

Adadyn's easy-to-use tools and features make advertising technology simple and effective for any marketer. Adadyn's self-managed platform grants users affordable access to programmatic inventory as well as the ability to build a variety of customized dynamic digital ads that correspond with specific actions in the purchase cycle.

## The Adadyn Advantage



### Complete Control

Create personalized ads in multiple sizes and formats with just a few clicks using pre-built templates.

Optimize campaigns in real-time.

Put transparency into campaign results.



### Data-Driven Targeting

Audience segmentation based on attributes and performance allows accurate targeting, thus resulting in optimal ad performance.



### Market-Sensitive Pricing

Your advertising dollars work harder with Adadyn. Gain access to the programmatic ecosystem without large costs to enter.

Real-time creative advertising at a price that works for you and your ROI.

## Who Should Use It

### Agencies

Be a creative genius by tapping into the innovative edge Adadyn provides with our intuitive creative studio and pre-built templates.

### Direct Advertisers

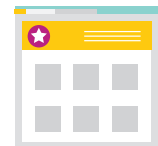
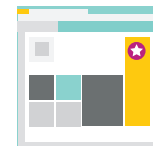
Prospect your audience and target them with the most relevant message at the most precise time.

### Independent & Agency Trading Desks

Reduce your creative costs by using Adadyn's themes and integrate seamlessly with our dynamic creative technology.

## Dynamic Creative Optimization (DCO)

DCO allows marketers to customize and differentiate ad creative using data. It enables more robust personalization and can increase CTRs by more than 100%.

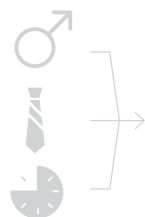


Each ad uses a template of different dynamic elements, whether it is daypart-specific, gender-specific or product-specific.

## How Does Creative Personalization Work?

With creative personalization, marketers are able to break apart various advertisements into separate pieces in order to create tailored versions of those ads for specific audiences.

With the use of data to relay information such as who is viewing the ad and what time it is there, dynamically optimized ad creative can be served to ensure the **proper ad message is delivered at the proper time to the proper viewer.**



Engage customers across devices with no extra effort.

## Programmatic

Adadyn ensures programmatic advertising is in reach for all by removing the cost barrier and granting access to programmatic media at a budget you choose—allowing you to leverage the perks without the high prices.



### Automation

Get rid of clunky forms and burdensome RFPs and buy media at the click of a button.



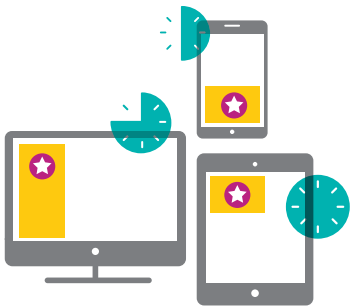
### Aggregation

Aggregate inventory sources and categorize and optimize them. Combine this with insights from our analytical engine and make better media buying decisions.



### Acceleration

Accelerate your campaign performance with efficient media buys and ad delivery on optimized inventory.



## Retargeting

- Focus entirely on those who have already shown interest in your brand or product but just have not yet converted.
- Stay top of mind with drop-off visitors who don't take any action and move to another site from the advertiser's home site or after they have viewed an advertiser's product.
- Our technology ensures the ad is not shown too frequently so as to avoid ad fatigue and annoying the viewer.

## Why Adadyn?

Simply put, Adadyn works. Our marketing technology is built to take advantage of any real-time refinement, and our tools are built to make every ad better than the last.

Adadyn's self-serve platform provides the tools needed to reach intended target audiences and cost-effectively meet marketers' objectives.

The platform gives marketers complete campaign control, unrivaled transparency, real-time optimization

and access to quality inventory. Adadyn allows you to break through the barrier of entry into programmatic and play alongside the big boys.

What's more, Adadyn allows the user to create and serve dynamic digital ads with customized messages across screens—product-specific, daypart-specific and more. Adadyn affordably places an end-to-end solution right at your fingertips.

## Quick Stats



1.2 Billion

DAILY AD VIEWS



150

DAILY ADVERTISERS



5,000

PUBLISHERS



136

COUNTRIES SERVED