

ADhere

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A Better Way for Online Media Agencies & Publishers to Operate.



With ADhere, the goal is simple: provide Online Media Agencies and Publishers with an end-to-end business solution that allows them to do more, with less complexity. By centralizing and organizing the data from your inventory sources, and connecting them with your critical business systems (CRM, Finance, Reporting), ADhere delivers a real-time business platform, and a better way to operate.

The ADhere Platform

The ADhere platform connects your business systems (CRM, Finance, Reporting) with ad servers, sell-side platforms and inventory sources.



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ADhere for Sales

ADhere streamlines and enhances the sales process by synchronizing available inventory data, targeting data and other key information into your CRM platform via the ADhere 'IO Builder' App. The ADhere IO Builder gives salespeople an intuitive tool for quickly building Flights, Campaigns and custom Channels that are completely tailored to your advertisers' needs.

Fast and Accurate IO and Proposal Creation

- Inventory data (site, placement, avails) are searchable in real-time based on your criteria
- Inventory 'avails' are searched in real-time and added directly to the IO
- Reserve inventory and then schedule and launch campaigns directly from your CRM

Live Inventory = Accurate Pitches

- ADhere provides inventory data that is accurate, and only moments old
- Two-way communication between ADhere and inventory sources ensures inventory is not overlooked, or oversold
- ADhere powers faster, more accurate responses to client requests and RFPs

Build Complex Products with Ease

- ADhere aggregates data from any connected inventory source, allowing salespeople to mix, blend and customize ad packages
- Leverage inventory targeting data, blend audience data and apply your own meta-data to inventory and channels
- Create and customize ad channels on the fly

ADhere for Finance

ADhere simplifies and shortens the billing cycle for Agencies and Publishers by automating the reconciliation process. For each campaign it compares the IO data (at Flight level) with actual campaign performance, producing accurate bills. It helps you invoice faster and collect sooner.

Reconciliation Made Easy

- ADhere centralizes data on what was sold vs. delivered to allow for automated reconciliation
- Reconciliation is automated by comparing contract data with performance data across all connected systems
- Apply your own billing rules and flows

Billing Automation

- ADhere connects to your accounting/billing software to automatically integrate billing data for invoicing
- ADhere uses your accounting platform's native invoice objects to ensure your finance processes (reviews & approvals) are observed



Success, **period.**

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