

ZEDO Sequencing

Introduction to Sequencing

ZEDO Sequencing is a powerful feature that helps Publishers maximize the revenue from their web sites by giving you control over ad network distribution across your most valuable inventory.

The New Internet is different

New Internet sites and social networks captivate their audience: average site users see 30 or more ad impressions per day. But the performance across this type of site sequence varies greatly. The first ad a user sees on a site has a higher click through than the tenth ad he seen. What's more, the performance across the sequence varies while a user browses a profile page, voting page or a photo page.

Control Performance with Sequencing

With Sequencing, a Publisher can use a simple graphical interface to control the sequence of ads or ad networks that users see in each country, for each page of the site and for each ad dimension. This allows publishers to control performance and give higher paying advertiser / ad networks the best performance, so that they renew and buy more.

Maximize the money you earn with every impression

Each ad network pays a different price. With social networks' 'long tail' inventory, it's important to place the highest paying networks in the premium positions earliest in the sequence of ads seen by a user. Traditional ad servers can't control if a user sees a Casale Media ad first or third. ZEDO Sequencing lets you control the sequence of ads that are shown to each user type. You can create a sequence for:

- Country
- Ad Dimension
- Section of the site
- User behavior
- Age or Gender
- Combination of the above

Use Sequencing to:

- Maximize the value of your ad inventories
- Give preference to networks with higher CPM Ads
- Set a different network sequence for each targeting criteria
- Increase overall CPMs for your site

Level	Weight	Ad Name	Ad ID	Campaign Name	Auto Opt	Type	Delivery	Rate	Advertiser	Book
[-] Channel Name: Home (F-17u) (Channel ID: 165)										
Level 210 - Custom										
^	1	TribalFusion_Tier1	295978	Tribal Fusion 1...		CPM	Speedy	1.5	Tribal Fusion	Unl
Level 200 - Custom										
^	1	Valueclick1_Tier1	295987	Valueclick1		CPM	Speedy	0.85	Valueclick	Unl
Level 190 - Custom										
^	1	TribalFusion_Tier2	295979	Tribal Fusion 1...		CPM	Speedy	1.5	Tribal Fusion	Unl
Level 180 - Custom										
^	1	TribalFusion_Tier3	295980	Tribal Fusion 1...		CPM	Speedy	1.5	Tribal Fusion	Unl
Level 170 - Custom										
^	1	Valueclick1_Tier2	295989	Valueclick1		CPM	Speedy	0.85	Valueclick	Unl
Level 160 - Custom										
^	1	Azoogole-CPM_Tier1	295984	Azoogole (CPM) 1...		CPM	Speedy	0.23	Azoogole (CPM)	Unl
Level 150 - Custom										
^	1	Google_Tier1	295986	Google1		CPM	Speedy	0.22	Google	Unl



How to divide your inventory

You have a great site. You've got heavy traffic and users staying on your site for a long time. You've also got several ad networks vying for position in your site. ZEDO's years of experience and data analysis has shown that the best way to divide your inventory across ad networks is not by impression limits or flight dates - *but by position in the sequence of ads users see.*

ZEDO Sequencing puts the control back in your hands. You're in control: One ad network getting all the impressions and not filling them? No problem - turn down the number of positions in the sequence that that ad network gets.

Use Sequencing to increase your overall CPMs

Optimizing Ad Networks by position in the sequence also helps you increase the CPMs that ad networks pay you. If an ad network is paying well and you move them earlier in the sequence, you will find that the eCPM that they pay you increases. Sequencing is the core tool for social networks to maximize their revenue from ad networks. Many big players are now using sequencing from ZEDO. ZEDO is the only major ad server that offers sequencing - because it focuses exclusively on the New Internet and Social Networks.

Try the New ZEDO sequencing, for New revenue, for the New Internet sites.

More Information

For more information about Sequencing with the ZEDO Ad Server, contact salesinfo@zedo.com or visit www.zedo.com.

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Ad Solutions for The New Internet