

Adseed Networks

About Company

Adseed is a multi-platform advertising network, that allows you to place video ads on partner sites and distribute licensed content



VIDEO PLAYER

Own video player with support for all modern advertising opportunities



TEAM

A team dealing with analysis and optimization of placements. Performance orders taking into account various KPI's

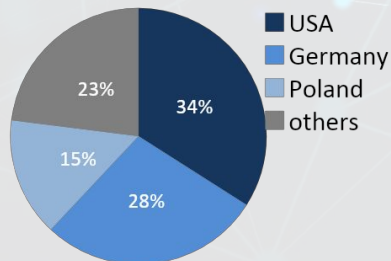


FORMAT

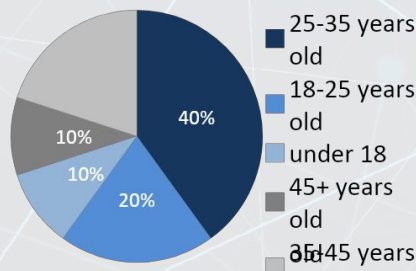
Popular ad formats—**VAST/VPAID, javascript** (Flyroll, Content-roll, In-app)

The network of our partners, on which we can place video ads, has more than **500 resources** and more than **1000 applications** of various types, including video hosting, news and thematic resources, and online cinemas. More than **1 billion** ad inventory requests per day.

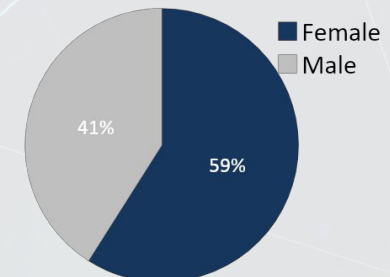
Geo



Age



Gender



Adseed Features



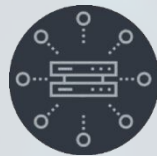
More than
1 000 000 000
advertising
inventory per day



More than 90
million unique
visitors per day



Automatic
optimization of
advertising
placements based on
event tracking



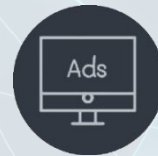
Integration with
all major systems
analysts and
anti-fraud



Measurement
capabilities of
performance indicator
placements, such as: ad
inspections, visibility,
ctr, etc.



Detailed reports

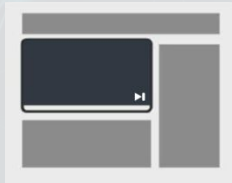


Advertiser
private office



Targeting:
geography, devices, limitation
impressions by frequency
and much more

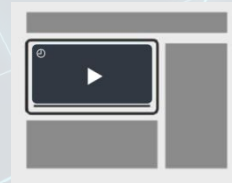
Advertising formats Adseed



Instream All-roll
(in licensed content)



Video Banner
300*250



Pause banner
(600*300)



Fly roll banner



Overlay Teaser
(banner during watching video)



Content-Roll
(in the article between paragraphs)



Video promotion on YouTube.com
(seeding video)



Advertising placement
On Facebook and Instagram

KPI of Advertising Adseed

Adseed monitors the main indicators of the quality of placement of advertising materials, such as:



CTR

number of transitions for promotional materials

Viewability

How long the advertisement was in the field user visibility



Percentage of searches

The indicator measures percentage of complete commercial video searches



Bot traffic recognition

Excludes views made by non-living users, but by scripts

KPI

Promotion on Facebook and Instagram

Benefits of advertising on Facebook and Instagram



Large amount of mobile traffic



Brand recognition and coverage



High involvement



Lead generation



Installation of applications



Extended statistics



Targeting capabilities



Work opportunity with low budgets



Multiple formats