

# Advertising Operations

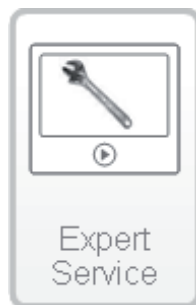
Advertising operations is the fulfillment and optimisation of online advertising campaigns. Ad ops is a critical service for digital publishers and agencies, with direct responsibility for ad campaign delivery, advertising revenue, sales support and a positive advertiser experience.

CLD provides a complete outsourced advertising operations solution built on years of experience with some of Australia's leading publishers and agencies. Our highly skilled team has experience across all leading ad serving platforms and all creative formats, allowing publishers and agencies to reduce fixed costs while taking comfort in the fact that their business is in the right hands.

## Our Service

CLD provides a complete outsourced advertising operations solution comprising:

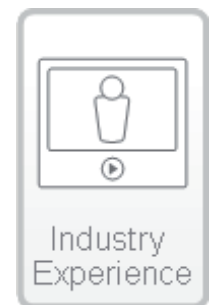
- Trafficking
- Creative sourcing
- Creative testing & approval
- Campaign management
- Campaign measuring & reporting
- Discrepancy reconciliation
- Ad product development
- Rate card development
- On site or remote training



## Our Expertise

CLD ad ops solution comprises:

- Highly experienced team:
  - All ad platforms (publisher/agency)
  - All ad formats (including rich media)
  - Over 15m placements trafficked in the last 2 years alone
  - Over 99.9% compliance with SLA
- Local team supported by off shore partner
- Ad hoc trafficking or fully outsourced options
- Full tracking & reporting through Ad Tracker platform



## The Benefits

CLD's outsourced advertising operation services delivers key benefits for publishers:

### Cost Savings

- Significantly reduce fixed resource overheads
- Variable cost model that scales up and down with workload
- No more recruitment / training costs
- Leverage off-shore teams for cost savings

### Maximise Efficiencies

- Spend less time trafficking & putting out fires
- Spend more time on campaign optimisation, client servicing & sales support
- Ensure 100% coverage for peak periods
- Reduce costly delays through streamlined workflows



## Technical Diversity

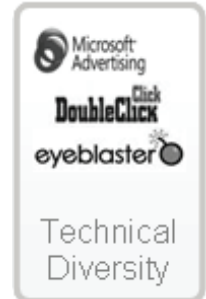
The CLD team has extensive experience across all ad serving platforms and creative formats:

All publisher & agency ad servers:

- DART for Advertiser
- DART for Publishers
- Atlas AdManager
- Atlas Media Console (AMC)
- Eyeblaster Ad Campaign Manager (ACM)

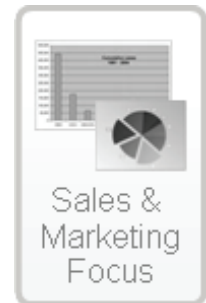
All creative formats:

- GIFF
- Flash
- Rich Media
- Video



## Digital Advertising Training

CLD can provide training for an existing or newly recruited internal ad ops team. We also provide training for sales and marketing teams to arm them with the knowledge to confidently go to market and negotiate more complex deals.



## Flexible Options

CLD provides a range of engagement options to suit any publisher or agency:

- Ad hoc / Overflow services
- Partial outsourcing
- Complete outsourcing
- On site or remote services

