tagline 'Ad Solutions for The New Internet'. To the right of the logo are navigation links: 'Customer Login', 'Contact', 'Privacy', and 'Opt Out'. Below the logo is a horizontal menu with 'PUBLISHERS', 'ADVERTISERS', 'AD NETWORKS', 'ABOUT US', 'NEWS', and 'BLOG'. A red button labeled 'SWITCH TO ZEDO' is on the right. The main content area features the headline 'The Ad Server for The New Internet' and '3 solutions:'. The solutions are: 1. Earn Incremental Revenue, 2. Optimize across all ad networks, and 3. Fully-featured, robust ad serving tools. To the right of the solutions is a 3D pyramid graphic and a 'Learn More' button. Below this is a 'ZEDO FOR PUBLISHERS' section with a photo of people looking at a tablet and a 'Read More' button. To the right is a 'friendster' section with the headline '"DO IT YOURSELF" ADS' and a 'Know More' button. Below that is a 'NEW SELF SERVICE ADVERTISING SYSTEM' section with a photo of people and a 'Read More' button. To the right is a 'Rich Media and Incremental Ad Demos' section with a 'Know More' button. At the bottom right is a '17 Things you didn't know about ZEDO' section with a 'Know More' button.

ZEDO
Ad Solutions for The New Internet

[Customer Login](#) | [Contact](#) | [Privacy](#) | [Opt Out](#)

PUBLISHERS | ADVERTISERS | AD NETWORKS | ABOUT US | NEWS | BLOG | **SWITCH TO ZEDO**

The Ad Server for The New Internet

3 solutions:

1. Earn Incremental Revenue
2. Optimize across all ad networks
3. Fully-featured, robust ad serving tools

[Learn More](#)

ZEDO FOR PUBLISHERS

ZEDO is the only ad server that pays you money and optimizes your adnetworks to increase your overall bottom line. What's more, our fully-featured ad server gives you fast, sophisticated tools to make it easier to manage your online advertising plans.

[Read More](#)

friendster

"DO IT YOURSELF" ADS

Built on ZEDO's own self service platform. It increases revenue without additional capex or cost of a larger sales force.

[Know More](#)

NEW SELF SERVICE ADVERTISING SYSTEM

Our New Self Service Advertising product can be deployed in any language, support CPM- and CPC-based buys, targeting to specific geos, audience demographics, user interest or activity, and allows for text based or display ads. The product also features a flash-based ad designer, which allows the end user to test out different creative and messaging.

[Read More](#)

Rich Media and Incremental Ad Demos

[Know More](#)

17 Things you didn't know about ZEDO

[Know More](#)

1

ZEDO Optimizes Ad Networks



Daily Stats Ad Tag Performance

Ad Network Stats Yesterday Month to Date

Ad Networks	Yesterday (Sun, Aug 16, 2009)					Sunday Last Week (August 9, 2009)			
	Status	Revenue	Ad. Nw. Imps.	ZEDO Imps.	ZEDO eCPM (\$)	Revenue	Ad. Nw. Imps.	ZEDO Imps.	ZEDO eCPM (\$)
Total:		\$ 396.75	2,256,555	2,550,387	0.16	\$ 301.72	2,425,483	2,703,152	0.11
ZEDO Ad Network US	✓	\$ 2.65 ↓	7,567	7,567	0.35 ↑	\$ 5.04	14,406	14,406	0.35
ZEDO Ad Network International	✓	\$ 0.14	682	682	0.21 ↑	\$ 0.14	720	720	0.19
AdBrite	✓	\$ 77.92 ↑	586,450	662,038	0.12 ↓	\$ 74.75	479,671	527,642	0.14
AdReactor	✓	\$ 14.46 ↓	249,942	290,868	0.05 ↓	\$ 20.72	212,885	245,590	0.08
CPX Interactive	✓	\$ 208.82 ↑	627,948	720,859	0.29 ↑	\$ 63.20	659,311	751,424	0.08
Crafi	✓	\$ 12.41 ↑	48,494	55,760	0.22 ↑	\$ 0.33	18,658	20,590	0.02
DSNR	✓	\$ 13.70 ↑	66,127	63,357	0.22 ↑	\$ 6.83	46,827	50,513	0.14
FOX Networks	✓	\$ 15.93 ↓	151,448	157,620	0.10 ↓	\$ 45.18	211,317	226,863	0.20

ZEDO is the only ad server with built-in ad network optimization engine to optimize your ad networks based on ECPM



2

ZEDO has Behavioral Targeting



ZEDO is the only ad server with **built-in behavioral targeting**

3

ZEDO *pays* Publishers



The ZEDO Ad Network **pays you** for Behavioral Inventory
No other vendors send you a check!

Which of your other vendors sends you a check?

ZEDO, INC.
OPERATING ACCOUNT
215 2ND STREET, 3RD FLOOR
SAN FRANCISCO, CA 94105

WELLS FARGO BANK, NA
11-4268/1210

8237

11/26/2008

PAY TO THE ORDER OF _____ \$ **900.90

Nine Hundred and 90/100 ***** DOLLARS

MEMO
September 2008 ZEDO Ad Network

[Signature]

⑈008237⑈

4

ZEDO offers Self Service Advertising

- Fully skinnable, customizable UI
- Support for payments by PayPal
- Flash-based creative builder
- Text and image ads

The screenshot shows the 'Advertise - Self Service' page on the Friendster website. The page is titled 'Advertise - Self Service' and has a navigation bar with 'Home', 'Self-Service', 'Step by Step Guide', 'FAQ', and 'Guidelines'. The main content area is divided into two columns. The left column contains a form for creating an advertisement with the following fields: Name (July Campaign), Ad Type (Text selected, Image [?]), Title (Scrapbooking Supplies), Body (Get thousands of stickers, paper, die cuts, adhesives and organizing tools in our outlet), URL (www.scrapperdelightful.com), Flight Dates (08/18/2009 to 08/25/2009), Pricing (Please select your ad pricing [?]), Type (Pay for impressions selected, Pay for clicks), Budget (\$ 10), Target Audience (Please select the audience for your ad [?]), Country (All), Age (All), and Gender (Male, Female). The right column shows a preview of the advertisement with the title 'Scrapbooking Supplies' and the same body text. Below the preview, it states 'You will pay: \$0.25 per 1000 impressions' and 'Your Ad will be visible to: (approx) 87877400 users'. An arrow points from the 'Body' field in the form to the preview area.

Self Service Advertising Platform built by ZEDO
just for your site

5

ZEDO gives you fresh data

Last Impression Data Update: 11/26/2008 at 01:47:27 EST

[Get Unprocessed data](#)

[Rate Evenly](#) [Automatic Optimization](#)

Impressions Allocated	Freq Cap	Today				Total				
		Imps	Clks	CTR	Revenue (\$)	Imps	Clks	CTR	Revenue (\$)	
		0	0	0.000%	0.00	1,149	72	6.266%	0.00	
LNLI		Unprocessed imps : 2300		0	0.000%	0.00	0	0	0.000%	0.00
100,000	N/A	5400	0	0.000%	0.00	0	0	0.000%	0.00	
		0	0	0.000%	0.00	0	0	0.000%	0.00	
UNLIMITED	N/A	0	0	0.000%	0.00	0	0	0.000%	0.00	

ZEDO's reporting data is updated **every hour**

New snapshots every **ten minutes**

No one else does this!

6

ZEDO's Dashboards are better



ZEDO has fantastic dashboards designed to show exactly what customers want to see.

7

ZEDO will sequence ads for each User



The ZEDO Ad Server shows the highest paying advertiser or network first, and lowest paying last.

ZEDO is always up



ZEDO's ad serving has **better uptime** than any competitor.

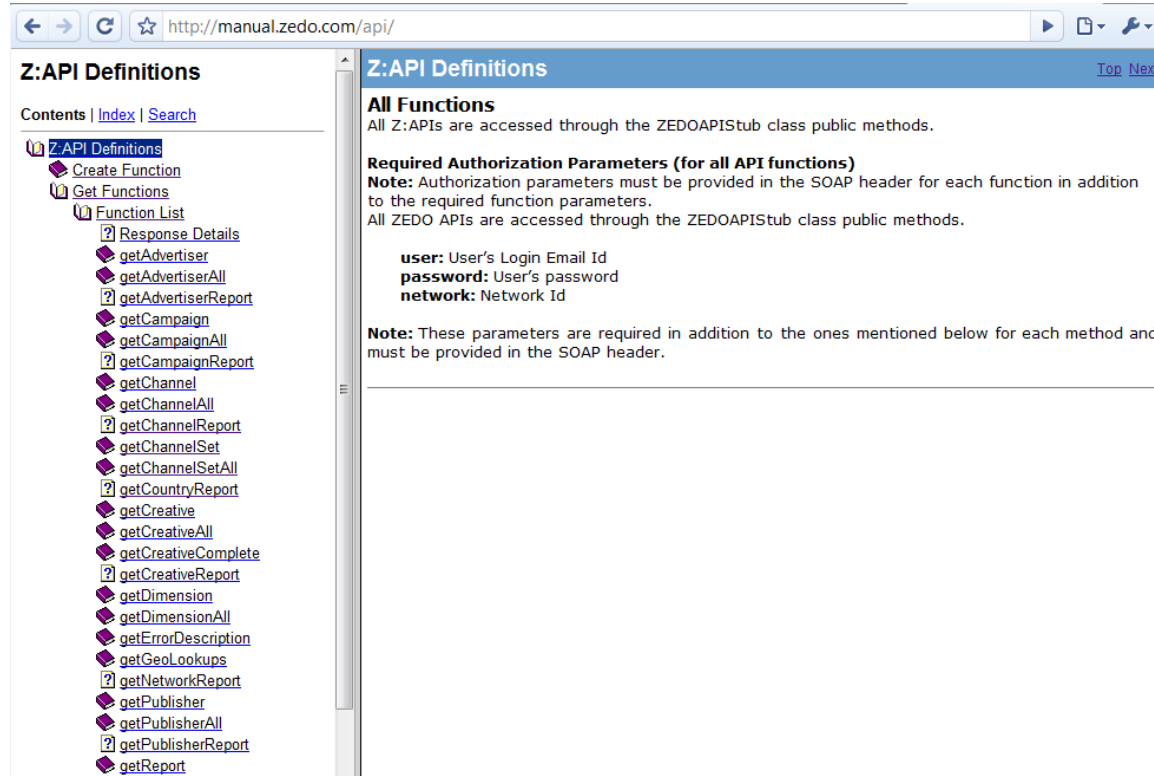
ZEDO has fast reports



Channel	Impressions Delivered	Clicks	CTR
BBrands-Footer	529	0	0%
BS/Category	13	0	0%
BS/Members-selling-Footer	5	0	0%
BS/Members-selling-Left	4	0	0%
BS/Start-Selling-Footer	12	0	0%
BS/Start-Selling-Left	8	0	0%
Buy/Sell-Footer	35	0	0%
Buy/Sell-Left	37	0	0%
Buy/Sell-Right	36	0	0%
Facebook App	26	0	0%
FT Emails	4	2	50%
FT-Browse-Movies-Bottom	365	0	0%
FT-Fun-Stuff-Bottom	27	0	0%
FT-Fun-Stuff-Likeness-Footer	9	0	0%
FT-Fun-Stuff-Rectangle	635	0	0%
FT-Invite-Friends-Bottom	1	0	0%
FT-My Account-Bottom	15	0	0%
FT-My Movies-Bottom	77	0	0%
FT-Opinions-HT-Bottom	745	0	0%
FT-Opinions-Polls-Bottom	22	0	0%
FT-Opinions-Polls-Left	24	0	0%
FT-Opinions-Polls-Right	25	0	0%
FT-Opinions-Reviews-Bottom	10	0	0%
FT-OPP-Right	456	0	0%
FT-Photo-Download	811	0	0%
FT-Static Profile-Bottom	66	0	0%
FT-Static Profile-Rectangle	69	0	0%
invite_friends_bottom	3	0	0%
likeness_bottom	15	0	0%
My Stuff Footer	182	0	0%
myaccount_bottom	81	0	0%
OPP-Footer	2,002	0	0%
OPP-Left	22	0	0%
PAP-GA-Footer	1,329	0	0%
PAP-GA-Left	611	0	0%
PAP-HT-Footer	144	0	0%
PAP-HT-Right	59	0	0%
PAP-Polls-Footer	57	0	0%
PAP-Polls-Left	58	0	0%
PAP-Re-Footer	7	0	0%
PAP-TOT-Footer	157	0	0%
PAP-TOT-Left	157	0	0%
Static Profile Rectangle	1,803	0	0%
TOTAL	10,753	2	0.019%

ZEDO's reporting is fast, awesome, flexible, easy, reliable

Yes, ZEDO has APIs!



Z:API Definitions

Contents | [Index](#) | [Search](#)

- Z:API Definitions
 - Create Function
 - Get Functions
 - Function List
 - Response Details
 - getAdvertiser
 - getAdvertiserAll
 - getAdvertiserReport
 - getCampaign
 - getCampaignAll
 - getCampaignReport
 - getChannel
 - getChannelAll
 - getChannelReport
 - getChannelSet
 - getChannelSetAll
 - getCountryReport
 - getCreative
 - getCreativeAll
 - getCreativeComplete
 - getCreativeReport
 - getDimension
 - getDimensionAll
 - getErrorDescription
 - getGeoLookups
 - getNetworkReport
 - getPublisher
 - getPublisherAll
 - getPublisherReport
 - getReport

Z:API Definitions [Top](#) [Next](#)

All Functions

All Z:APIs are accessed through the ZEDOAPIStub class public methods.

Required Authorization Parameters (for all API functions)

Note: Authorization parameters must be provided in the SOAP header for each function in addition to the required function parameters.

All ZEDO APIs are accessed through the ZEDOAPIStub class public methods.

user: User's Login Email Id
password: User's password
network: Network Id

Note: These parameters are required in addition to the ones mentioned below for each method and must be provided in the SOAP header.



ZEDO has a **full suite of APIs** to integrate with your system and help optimize your business processes

ZEDO gets better and better

Search

ZEDO Home Advertisers Campaigns Channels Publishers Reports Users Support

My Cases | Knowledgebase | **Release Notes** |

user@network.com sportnetwork [logout] [New Window](#) Activated for ZEDO at network

Release Notes

With each release, we are adding many new features. While we make it a point to list out every feature important to you, it's not possible to cover all the aspects of the feature here.

We therefore request you to please contact our Customer Support for more details.

[Upcoming Releases \[1\]](#)

September 2009							October 2009						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5						1	2	3
6	7	8	9	10	11	12	4	5	6	7	8	9	10
13	14	15	16	17	18	19	11	12	13	14	15	16	17
20	21	22	23	24	25	26	18	19	20	21	22	23	24
27	28	29	30				25	26	27	28	29	30	31

Feature Release and Scheduled Maintenance. (Click date for details)

Weekly Scheduled Maintenance from 05:30 GMT to 06:30 GMT. Ad serving won't be affected.

[Archive](#)

Release Notes

Version 9.15.0

Saturday, September 05, 2009 GMT

- Introducing pacing graphs on the channel dashboard and the pacing reports.
- UI Improvements:
 - Implementing dropdown to display list of networks instead of the Change Network selection.
 - Adding a link to Edit an Advertiser on Campaign Manager page and similarly another link to edit a campaign on View Advertiser page.
 - Introducing sorting on campaign manager page in the order of status and then ad name.
- Adding state wise break up of impressions for traffic from countries like Canada, Australia and India in the Geo graph under the Hourly impressions graph on the Home Dashboard.

Version 9.14.0

Saturday, August 29, 2009 GMT

- New Create Ad page!!!. Redesigned our existing create ad form to make it more simpler and easier by defining different sections like ad uploads, ad placements, Targeting options etc.
- Added a new functionality to the Ad network dashboard graphs that will now show a comparison for month to date and last month data. Also a comparison between yesterday,same day last week and month to date, last month will be presented differently.

Version 9.13.0

Saturday, August 15, 2009 GMT

- New pacing graphs on the rank ads page that shows the impressions served for a particular channel-dimension combination.
- Added new functionality in the Rich Media template for the type user initiated. 1) Show the expanded ad on page load and 2) Auto close timer.
- Introduced a new feature to add or remove a creative directly from the Rank Ads page.

Version 9.12.0

Saturday, July 18, 2009 GMT

- Introduced a new dashboard for default Publishers displaying today's statistics along with graphs for yesterday's statistics and daily impressions.
- Introduced a new feature under Create ad which will allow you to upload multiple channels at one go just by browsing a text file containing the list of channel names or channel code.
- We will now log Advertiser information like status change, creation and edit to the advertiser.
- Another new feature is the delete ad option on the channel dashboard. Here, you can delete an ad directly from the channel dashboard and this will immediately remove that channel from the creative.
- Demo links for all the Rich media ad formats on the create/edit ad page under the Ad types Rich media ad and sliders.

Version 9.11.0

Saturday, June 26, 2009 GMT

- Introduced City level targeting for Middle East countries.
- Added some enhancements to the Renewal reminder by providing five new custom templates. Now, the reminder can be set to display either on the end date of campaign or before that. Also, "To" field is pre populated by the advertiser id [email id which is provided while creating the advertiser]

Version 9.10.0

Saturday, June 06, 2009 GMT

- On the channel dashboard, you will now get an option to download the content in CSV format.
- You can view a Statewise break up of impressions for US traffic in the Geo graph under the Hourly impressions graph on the Home Dashboard.
- The 3rd party universal tracking tag can be edited to choose HTML code or single URL after the 3rd party tracker is submitted
- New icons for outgoing and incoming mails and a new Reply button has been added to the case details page; under my cases.

Version 9.9.0

Saturday, May 23, 2009 GMT

- Introducing a new incremental ad format called Slider Ads. [View Demo](#)
- Introducing a New Impression graph on the Campaign Details page which gives the performance of the creative for last 30 days.
- Users can now select and close columns for Daily, Monthly, Quarterly and Yearly reports when aligned horizontally.
- Added more data to the Channel dashboard. Users can now compare today's data with yesterday, last week same day and Month to date. You can also pick custom dates to compare data.
- Added Data collection status icons on Ad network dashboard. Users will now be updated on the status of the data collection for their ad networks.
- A few more UI upgrades.

Version 9.8.0

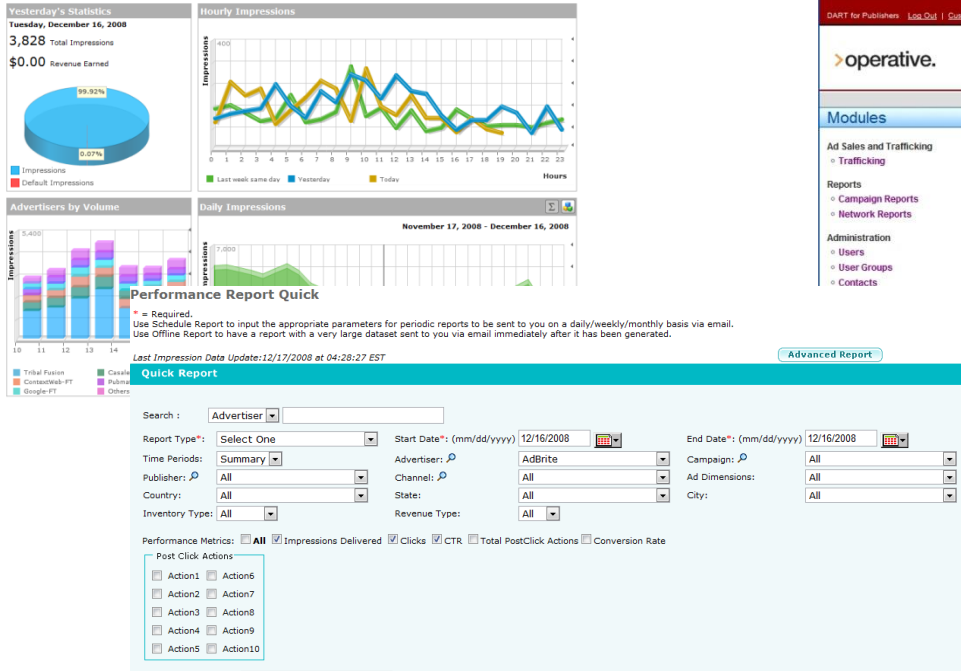
Saturday, May 08, 2009 GMT

- City Summary reports will now display names of States besides cities.
- User login information will now be stored for default users who login from our network.

ZEDO releases great new features every 2-3 weeks

12

ZEDO has the best UI



operative. Main Menu

You are logged into the ad network: TrafficMac - US

Modules

- Ad Sales and Trafficking
 - Trafficking
- Reports
 - Campaign Reports
 - Network Reports
- Administration
 - Users
 - User Groups
 - Contacts

My Profile

- Site-Level Reports
- Query Tool
- Sites
- Advertisers
- Agencies

atlas

Give us your feedback

Ad Management | Tracking & Reporting | My Account | Help | Log Out

Tracking & Reporting - Search Term Report

Explanation: This report allows you to view the number of users who have clicked on one of your keywords, and how many of those clicks resulted in actual sales. The sales amounts and conversions depend on how you have set up your ROI tracking scripts. Please note all sales are tracked to the date the first click (or impression) was captured, not the date of sale.

Search Term Report
 Subscription Holder: Mediatrix, Inc.
 My View | Standard View | My View Settings

From: 09/01/2005 To: 10/18/2005

Results in HTML | Results in Excel

Download as Excel File

SearchTerm	Starting With	Filter	Page 1	of 1	25	page, 8 records.
	Visitors	Sales	Conversions	Orders	Conv. %	Rev. Sale Amount
Total Row(s)	0	\$0.00	0	0	0.00%	\$0.00

SearchTerm Starting With Filter Page 1 of 1 25 page, 8 records.

Legend

Copyright © Atlas DMF, LLC. All rights reserved. | 1-800-416-6389 International +1 303-721-2025

Our UI is *much* better than the competition, and always improving.

13

ZEDO has the best Support



The screenshot displays the ZEDO user interface. On the left is a navigation menu with options like 'Introduction', 'Logging In', 'Getting Started', 'Navigation', 'Help', 'Campaigns and Trafficking', 'Channels and Sections of your site(s)', 'Channels Overview', 'Create Publisher', 'Create Channel', 'Ad Dimensions', 'Default Ads', 'Users', and 'Ad Search'. The main dashboard area includes a 'My Cases' section with a search bar and a 'Live Chat Support' button. Below this is a table of 'Closed Cases' with columns for 'No.', 'Case ID', 'Subject', 'From', 'Created', and 'Status'. The table contains 7 rows of case data.

No.	Case ID	Subject	From	Created	Status
1	00096787	AdOn referring URL pass back	jason@avalonads.com...	11/12/08 12:25	Closed
2	00096737	Question	jason@avalonads.com...	11/11/08 17:20	11/13/08 12:20
3	00094573	Log files	jason@avalonads.com...	10/06/08 10:40	11/13/08 19:35
4	00094519	Log files	jason@avalonads.com...	10/03/08 17:45	10/07/08 07:25
5	00093851	Test a UK campaign	jason@avalonads.com...	09/22/08 16:25	10/20/08 13:04
6	00093766	Set up of a campaign	jason@avalonads.com...	09/19/08 10:35	09/25/08 12:35
7	00093260	Please look at these pub channels	jason@avalonads.com...	09/10/08 13:35	09/23/08 03:26

Time displayed in EST timezone.

ZEDO's service is **personal** and available **24/7**

With ZEDO, you talk to **people**.

PHONE | CHAT | EMAIL | ACCOUNT MANAGERS
 TRAINING VIDEOS | KNOWLEDGE BASE | ONLINE CASE TRACKING



ZEDO is great for Ad Networks

Profit Per Publisher

Below is the list of all active publishers in this network.
Click on a publisher name to view/edit publisher details.

Impressions

View Post Impression Actions Post Click Actions All Actions

for Yesterday Last 7 days Last 30 days Week to Date Month to Date

Last Impression Date Update: 12/16/2008 at 04:01:23 EST

Profit per Publisher Dashboard					Quick Report								
No.	Publisher	Imps	Clicks	%CTR	Publisher	Imps	Clicks	%CTR	Total Actions	Total PActions	ConversionRate	Revenue(\$)	TotalPayout(\$)
	TOTAL	297,450	60,960	20.492%	Demo Site	233,521,096	2,299,394	0.985%	28,442	7,026	1.237%	164,771.04	894,132.12
1	Demo Site												894,132.12
	TOTAL												15%

Channel Set Name*:

Channel(s) *:

Find:

Find:

ghomepage2	ch01
fb.conpc	ch03av/bmmb1111
HDFCBank	news1
HDFC	Yahoo Mail 728x90
HDFC LDAN	abcbi-ch
Homepage	Avalon_test
HTEST_P	bigflix
HTEST_C	Buddy Entertainment
ibm	champs
iPhone Channel	fashion

Create Role

Set up Custom Role access rights below.
Note: Role Type cannot be changed after role setup.

Role Type *:

Role Name *:

Report Permissions

Report Name	Enabled <input checked="" type="checkbox"/>
Performance	
Activity Cookie Creation Report	<input checked="" type="checkbox"/>
Ad Dimensions Report	<input checked="" type="checkbox"/>
Advertiser Report	<input checked="" type="checkbox"/>
Campaign Report	<input checked="" type="checkbox"/>
Channel Report	<input checked="" type="checkbox"/>
City Report	<input checked="" type="checkbox"/>
Country Report	<input checked="" type="checkbox"/>
Creative Report	<input checked="" type="checkbox"/>
Mobile Report	<input checked="" type="checkbox"/>
Publisher Report	<input checked="" type="checkbox"/>
State Report	<input checked="" type="checkbox"/>
Advanced Report Access	<input checked="" type="checkbox"/>
Nightly Report Access	<input checked="" type="checkbox"/>
Action Tracking	
Advertiser Report	<input checked="" type="checkbox"/>
Campaign Report	<input checked="" type="checkbox"/>
Channel Report	<input checked="" type="checkbox"/>
City Report	<input checked="" type="checkbox"/>
Country Report	<input checked="" type="checkbox"/>
Creative Report	<input checked="" type="checkbox"/>
Publisher Report	<input checked="" type="checkbox"/>
State Report	<input checked="" type="checkbox"/>
Advanced Report Access	<input checked="" type="checkbox"/>
Inventory Forecast	
Ad Dimensions Forecast Report	<input checked="" type="checkbox"/>
Channel Forecast Report	<input checked="" type="checkbox"/>
Advanced Report Access	<input checked="" type="checkbox"/>
Inventory	
Activity Cookie Inventory Report	<input checked="" type="checkbox"/>
Ad Dimensions Inventory Report	<input checked="" type="checkbox"/>

ZEDO has much better features for Ad Networks: Payouts, Profit Reports, Access Control, Sequencing, Ad Hoc Reports, Publisher Trafficking access, channel sets, geo sets, excess inventory

ZEDO has Ad Hoc Reports

Template name:

Available fields

- Network
- Advertiser
- Publisher
- Campaign
 - Campaign ID
 - Campaign Name
 - Camp. Revenue per Revenue Type
 - Delivery Type
 - Campaign Length
 - Start Date**
 - End Date
 - Revenue Type
 - Inventory Type
 - Camp. status
 - Campaign Cost
 - Total Impressions
 - Clicks

Table structure

Advertiser.Advertiser ID	Advertiser.Advertiser Name	Advertiser.Total Impressions	Advertiser.CTR (%)
184057	zzTrd Testina	0	0.00
207303	Boolean Logic Testina	31	0.00
176056	Client	5357	0.26
269913	Satei	28	0.00
188947	Postclick Advertiser	0	0.00

Report constraints

is after Run time Parameter

Easy, drag-n-drop interface lets you build quick, elegant reports

ZEDO can text you



ZEDO's reports by **SMS** and **Text** bring critical business updates to your handheld device

17

ZEDO cares *more.*



We really care more. We know this industry and are committed to helping you.

If you don't succeed, we don't succeed.

17 Great Things about ZEDO

1. Ad Network Optimization	9. Fast, reliable reporting
2. Behavioral Targeting Technology	10. APIs
3. ZEDO Pays Publishers and Ad Networks	11. Frequent Feature Releases
4. Self Service Advertising for your site	12. Best User Interface
5. Fresh, up-to-date data	13. Best Support in the Industry
6. Attractive, useful dashboards	14. Great for Ad Networks
7. Sequencing by User	15. Ad Hoc Reporting
8. Best Uptime for ad serving	16. SMS Reports

17. ZEDO Cares About You