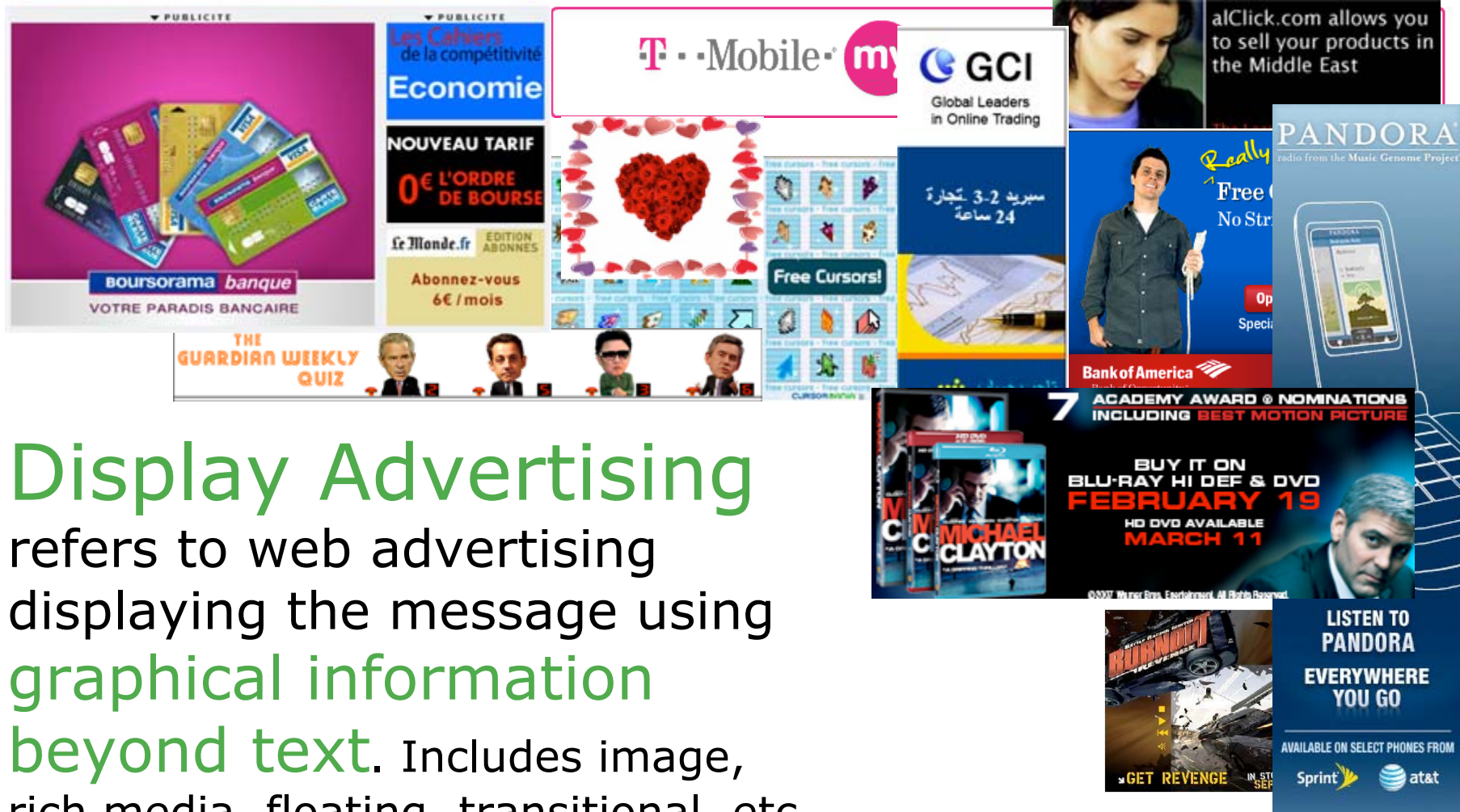




**DoubleClick for Advertisers
3rd Party Ad Hosting & Reporting**





Display Advertising refers to web advertising displaying the message using graphical information beyond text. Includes image, rich media, floating, transitional, etc.



What is a 3rd Party Ad Server?

A third party ad server is a technology which allows for digital on line campaigns to have creative units hosted and reported on in a central location.

This is an independent source gathering campaign impressions/clicks/conversion data.



Trafficking Benefits

- Creative swaps on the fly without reaching out to publishers
- Landing page URL control
- Creative rotation control
- Geographic targeting options
- Creative Optimization based on click or conversion
- Frequency capping of ad units
- Centralized creative library
- Up to date Flash creative templates



Reporting Benefits

- Impression and click validation through IAB certified partner
- Reporting across publishers
- Customizable reporting layout
- Automated reports as attachments
- Advanced reporting including exposure to conversion and custom conversion variables
- Automatically track media spend
- Conversion reporting across publishers with up to 30 day look back on both impression and click
- Singular counting methodology



Reporting Features

DFA Analytics - Traditional Google Analytics brought over to DFA for easy reporting

Single Advertiser - Ad Impressions, clicks, conversions, revenue

Placement Tag Status - used to check if tags are live and running

Planned Media - Breaks out impressions served, percent of cost spent thus far

Time Lag to Conversion - How long are the average conversions taking after click/impression

Custom Spotlight Variables - Custom fields (location, items purchased, etc.)

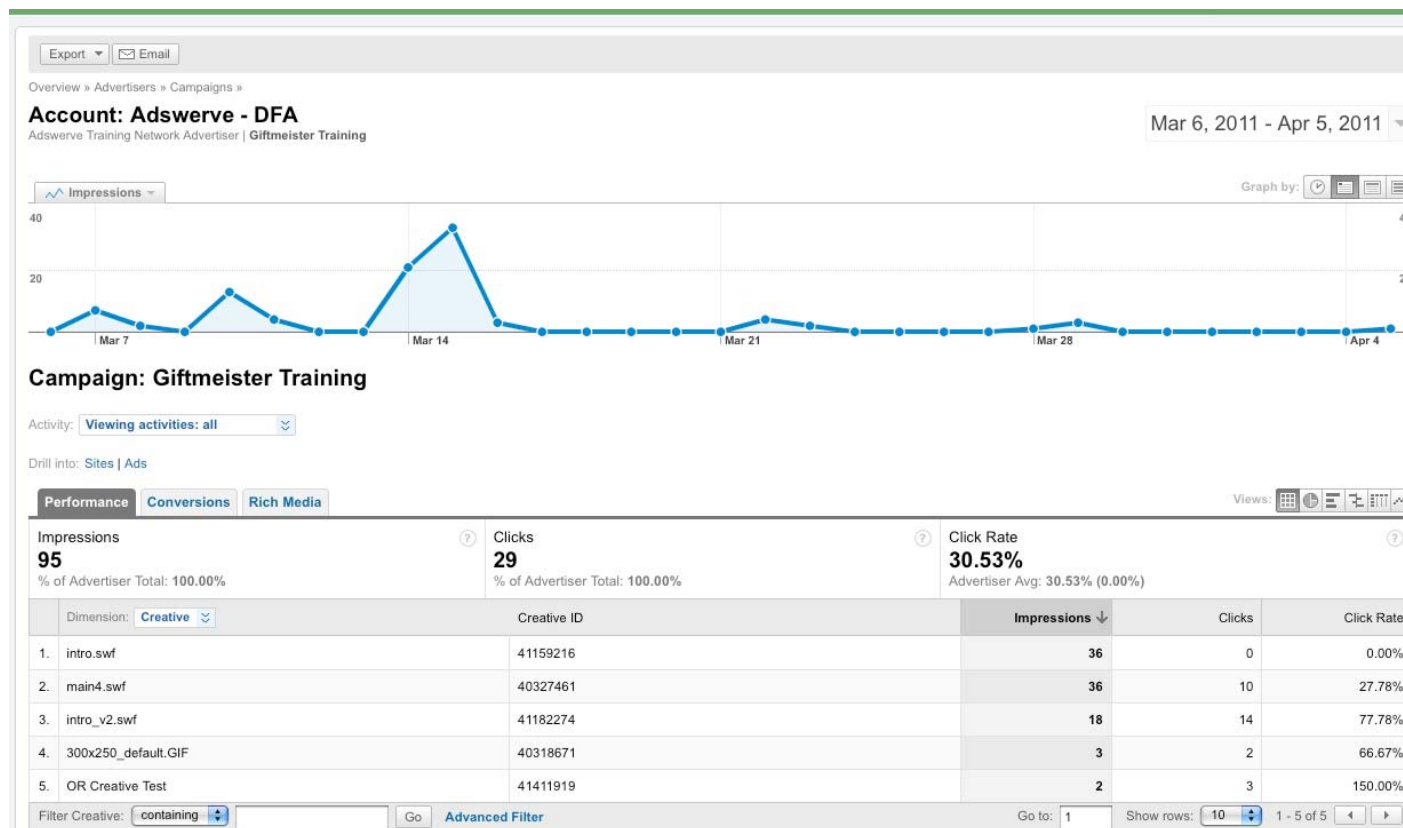
Reach by Site - What is the unique user reach for the campaign

Exposure to Conversion Report - Conversion pathing

Frequency to Conversion - Unique impressions/clicks lead to conversion

Placement Frequency - Impression levels unique users are viewing a placement

DFA Analytics





Who is AdSwerve?

Our team is founded by former DoubleClick and Google associates who saw a need for product delivery combined with top tier service.

We are one of only 2 companies certified by DoubleClick.

Our focus is only on DoubleClick for Advertisers and our clients success utilizing this product.





What we offer

- **DoubleClick for Advertisers** - full access for clients and all options enabled with no monthly commitment!
- **DoubleClick Search**
- **DoubleClick Rich Media**
- **Dedicated Support** - we understand our clients and work 1:1 to support directly, no support pool
- **Training** - AdSwerve experts can help launch your team successfully
- **Trafficking** - Let our experts handle the interface, allowing you to focus on reporting and buying
- **Ominiture or other tracking integration**



Our commitment to clients -

Our success relies on our clients success utilizing DoubleClick. AdSwerve strives to deliver support and training up front, and works to eliminate issues after launch. We prefer to spend the time upfront and help ensure your launch is as smooth as possible.

