



Tag You're It: The Analytics of Publishers

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*The leading provider of ad analytics,
delivering actionable insight to improve
the performance of online advertising*

TagScan

CPC Ad Analytics

Attribute

Validate

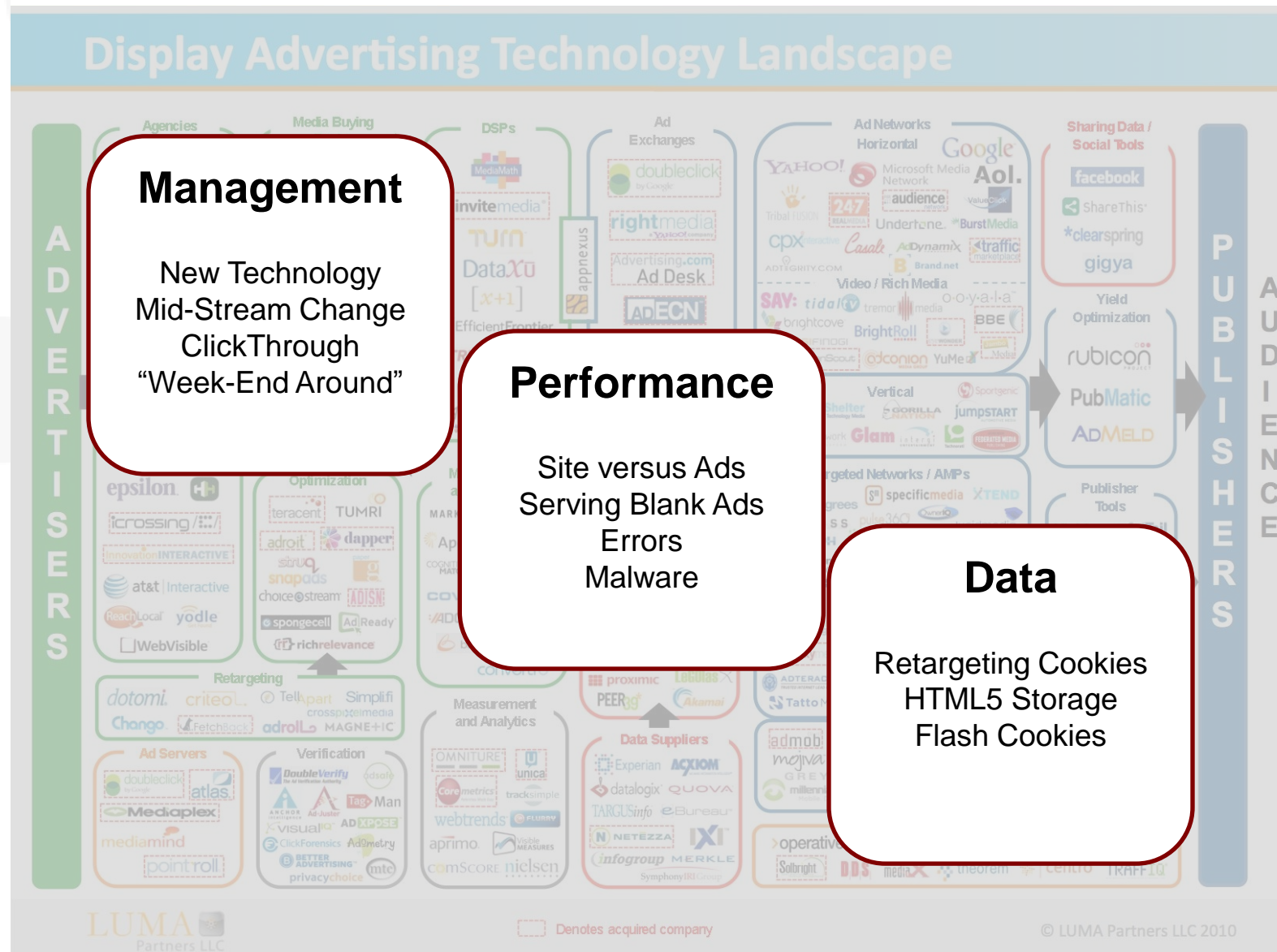


You've probably seen...

Display Advertising Technology Landscape



Problems for Publishers



What's the impact?

- **Data Leakage**
 - ✓ Multiple advertisers dropping multiple cookies
 - ✓ Publishers audience data is unprotected
- **Site Performance**
 - ✓ Latency issues from ad creative
- **Malware Detection**
 - ✓ Visitor experience effects publisher reputation

The Old Solution

Too Little, Too Late

- Manual
 - One tag at a time
- Technical Resources
 - Poor use of technical team
- Time Consuming
 - Comb through data. How often?



The Solution

TagScan:

- Identifies issues that previously went un-checked
- Saves time and money
- Protects site & user base
- Enforces publisher specs & guidelines

Policy Setting

Custom Policies

Load Time
Initial Size
Total Size
Total Requests
Errors Found
Total Cookies
CPU Utilization
Malware
Flash Version
Flash Frame Count
Flash Frame Rate

Blank Ads
Cookie Size
Cookie Expiration
HTML5 Storage
Flash Cookie
ClickThrough Redirects
ClickThrough Malware
ClickThrough Image
Category Blacklist
Company Blacklist
And More...



Q&A

Questions?

For further information contact
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Thank You