Cross-platform delivery

It is important to reach and engage your audience on **any medium or platform**. However, it is essential to deliver a consistent and accurate ad experience across all your communication channels. Adhese ensures a consistent experience by delivering the right content or ad to the right visitor - regardless of platform - and manages traditional display inventory alongside mobile web, in-app, video inventory and more in a single platform. The Adhese platform is designed to work **on any platform**, regardless of the client's chosen operating system.

Adhese supports the following platforms:

- **Websites:** From single sites, such as webshops or social networks, to international clusters of corporate sites;
- **Mobile**
  - **Mobile sites:** Adhese serves ads within any mobile environment – be it a mobile-friendly, responsive or adaptive website design;
  - **Applications:** Standalone apps, second-screen innovations, news apps … Adhese integrates with all types of applications, both Android and iOS (or more exotic types);
- **Video**
  - **VAST:** Adhese uses the IAB's Video Ad Serving Template (VAST) protocol. VAST enables a scalable distribution of in-stream video ads across different video players.

    See IAB guidelines or Video ad serving for more information. However, it is not necessary to have actual video content or inventory to serve a video ad. Adhese can also serve video ads outside the context of a video player, for instance, as an autoplay video ad within a content article;
  - **Video with Companion ads:** Adhese can simultaneously serve any ad or content based on the video but outside of the video player – allowing for more impact and visibility of the advertiser's message;
- **DOOH:** Digital out of home advertising (DOOH) is the modernised, digital version of traditional out-of-home (OOH) advertising, such as the iconic digital billboards of Times Square. DOOH can be displayed on large indoor screens and handheld scanners in supermarkets, as well as on outdoor bus stops and train station platforms. It can interact with touchscreens, gesture recognition and mobile integrations. Visit the Adhese website for more information on DOOH.
- **Mailing lists:** Based on available profile lists, Adhese integrates with mailing lists and provides targeted solutions. Furthermore, we can modify the behaviour of a website when a visitor arrives directly from a newsletter (or any other platform);

- **... and more:** Connected or Smart TV, TV set-top boxes, public screens, promo tablets in stores and/or at the point of sale, your internal broadcast system, beacons, etc.

Mobile

If a user is browsing the Internet with a mobile device, like a smartphone or tablet, Adhese can serve any display advertising format—whether the environment is adapted to the mobile user or not. In addition to monetizing mobile websites, advertising within applications or *In-App advertising* is also possible.

Adhese can be integrated into any mobile device and platform. Be it a responsive website, an adaptive website, a native application, or a second-screen app, the setup of Adhese is platform-agnostic.

Device targeting

Adhese enables the identification of visitors across all mobile touchpoints. Adhese tracks several parameters across applications and (mobile) websites to identify the device used to engage with your brand properties.

Adhese reaches your audiences across different:

- Mobile device types, e.g. desktops, laptops, tablets, and smartphones
- Manufacturers, e.g. Apple, Samsung, and Nokia
- Web browsers, e.g. Chrome, Firefox and Safari
- and Operating systems OS X, iOS, Android, Windows, ...

For more information about mobile targeting, refer to Brand targeting.

In-app advertising

With our JSON ad serving solution, mobile ad serving is not limited to straightforward banners at the device screen's top or bottom. JSON enables you to deliver campaigns inside a mobile application, such as a full-screen splash ad or any other ad creative that fits within your app. For more information, refer to App integration.

Video

Adhese fully supports the VAST protocol, which the Interactive Advertising Bureau (IAB) released to empower video ad serving through a video platform. VAST facilitates the scalable distribution of video ads across video players from different technology vendors. By supporting VAST, ad servers can implement a single ad response format suitable for a range of different video players.

VAST

If a publisher wishes to serve ads to video players, it is necessary to develop distinct video ad tags based on each video player's technology. The IAB has created a standard for video advertising that allows for the scalable delivery of ads to video players from different vendors: **VAST** (Video Ad Serving Template).

VAST enables ad servers to use a single ad response format, regardless of the video player's underlying technology. The video player must be able to request and parse XML documents. In essence, XML enables VAST to serve video ads like HTML for browser-based ad serving.

Since VAST's initial release, online video technology has advanced significantly, enabling more sophisticated possibilities for online video advertising. To support this growth, VAST has been enhanced with additional features and functionality. VAST 4.0 is the current industry standard. Adhese fully supports VAST. We are fully compliant with the VAST 2.0, 3.0, and 4.0 standards and can assist you in adopting their guidelines.

VAST offers a set of features intended to make online video advertising easy.

- **Platform—and device-agnostic:** Nothing about the protocol of VAST is specific to the functioning of a particular device or platform. This allows Adhese to serve ads across several video players in different situations, such as websites, mobile websites and applications, Internet-connected TVs, or set-top box environments.
- **Support for different ad types: **VAST supports different video ad formats. Next to the well-known linear and non-linear video ad formats, VAST enables the delivery of companion ads, skippable linear ads, and ad pods.
- **Tracking:** To provide details about the delivered ads, VAST enables the simultaneous tracking of several user events related to the video ad. That is to say, VAST can tell you, for example, whether a video ad was completely viewed or if the user has muted the sound. VAST can also notify you if a user skipped a linear ad by explicitly closing it before completion or if the user clicked a non-linear ad away.
- **Detailed error reporting:** When a video player cannot display an ad, VAST enables the player to provide specific feedback to the ad server about why the ad can not be served.

For more information about VAST and its implementation details, click here.

Video advertising formats

Video content provides many advertising opportunities. Video advertising, also known as in-stream video advertising, comes in three forms: linear, non-linear, and companion ads.

Linear video ads

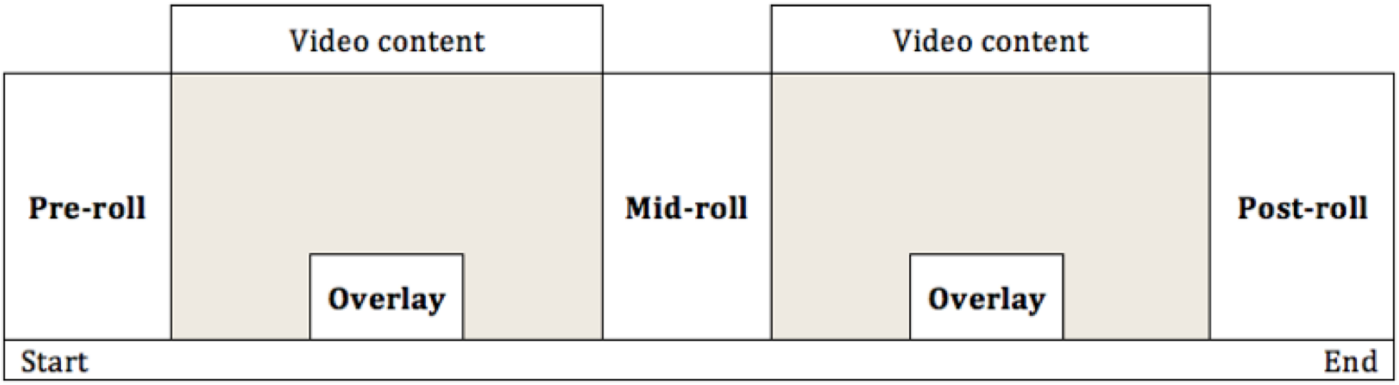
Linear video ads are played before, between or after the playback of video content. Linear video advertising is known to interrupt the playback of a video clip, with the linear ad taking over the full video experience for a period of time. There are three distinct formats of linear video advertising:

- **Pre-roll** ads play before the start of the video playback;
- **Mid-roll** ads play during the playback of the video clip;
- **Post-roll** ads play after the end of the video playback.

Non-linear video ads

Non-linear video ads do not disrupt the playback of a video; they run alongside the video content within the video player for a brief period of time or after the ad is clicked away. The original video content remains visible throughout the duration of the non-linear video ad, which is displayed in a portion of the video player. Non-linear video ads are typically displayed in the bottom area of a video player.

An **overlay ad** is a banner ad delivered over the video content at the bottom of the video player. The ad uses text, graphics, or video overlays to convey the message of the advertiser.



Companion ads

To enhance the campaign's visibility, a linear or non-linear video ad can be paired with a companion ad that is in tune with the original video ad. A companion ad is served outside the video player's environment. Any display advertising format can be coupled.

An example of a companion ad is a **branded player**. A branded player consists of an outer layer or skin that is wrapped around the video player.

Reporting

For reporting, VAST tracks several events that are related to the playback of the video ad and/or that are initiated by the viewer of the video:

- Impression tracking, to measure the number of times a video ad was displayed to the viewer in the video player's viewport;
- Click tracking, to count the number of click-throughs to the landing page of the video ad;
- Time progress tracking events, for example, mid-point, video ad completion, first and third quartile;
- Viewer-initiated events:
  - The viewer mutes or unmutes the sound of the video.
  - The viewer pauses the playback of the video.
  - The viewer switches the player to its full-screen mode.
  - The viewer skips the playback of the ad creative.
  - The viewer clicks a button to close a non-linear ad creative within the video player.
- ... and more

Adhese enables video reporting. For more information, click here.

Adhese SDK integration

The Adhese SDK for video advertising (JavaScript/HTML5) enables publishers to serve video ad formats. The SDK for video advertising is a JavaScript library that facilitates the delivery of VAST ads in video players. The library contains cross-domain safe methods for requesting ads from your Adhese account and convenient methods for playing and tracking video ads.

> For every platform you would like us to investigate, contact support.

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