

# Ad Network Optimization

## One Login Saves You Time

Let ZEDO manage the tedious task of logging into your ad networks to check fill rate and revenue. Simply link your Advertiser in ZEDO to your Ad Network, and provide your login details. We'll check your statistics every day and gather that data for you. It's simple, automatic, and worry-free.

## Compare Apples to Apples

It's hard to figure out the *real eCPM* you're getting out of your networks. ZEDO will calculate the *True eCPM* of each ad network so you can truly compare apples to apples. We'll use your revenue earned and the discrepancy data to show you the actual effective CPM you're getting from the network. ZEDO will also show your Ad Network fill rates. Using your new true eCPM and fill rates, you can make smarter decisions about which networks to work with, and those that you can give less inventory.

## Maximize Your Revenue

Saving time and effort is great - but helping you **earn more money** is really what we're interested in. We have the experience, we have the know-how, and we have the industry contacts. Let us use this advantage to give you better positioning with your Ad Networks.

ZEDO has years of experience in the online advertising industry. We understand the major ad networks and know how to get you best set up for success. We also have the data - for years, ZEDO has been a top tier ad server. We can see the clicks, we can see consumer behavior patterns, and we know what works.

ZEDO uses this **experience** and **data** to build sophisticated optimization algorithms to automatically prioritize ad networks and make as much money as possible for your site, per page, and per country.

## More Information

For more information about ZEDO's exciting new Ad Network Optimization feature, contact [salesinfo@zedo.com](mailto:salesinfo@zedo.com) or visit [www.zedo.com](http://www.zedo.com).

Advertiser Dashboard

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**ZEDO**

Ad Solutions for The New Internet