adform

ADFORM PRODUCT ROADMAP

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FLOW

KEY INNOVATION THEMES

adform FLOW

TARGET YOUR AUDIENCE

REACH IT ANYWHERE EFFICIENTLY

DO IT BETTER & FASTER

FIRST-PARTY IDENTITY MANAGEMENT

OMNICHANNEL ADVERTISING

AUGMENTED INTELLIGENCE

INTEGRATIONS

2022 HIGHLIGHTS

ID FUSION RELEASE

YOUR FLOW

SPREADSHEET MANAGER

ADFORM HELP

AVOC ALGORITHM

H1 2023 HIGHLIGHTS

UTIQ PARTNERSHIP

CARBON REDUCTION

FLOW REALIZATION

ACTIONABLE ANALYTICS

ADVANCED VIDEO VIEWABILITY

H2 2023 HIGHLIGHTS

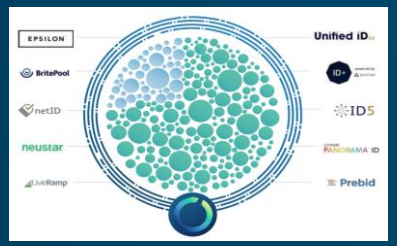
ALL IN FOR FLOW

AUGMENTED INTELLIGENCE

FIRST-PARTY CONTROLS

DATA ACTIVATION EXPANSION WITH ID FUSION

TRUE OMNICHANNEL



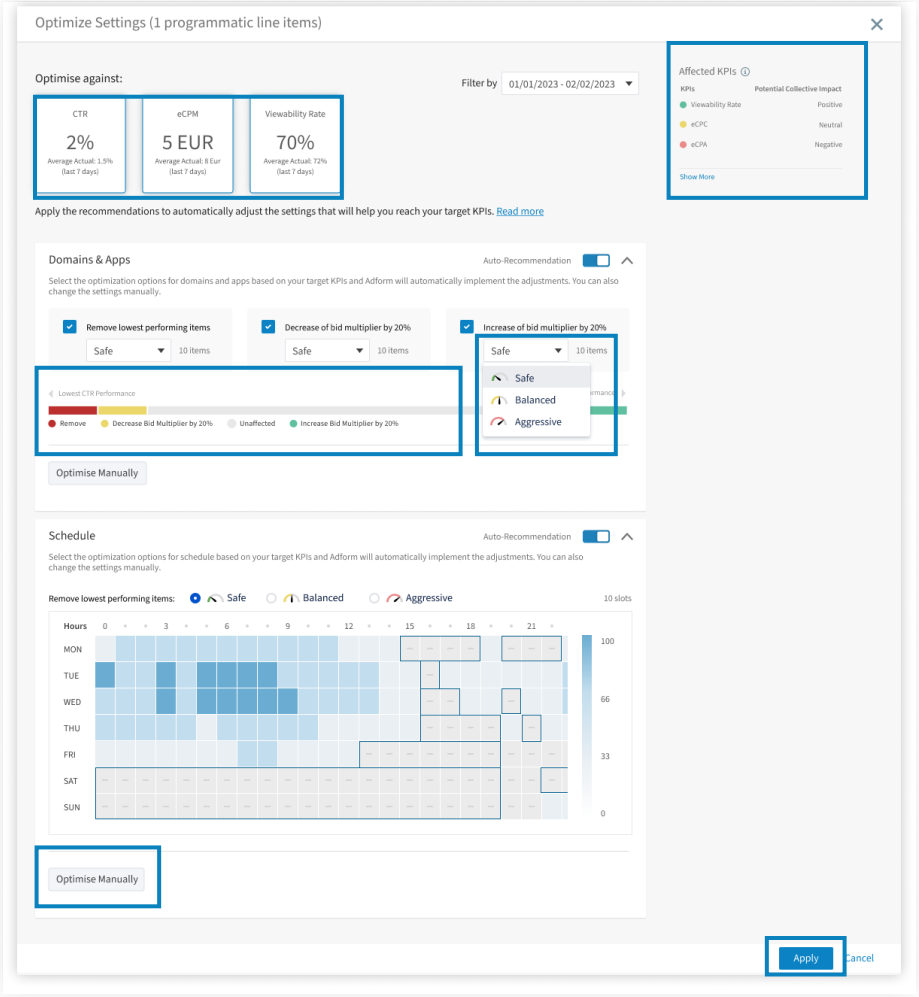
TOP TOPIC(S)

BUY SIDE FEATURES

RECOMMENDATIONS

Evolution of Actionable Analytics

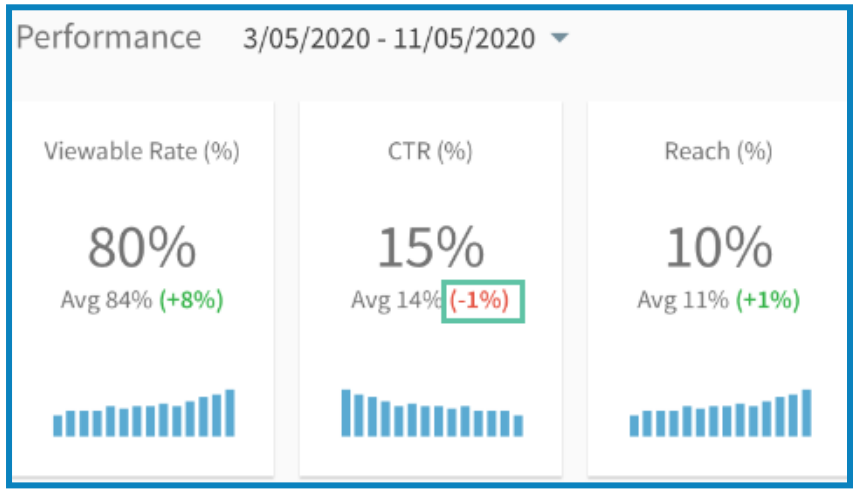
- Optimization towards the Campaign Goal
- Actionable analytics based
- Three optimization degrees
- Visuals of final impacts on your setup
- Possibility to Apply/Optimize Manually



BUDGET RE-ALLOCATION

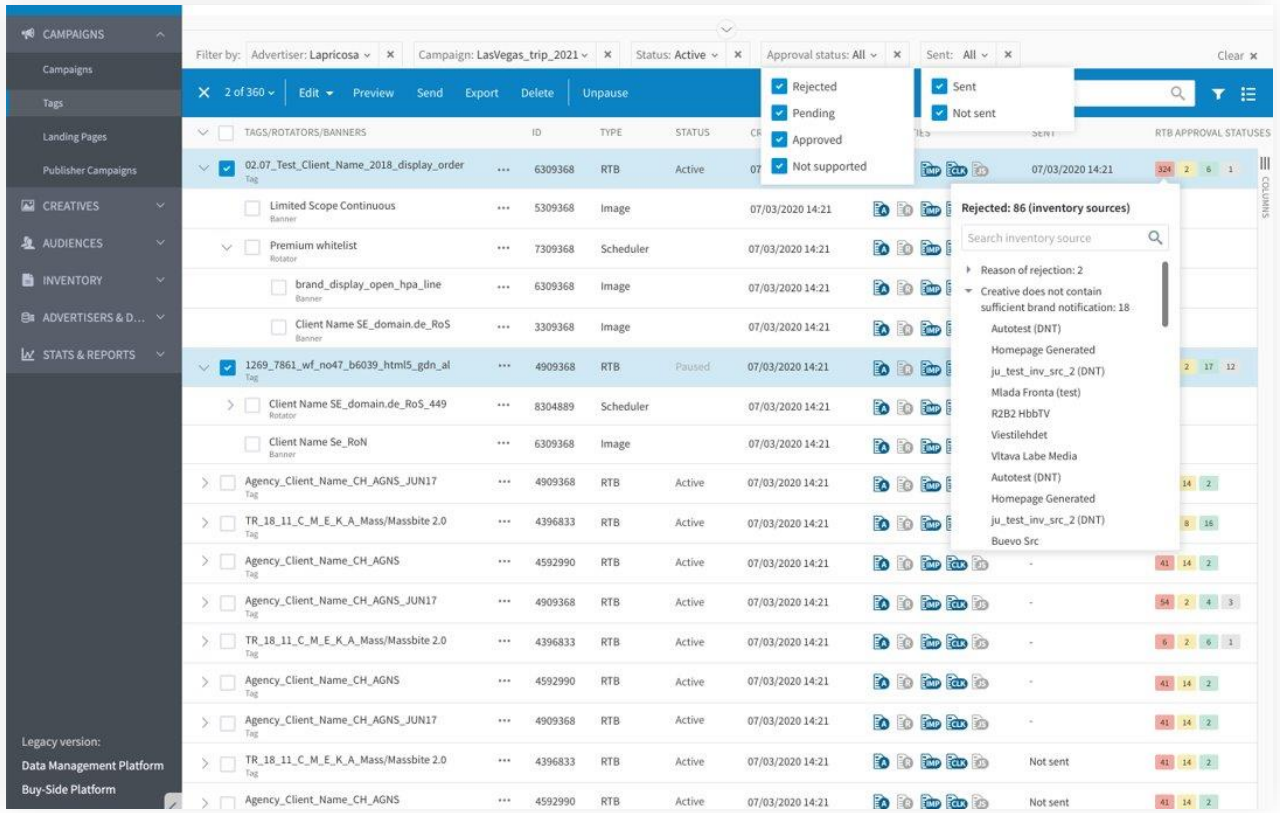
- ❑ **Hands-free and Completely safe**
- ❑ **Completely transparent**
- ❑ **Measurable improvements**

	SETTING	ORIGINAL	NEW
1/28/2023 20:08	Budget Flights		Pacing Type: ; BF Start date: 2022-11-01; BF End date: 2024-12-31; Budget amount: ; Period type: ; Budget lock: ; Parent budget setting: True;
1/28/2023 20:08	Budget Flights	Pacing Type: ; BF Start date: 2022-11-01; BF End date: 2023-01-31; Budget amount: ; Period type: ; Budget lock: ; Parent budget setting: True;	



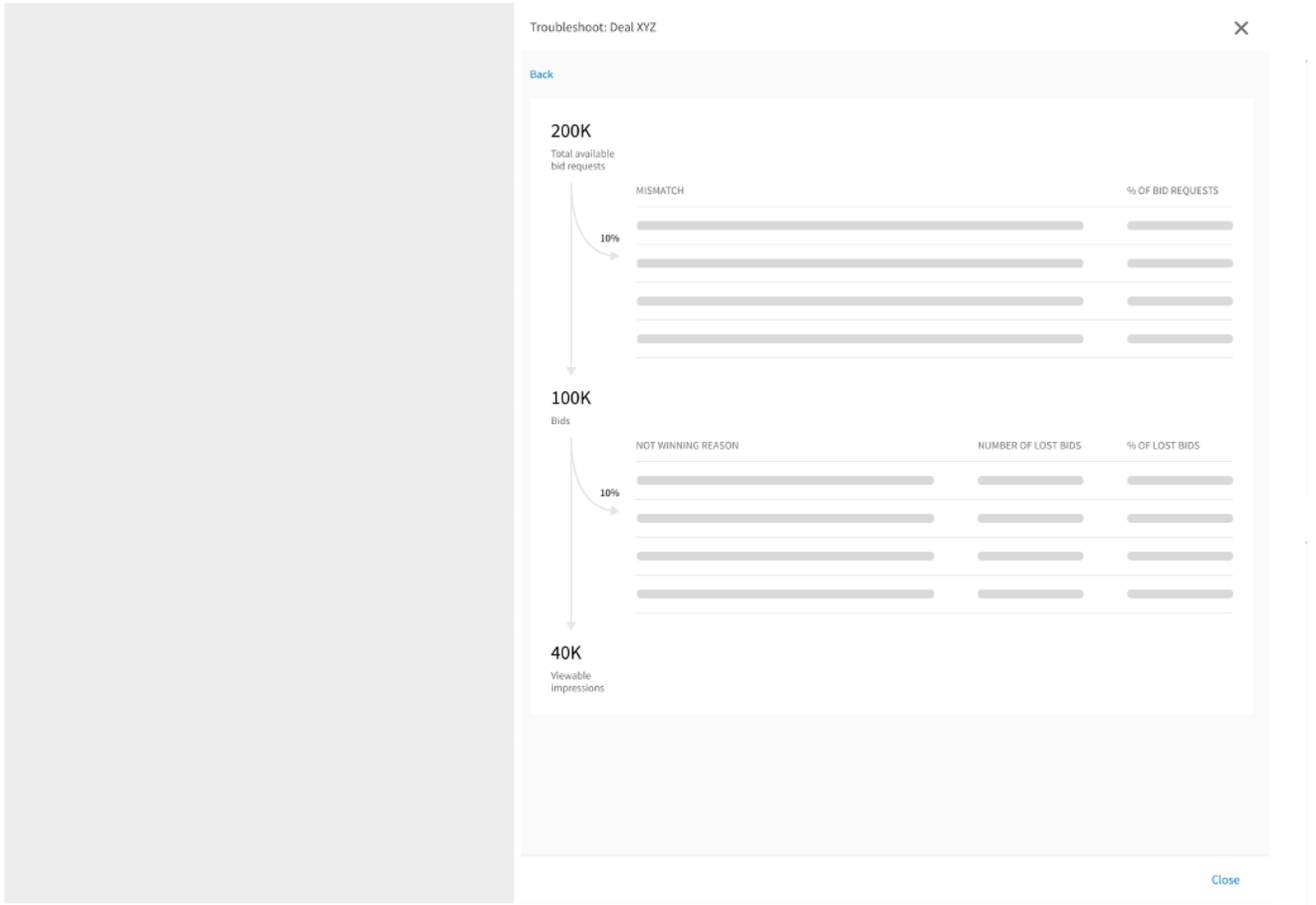
TAG MANAGEMENT

- Cleaner, faster, more integrated
- New bulk edit operations
- Reintroducing auto-tagging and RTB Approval Status
- Improved creative replacement



DSP DEAL TROUBLESHOOTER

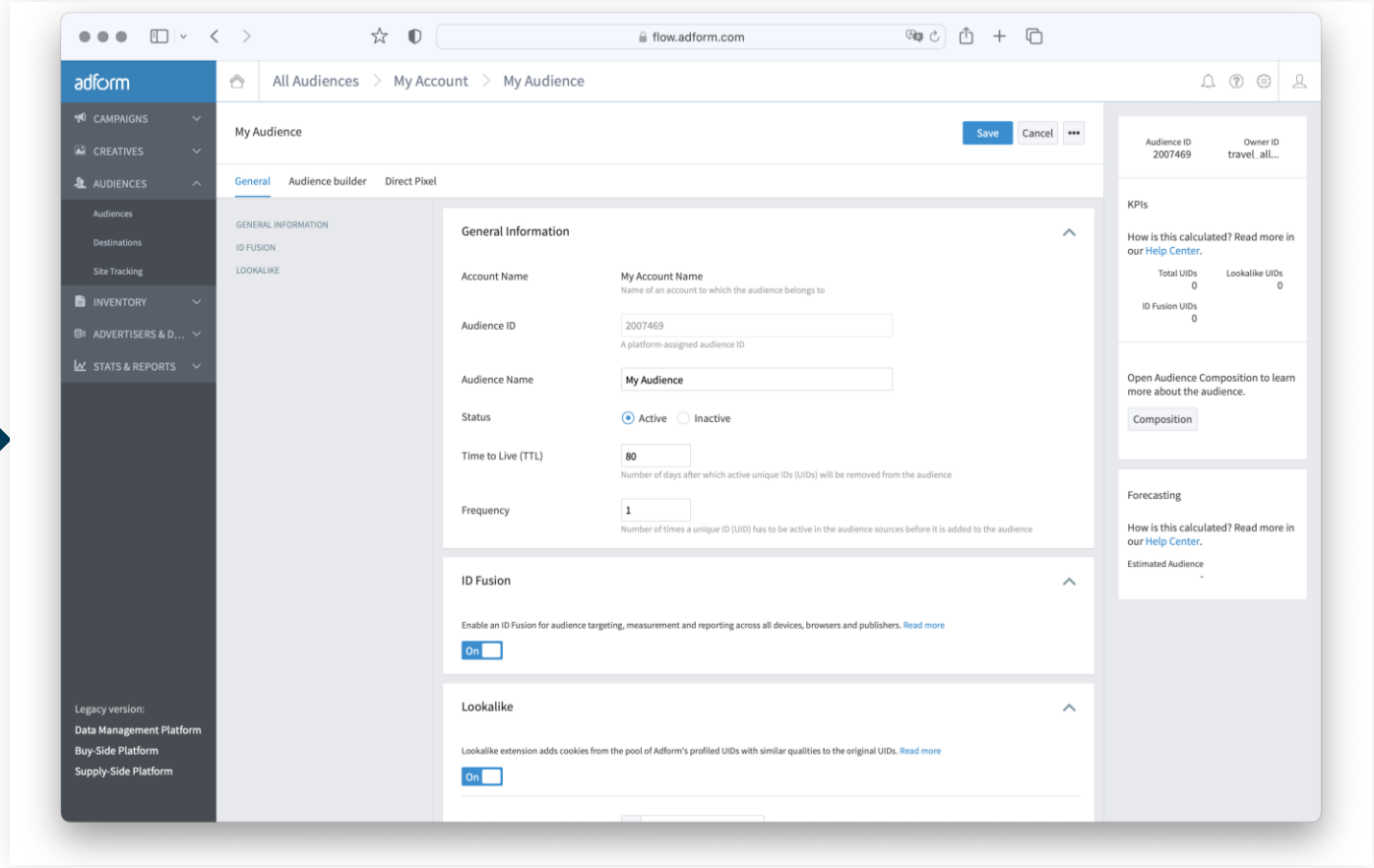
- Deal management reimagined
- Full picture of each deals
- Deal troubleshooter



PROGRAMMATIC AUDIENCE LAYER

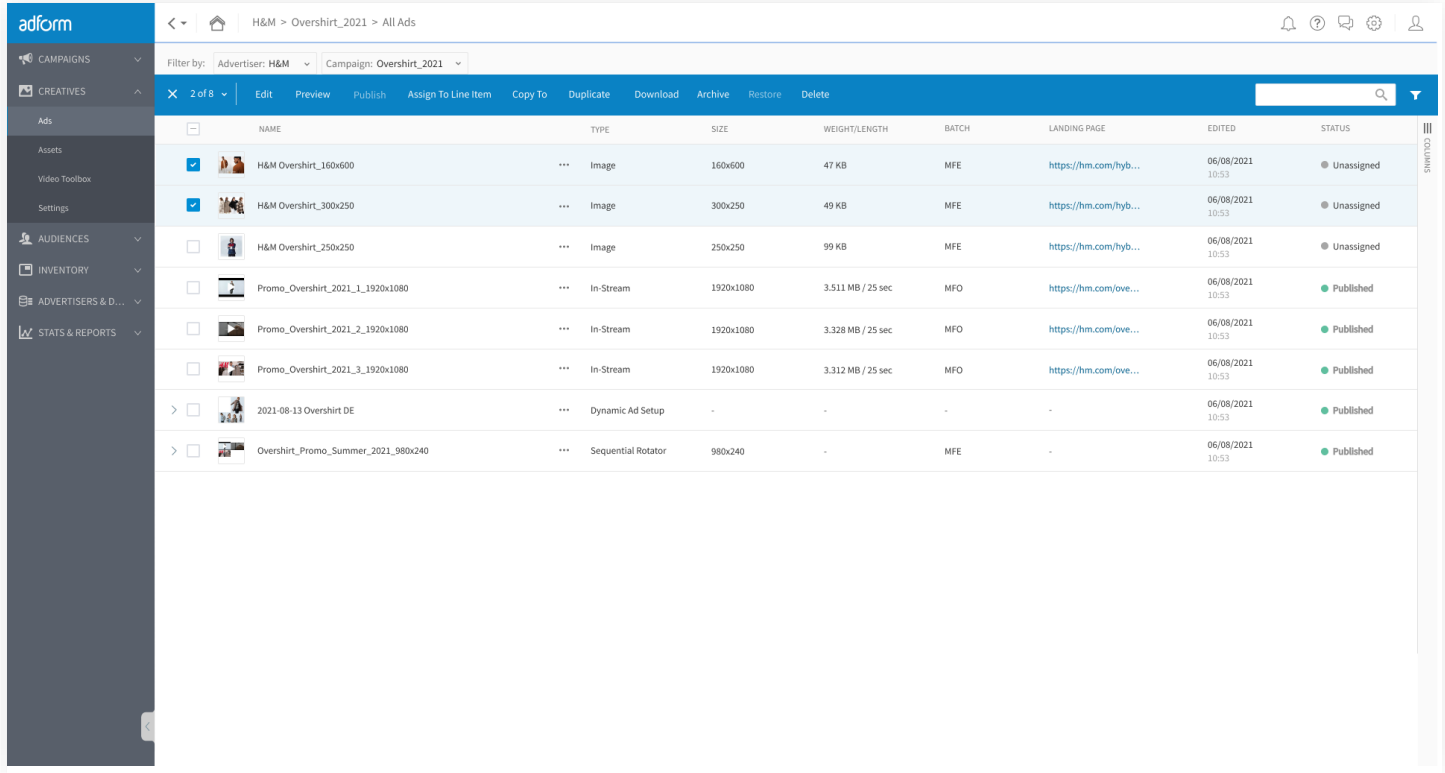
DMP FEATURES IN DSP

- Professional audience management tool
- Work within Adform Universe



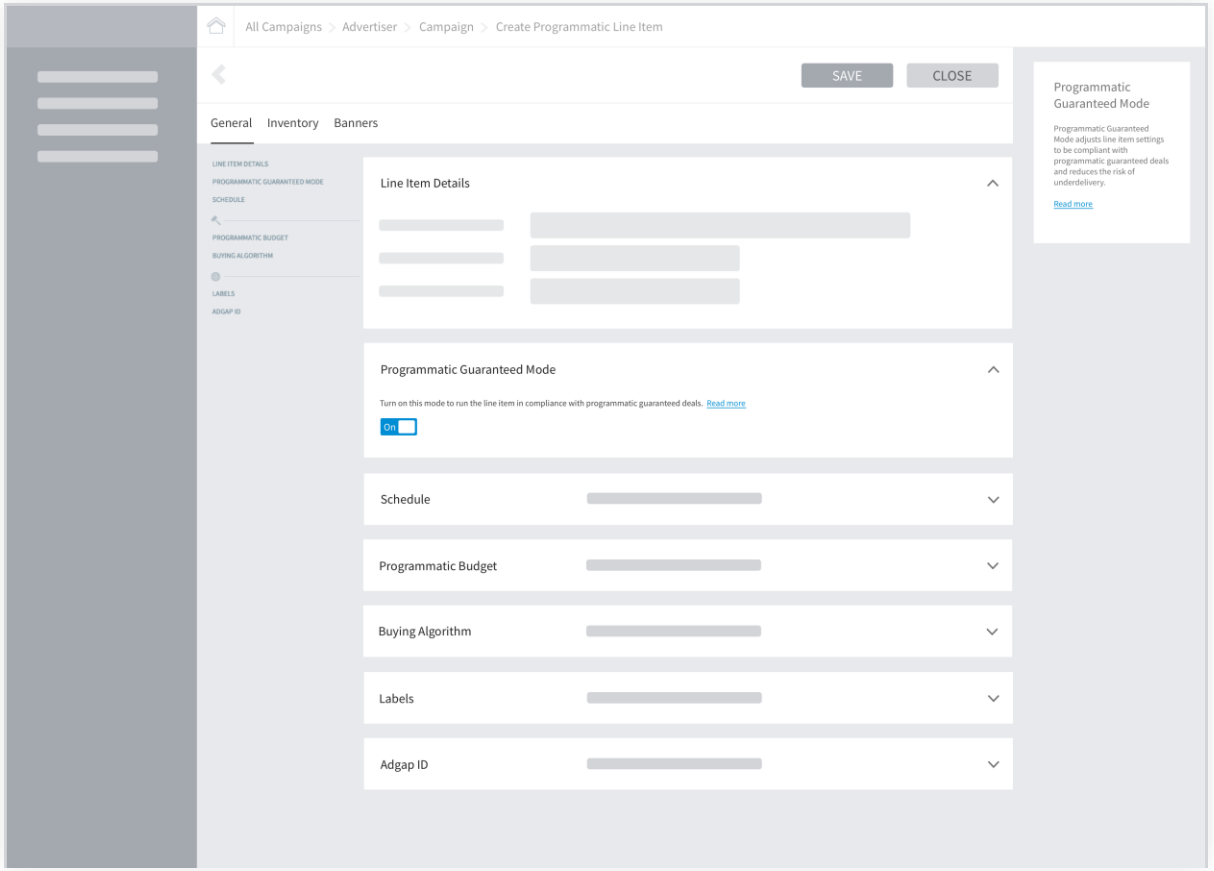
FLOW: CREATIVES

- Unified workflows and user experience
- Creative Thumbnails
- Assigning creatives to line items



DEDICATED WORKFLOW SUPPORTING PG TRADING

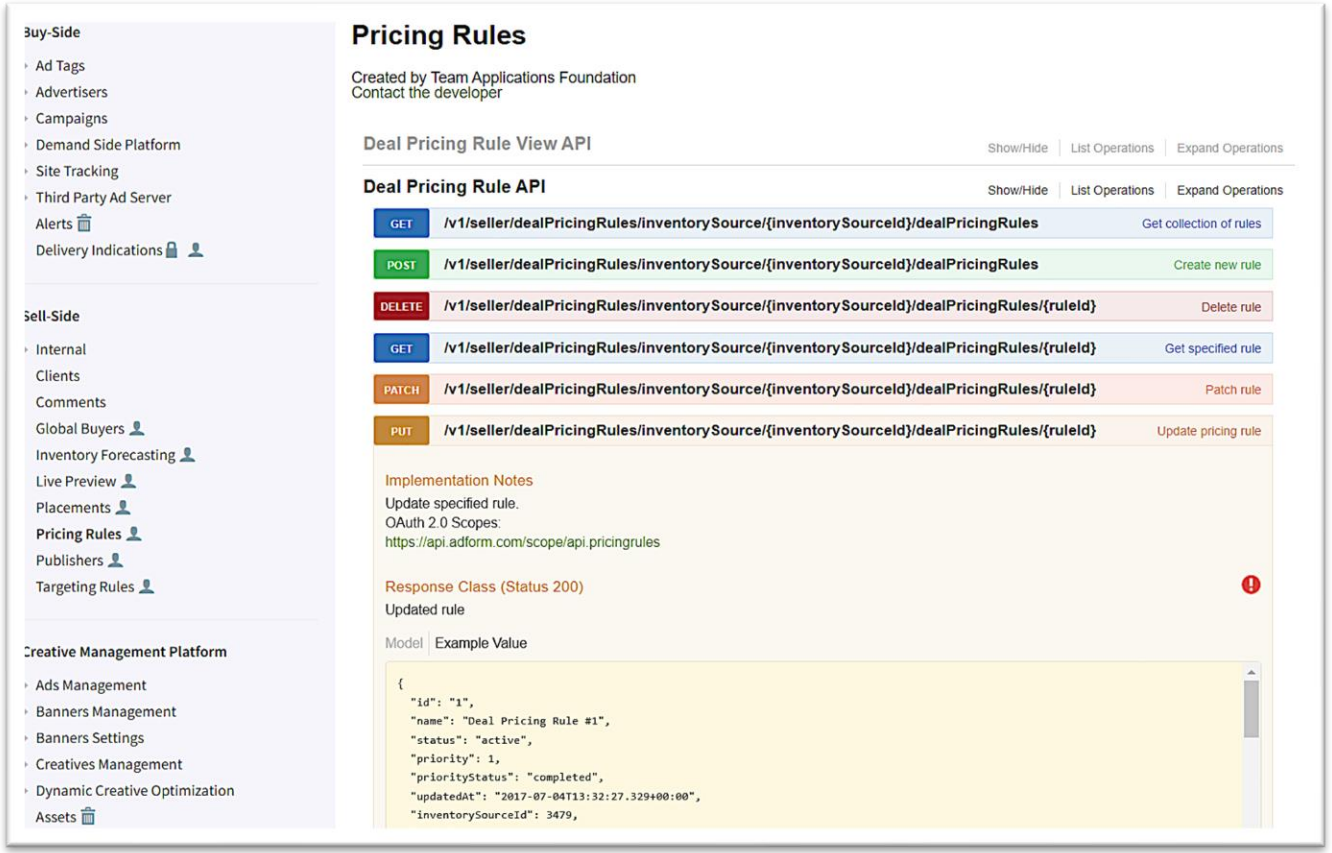
- UX improvements for scaling self-service PG usage



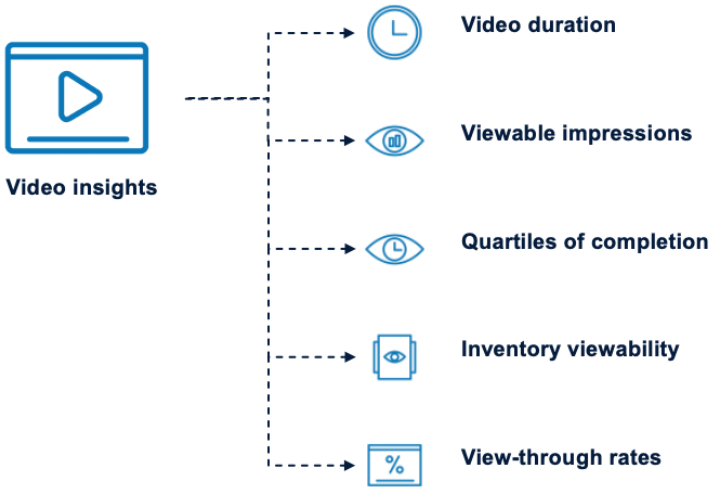
SELL SIDE FEATURES

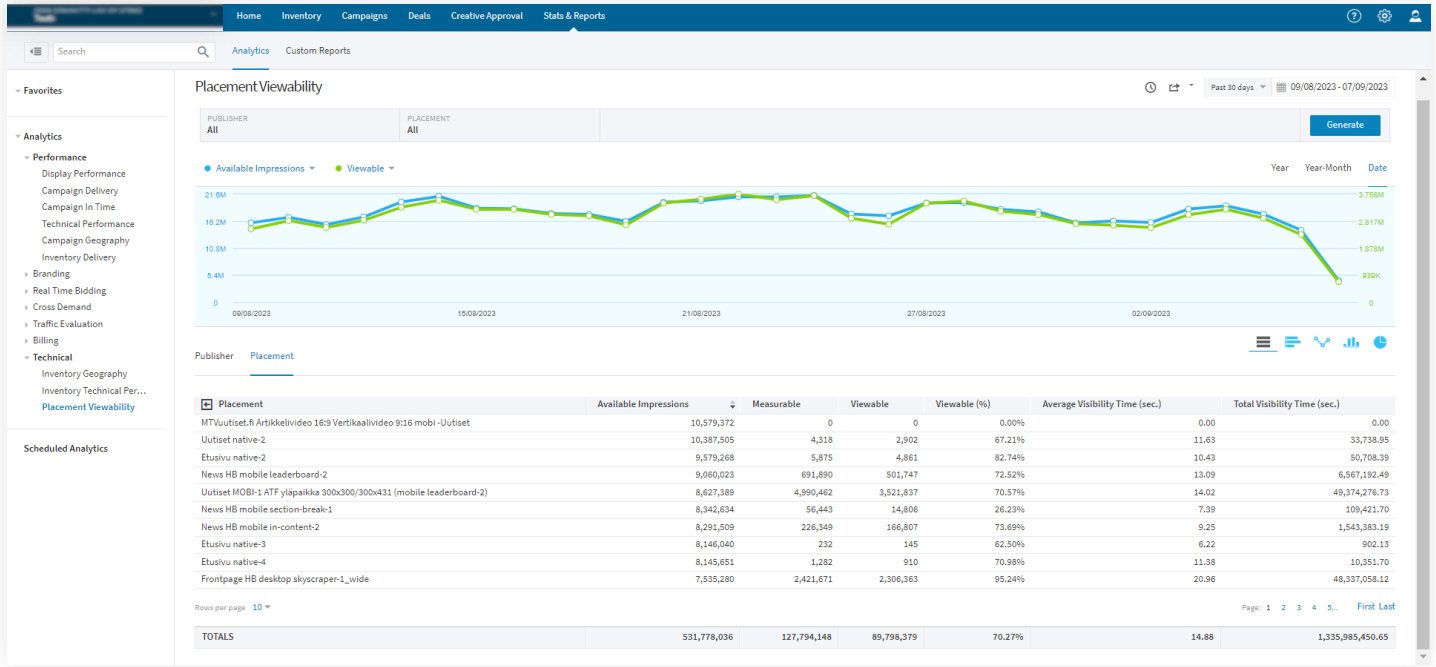
PUBLIC DEAL AND INVENTORY APIS

- Automate your deals
- Optimize with ease
- Activate when in demand
- Easier inventory management
- Bulk inventory updates
- Third party integrations



ENHANCED VIDEO REPORTING

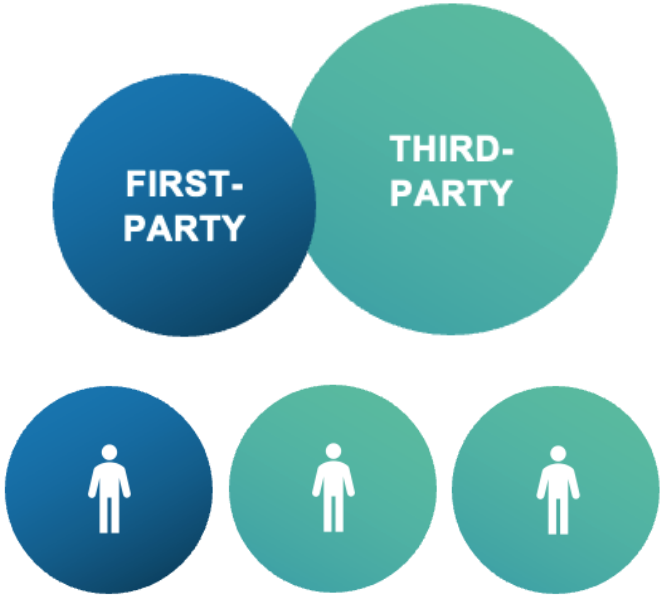




IDENTITY & DATA FEATURES

UPCOMMING FIRST-PARTY ID AUDIENCE FEATURES

- ❑ Multiple your potencial audience reach
- ❑ Understand your audience composition better
- ❑ Extend your audience with first party lookalikes



THANK YOU