



*Product Description  
Document*



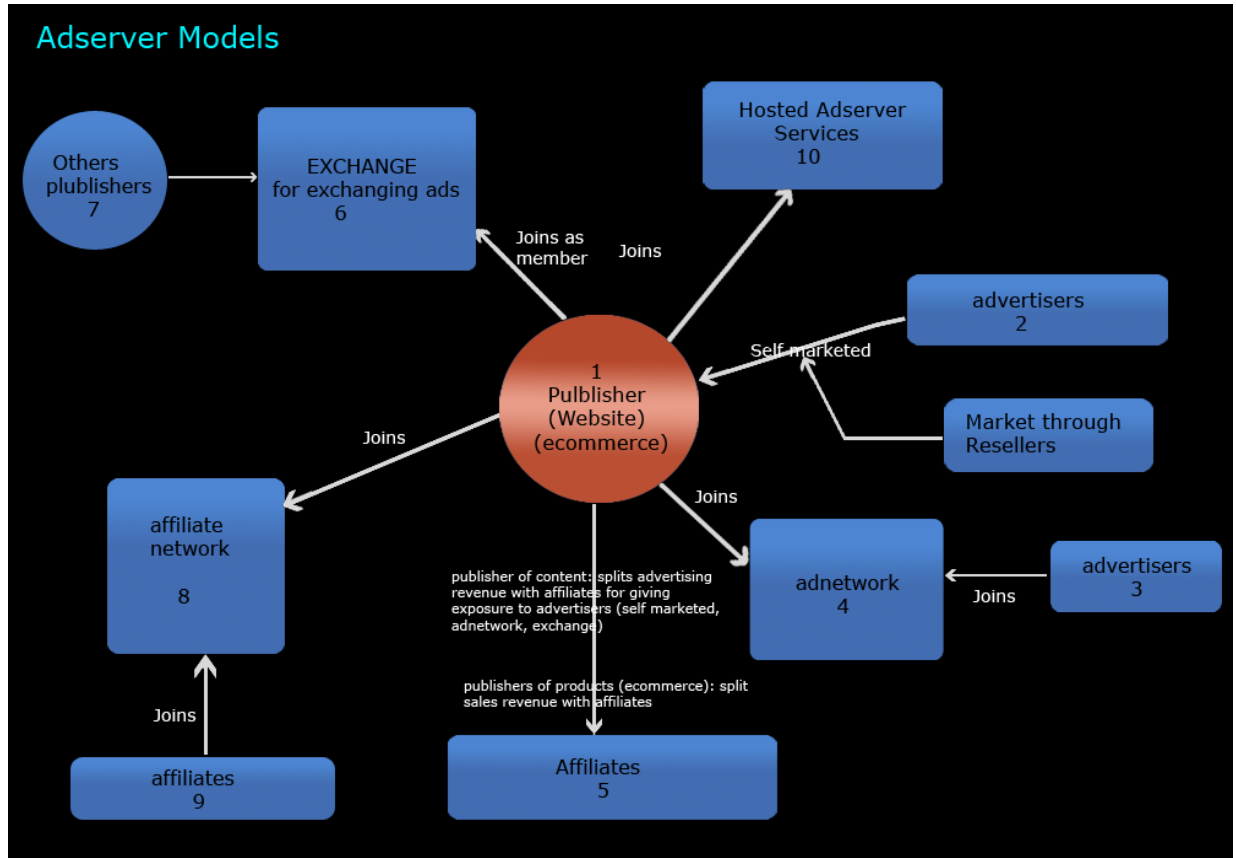
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# 1. Introduction

Adserver Solutions .NET family of products encompasses a wide variety of online advertising models. This document provides a high level overview and feature list of each such product and their state of commercial availability.

The illustration below provides a visual representation of how each product operates and interfaces with other products.



- Modules include Ad Management, Affiliate, Banner Exchange, Ad Network and Affiliate Network.
- Add-on modules include Geo database for targeting and Enterprise version.
- All products available in hosted model. For example, a single installation of the product can run multiple Ad Networks.
- A new concept called “**Ad Server Triangulation**” will be launched. This will enable publishers target ads using Contextual, Behavioral and Geo targeting, thereby increasing ROI on online advertising.

## Overall Features

- Simple intuitive user interface for configuration and reporting
- Supports unique password logins for Administrators, Publishers and Advertisers
- Serves ads to unlimited websites, all administered from a single installation
- Supports blocking web spiders and bots to provide more accurate results
- Supports automatic ad rotation
- Ability for your advertisers to contact you easily from within the application
- Ability to assign user accounts to specific roles of administrators and advertisers
- Ability to send email to users of the application using the built in mailing feature

### **Software Flexibility**

- Ability to manage ads to an unlimited number of web sites without purchasing additional licenses
- No limits on the number of campaigns or ads running simultaneously
- Ability to disable certain banners, ads, campaigns.
- Supports unlimited number of Zones and Regions
- Ability to run your own Ad Network like DoubleClick with the purchase of (Ad Network Module).
- Ability to sell ad space with the purchase of (Ad Network Module).
- Supports unlimited number of web sites in one account or campaign

### **Supported Operating Systems**

All flavors of Windows OS that has .NET framework installed.

### **Supported Databases**

Sql Server  
Oracle

### **Hosting**

Dedicated, virtual dedicated and shared.

## 2. Ad Management

Ad Management product is meant for publishers who wish to translate website traffic into revenue by signing up advertisers and delivering their ads to website visitors. Boxes 1 and 2 in the diagram depict the model in which Ad Management product can be used by publishers.

Salient features of the Ad Management product include:

- Host multiple advertisers.
- Make effective use of real estate space by rotating ads from various advertisers.
- Several types of ads supported, from Simple to Flash to Third Party.
- Flexible pricing for various ad spots on the website.
- Pricing models include CPM, CPC and time based.
- Tier based pricing available.
- Advertisers can bid for ad spots.
- Shopping cart features where several ad spots can be ordered together.
- Payment integration.
- Rich statistics.

Sections below outline various features supported by Ad Management product:

### Campaign Features

- Supports setting default campaigns
- Built in upload function to import ads. With additional features for Rich media ad components
- Supports unlimited number of campaigns which will be rotated evenly using our proprietary weighting algorithm
- Campaigns can be set to expire based on a configured number of impressions
- Campaigns can be set to begin and end on specific dates
- Campaigns can be set to display during specific days of the week
- Campaigns can be set to show during specific times of the day
- Ability to regulate the % each banner is shown using a proprietary algorithm
- Option to place a campaign on hold without removing it from the zones
- Option to pause a campaign

### Tracking and Ad delivery Features

- Supports Mobile ad serving
- Java, Php and Asp codes provided for delivery to blogs, mobile devices, rss, xml, email and multimedia
- Supports delivery and tracking of rich media ads (flash, .gif, jpg, html, java, png, etc)
- Supports text ads
- Supports shockwave, audio, video, perl, PHP formats, Mpeg, avi
- Supports Pop ups and Pop Unders
- Supports 3rd party ad code like Google AdSense, AdBrite, etc.
- Supports integration of Ad Network codes like: AdQuantum, Engage, Flycast, Doubleclick, Burst Media
- Supports custom html code for ad
- Supports pop-up ad with the option to launch a new browser window when a site visitor clicks an ad
- Supports adding the alt tag to an ad
- Support for display of text underneath ad
- Supports default campaigns. Ads are shown if no valid ads are available for a specific campaign
- Supports customizable ad sizes and formats
- Mechanisms for avoiding too low CTR
- Supports anti-caching
- Supports maximum number of impressions and click thrus per day
- Supports maximum number of impressions to unique visitors per day

- Supports maximum number of impressions and click thrus
- Supports SSI and Non-SSI capabilities

### **Region Features**

- Flexibly represent each web page as regions. For example, home page, contact us page.
- Specify placement pricing by region.

### **Zone Features**

- Ensure that all banners are displayed using a specific height and width.
- Specify placement pricing by zone.

### **Administrative Features**

- List of Advertisers with possibility to login to an account
- List of Publishers with possibility to login to an account
- Registration interface with purchase of (Ad Network Module)
- Banner authorization screen
- Customizable default campaigns
- Fraud monitoring and protection for each Zone and Region
- Tools for adding and modifying system settings
- Complete list of users
- Ability for admin to set any advertiser or publisher accounts to specific settings
- Display priority control
- Easy message sending to advertisers and publishers

### **Ecommerce Features**

- Publishers have ability to specify pricing information by region, zone and Ad content type.
- Pricing can be specified by CPM, CPC or by number of days.
- Tiered and custom pricing allowed.
- Advertisers can upload ads and purchase Ad space through self administration features.

### **Targeting Features**

- Geographical targeting
- Supports unlimited number of Target Groups in one account
- Supports start and end date control for campaigns and individual ads (timed delivery)
- Ability to block specific IP's, Domains, Browsers, Operating Systems, Countries, competitors, etc
- Ability to evenly distribute Impressions and Click Thrus throughout a defined number of ad displays
- Ability to evenly distribute Impressions and Click Thrus throughout a defined date range
- Ability to Exclude sites or competitors
- Ability to select target audience. These Target groups are then applied to campaigns and ads.
- Targeting Settings:
  - Time of day
  - Date range
  - Country
  - Day of week
  - Keyword
  - Ip address
  - Browser
  - Operating system
  - Hostname
  - Regions

### **Reporting and Statistic Features**

- Provides detail real time reporting options for administrator, publisher and advertiser
- Detail reports that include real time impression, uniques and clickthru rates per advertiser

- View reports for any given date range
- View reports by campaign, zone, ad type, impressions, uniques, clickthrus and more.
- Supports 7 Formats to export reports through Html, Excel, Pdf, CSV, Text, Email or Print screen
- The ability to receive detailed statistic reports by email

#### **Advanced Features**

- Supports CPM, CPC, CPA, and Time delivery advertising
- Supports Mobile ad serving
- Java, Php and Asp codes provided for delivery to blogs, mobile devices, rss, xml, email and multimedia
- Supports unlimited number of campaigns and ads (various sizes and types) in one account
- Ability to serve ads located on other web sites, servers, networks and more
- Advanced code generator automatically generates the needed codes so you can display ads
- Supports even distribution of impressions over a time period
- Supports advanced weighting system
- Advanced no repeat feature delivers superior accuracy
- Supports full control of all ad features
- Support for auto refreshing of ads. Allows you to set ads to refresh at specific time intervals in seconds
- Supports system maintenance features for efficiency
- System log off feature for added security
- Ability to bill your clients (Available with purchase of Ad Network Module)



### 3. Ad Network

Ad Network product is a marketplace where publishers and advertisers can connect with each other. A network administrator has ability to manage and operate the system through an admin interface. Admin can specify commission percentages, monthly subscription information for publishers, manage publishers and advertiser information and manage zone information. Admin defined zones can only be used to rotate regular and contextual ads.

Ad Network features include most of the Ad Management features described in Section 2 above. Additionally, following models are supported in the market place:

- Advertising on Network (also popularly called Run-on-Network)
  - Advertisers have ability to manage all type of ads, including contextual ads.
  - Advertisers can place bids to advertise on the network.
  - Bids can be placed on CPM or CPC basis.
  - Specify daily budget.
  - With each bid, advertiser will specify the ad to be rotated on the publisher network.
  - Advertisers have the ability to specify targeting information for the ads. Targeting parameters include:
    - Channels – Specify channels to stream ads to publishers with matching channels.
    - Specific publishers – Indicate specific publishers within targeted channels.
    - Keywords – Specify keywords to stream ads to publishers with matching keywords.
    - Geo – Specify geo parameters like Continent, Country, State, City and Zip.
  - Advertisers can change targeting information on-the-fly to target ads to another set of matching publishers.
  - Advertiser can stop a run-on-network.
  - Rich statistics.
- Advertising with Publishers
  - Advertisers have the ability to search publishers who have listed on the exchange. Publishers can be searched by channels and each publisher's information can be reviewed before placing ads.
  - Advertisers have the ability to place ads for several ad spots at a time. Following pricing models are supported:
    - CPM Pricing – advertiser can select one of the 5 pricing tiers specified by publisher.
    - CPC Pricing – advertiser can select one of the 5 pricing tiers specified by publisher.
    - Pricing by Days – advertiser can buy ad spot for specified number of days.
  - Once an order has been placed for an ad, this ad will start showing on publisher website.
  - If more than one advertiser has bid for the same spot, advertiser with highest bid will get priority.
  - Earnings report

#### Other Ad Network Software Features

- Fully automated self serve ad system
- Supports buying and selling ad space automatically
- Automated payment systems for selling ad space
- Customer Data information
- Ability to run an Ad Network with hundreds of millions of impressions like DoubleClick
- Billing Interface for all clients
- Supports Privileged based access to data and tasks based on roles and individuals
- Supports extensive controls to protect brand sensitive clients
- Full support to control access to data as well as the actions permitted to certain individuals
- Supports privacy control and thorough management of how information is shared
- Complete control over all data including advertising mediums, ads and file types allowed
- Supports automated sign up of publishers and advertisers

## 4. Affiliate Network

Affiliate Network product is a marketplace where merchants (advertisers) and affiliates (publishers) can connect with each other. The system consists of an administrator interface that is used to manage the entire affiliate network operation. Given below is feature list categorized by various roles.

### Network Administrator

- Manage merchant and affiliate accounts.
- Search feature.
- Manage payment gateway preferences.
- Manage fraud preferences (Notifications for thresholds, weightage for fraud parameters, auto denial parameters).
- Fraud report
- Network earnings report (detailed breakdown of each sale, merchant spending and affiliate commission)
- Preferences like global network commission.
- Mass mailing features.
- Personalization features.

### Merchant Interface

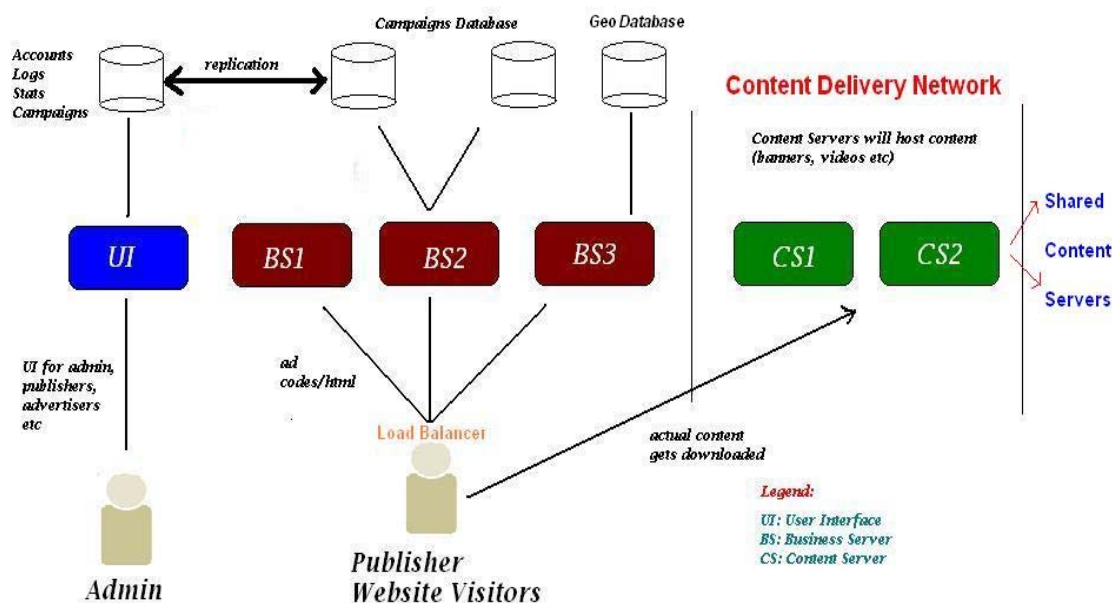
- Manage personal profile
- Manage channels to participate in. Merchant ads will be streamed to affiliates with matching channels.
- Manage ads. Various formats allowed including banner, text and rich media.
- Manage regions (site pages) and zones (page sections) to stream ads into.
- Manage campaigns.
- Specify commission per campaign.
- Specify commission per Pay type (Pay per sale, lead etc)
- Specify special commission value.
- Specify bonus per campaign for volume sales.
- Extract code to integrate with shopping cart and other pages in CMS for posting a valid sale.
- Define bonus for volume sales.
- View sales/commission report by affiliate.
- Export reports.
- Approve/decline a sale.
- Define new pay types.
- Define affiliate preferences (cookie life, sale notification, letter templates, auto sales and affiliate approval)
- Personalize interface

### Affiliate Interface

- Manage personal profile
- Search/join programs. Search programs by pay types and commission types.
- Extract code to integrate with the website. Choose a code depending on which size is required on the website. Merchant can upload ads of different sizes and place them under one campaign.
- View rotation/clicks stats.
- View sales/commission report
- View full account history.
- Contact network administrator for support.
- Personalize.

## 5. Enterprise Architecture

All Adserver Solutions products are available in standard and enterprise versions. Diagram below provides an architecture overview of the enterprise version.



### Overview:

Enterprise version of adserver products has been designed to offer customers a more robust and scalable architecture to meet their online advertising requirements. To be able to fully benefit from enterprise version, companies will need to invest more into IT infrastructure, as opposed to using a shared server environment.

Described below are salient points of enterprise architecture:

- Suitable for companies with high traffic and multi-server setup.
- Web Server loaded with load balancer that distributes traffic across multiple business servers.
- Horizontally scalable business servers that host business components.
- Business components use asynchronous methods to update statistical information into the database.
- Content streaming from content servers. We also provide a proprietary CDN solution that can be easily integrated into the enterprise architecture.

### Capacity Planning:

It is essential to undergo capacity planning for large Ad Server installations. Following items are recommended for evaluation before investing into enterprise version:

1. Do you have enough network bandwidth to stream ads? What kind of IP connection does your hosting provider offer? T1?

2. Do you want to consider load balancing IIS requests coming over internet? This may be accomplished using third party products.
3. What is the average size of your ads? Do you serve video ads?
4. How many impressions per hour are you expected to serve?
5. Which continent/country/region are you expecting most visitors to come from? An Ad network running for Australian customers and hosted in USA has a potential to reduce performance due to network latency.

**Hosting Environment:**

- Enterprise application should be run on either dedicated hosting. We DO NOT recommend customers attempting to install enterprise version on shared or virtual dedicated hosting.
- If you attempt to run enterprise version on one server running web server and database server, you may not see real benefits of an enterprise solution.
- All servers (IIS, Business and Database) must reside within the same network (preferably connected to same router).
- If customers anyway decide to run the application in virtual dedicated hosting, please check with your hosting provider the following:
  - Can you provide multiple virtual hosting accounts on different servers/machines?
  - Do you allow web services call to access other dedicated and virtual dedicated servers within your hosting network?
  - Can you provide database on a separate server?
  - Is database server backed up regularly?
  - Do you allow asynchronous web services call?

**Installation:**

Please see installation guide for details on installation of enterprise version.