



ZEDO

Ad Server *Built for The New Internet.
Built for you.*

*Web 2.0 is different. Social Media sites, social networks, photo, video sharing and Facebook applications have changed the Internet. **Half of the world's Top 10 sites are social media sites.** Your needs differ now: You experience unseen growth rates, more impressions per user and new interactive technologies.*

3 ZEDO Solutions for Social Networks



High CPM Retargeting Network
Ad Network Optimization
ZEDO Ad Server



The Ad Server for The New Internet
ZEDO's Industry veterans have built the tools you need - so you can trade headaches for ease.

Powerful, Simple Campaign Management

- **Easy Interface:** Our interface is simple, intuitive and responsive. Our usability experts continually work with customers to find the best ways to *optimize your workflows* and prevent errors.
- **APIs:** Use ZEDO's APIs to integrate with any of your third party or in-house systems. *Lower your operational costs* by automating tasks.
- **Campaign Pacing:** Follow the progress of each ad and campaign.

Exceptional Features Built for Social Media

- **Profile and Demographic Targeting:** Age, Gender, Zip code, and member profile data
- **Behavioral Targeting:** Generate super-high CPMs
- **Ad formats:** Serve ads in your flash sites and applications. Rich Media formats include Expandable Banners, Pre and Post Rolls, Peel Ads, Overlays and more.

State of the Art Reporting

- **Fastest, easiest to use reporting** makes your life easy
- **New ad hoc reporting** lets you build your own report just the way you want it
- **Hourly updates** to reports and dashboards
- **Advanced inventory forecasting and planning reports**, including all new forecasting for profile, behavioral and demographic targeting inventory
- **SMS Reports** deliver business summaries right to your mobile device

We're here,
whenever you need us.

ZEDO Support
24 hours a day, 7 days a week
Reach us at:
415.839.5054
Support@zedo.com





Ad Network Optimization

ZEDO's Ad Network Optimization saves you time and effort and maximizes your revenue.

Save Time and Effort

Stop logging into every ad network you belong to. Enter your account details in ZEDO just once, and we'll get all the data for you. We'll consolidate your performance numbers - across all ad networks, in each country.



Compare Apples to Apples

It's difficult to compare reports from different ad networks. ZEDO makes it simple by calculating the true eCPMs that you earn from each network. ZEDO will also calculate *true fill rate for each network*.



Maximize your Revenue

Maximize your revenue **across** ad networks. We used our vast experience and data from 100s of billions of impressions served to develop the best Ad Network Optimization in the industry. Ad Optimization considers many detailed factors to decide which ads should be served, when and where. ZEDO understands how to get the most out of each ad network so your revenue continually increases. The big social networks use ZEDO Ad Network Optimization and get higher revenues from ad networks - so join the club.



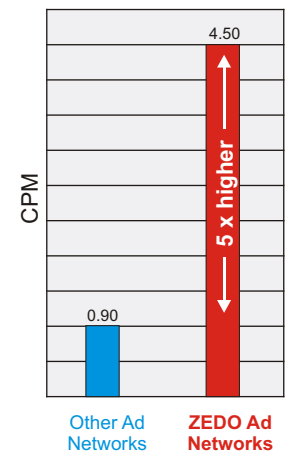
Increase Total Revenue with High CPM ads

The ZEDO Ad Network specializes in high-CPM retargeting ads to make you more money.

Why the ZEDO Retargeting Network is better. Take advantage of Premium Rate, High CPM ads. Retargeting ads earn a 5x increase in CPMs over regular ad network rates. ZEDO Retargeting takes advantage of ZEDO's strength in Behavioral Targeting and its position as one of the largest ad servers to find valuable users in the places they visit most - social networks.

The ZEDO Ad Network was built for social networks like yours. We give you high CPMs, easy integration and consolidated reporting, all with one login. The ZEDO Ad Network is fully integrated into the flagship ZEDO Ad Server product. Your participation is easy, and the rewards are huge.

ZEDO's Retargeting integrates seamlessly with your other ad networks. Contact ZEDO Sales today to start serving High CPM Retargeted ads on your site.



features

13+ months data online | 16 IAB Ad Dimensions plus Custom Ad Dimensions | 24-7 Phone, Email and Chat Support | Ads inside Flash sites and applications with support for 3rd Party Tags, Action Script 2.0 and 3.0, Logos & Tickers, Overlays, Support for .flv, .swf | Advanced Ad Hoc reporting system | API's | Approval Workflow | Auditing by User | Automated invoicing system | Auto-Optimization on Clicks, CTR, eCPM, Impressions | Bandwidth Targeting | Behavioral Activity Inventory and Forecasting Reports | Behavioral Activity Tracking | Bypass Pop-Blocks | Campaign Pacing Reports | Canned Reports | Channel Exclusion | Channel Sets | Click Tracking | Competitive Exclusions | Custom Parameters | Customizable Access Control | Customizable Reports | Dashboards | Day - Time Targeting | Direct Access to Product Management Team | Easy to use templates | Exclusive Campaign | Executive Summary and Dashboards | Export Reports to PDF, CSV, and XML | Fast Ad Loads | Fast Reports | Custom / Flex Fields | Frequency Caps by Publisher, Channel | Geography Sets | Geography Targeting (City, State, Country, DMA and Custom Groups) | Global Frequency Caps | Graphic display of Advertisers by Position | Historic Inventory Analysis | Hourly Push Updates | Implementation Professionals | Impression Limits | Inventory Analysis by Frequency Cap, Sequence | Inventory Forecasting | Inventory Reservation System | Keyword Targeting (Standard and Advanced - using boolean logic) | Offline Reporting | Online Support Case Tracking | Online Knowledgebase | Online User Manual | On-site Training services | Paypal Payments to publishers | Performance breakdown by Hour | Personal & Computer-Based Training | Post Click Tracking | Post Impression Action Tracking | Power User Forums | Premium & Excess Inventory | Rank Ads / Sequencing Manager | Rapid development and frequent scheduled releases | Rich Media Formats: Expandable Banners, Overlay Ads, Interstitial / Transitional, Intracommercial, Peel Ads, Pre- and Post-Roll, Stay-on formats | Saved & Scheduled Reports | Sequencing Ad Networks | SMS Daily Summaries | Speedy or Even Delivery | Standard and custom ad dimensions | Sticky Support Representatives | Support for Insertion Orders and Line Items | Synchronized Tags for Tiling, Companion Banners (with standard banners, windows media player or flash) | Technical Support | Trafficking Services | View Through Tracking | Video Ads served in Windows Media Player | Weekend Scheduled Maintenance and

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