

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

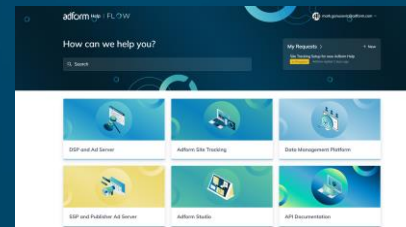
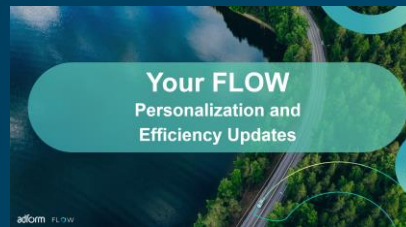
ID FUSION
RELEASE

YOUR
FLOW

SPREADSHEET
MANAGER

ADFORM
HELP

AVOC
ALGORITHM



H1 2023 HIGHLIGHTS

UTIQ PARTNERSHIP

CARBON REDUCTION

FLOW REALIZATION

ACTIONABLE ANALYTICS

ADVANCED VIDEO VIEWABILITY

The latest PwC report evaluating ID Fusion with Utiq is in
Results are exciting! Spread the news

adform | pwc | utiq | pilot

REDUCE YOUR ADVERTISING CARBON FOOTPRINT
at scale & in one place

adform Powered by **GO SCOPE3**

29% time saved
0 platform switching
for Tags & Campaign actions*

adform flow

ACCELERATE YOUR DAY WITH ADFORM'S ACTIONABLE ANALYTICS

Deliver only when & where your ads have more impact

adform flow

BOOST YOUR BRAND

With Advanced Viewability Metrics for Video Ads

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

Optimize Settings (1 programmatic line items)

Optimise against: Filter by 01/01/2023 - 02/02/2023

KPI	Value	Average Actual (last 7 days)
CTR	2%	1.5%
eCPM	5 EUR	6 EUR
Viewability Rate	70%	71%

Apply the recommendations to automatically adjust the settings that will help you reach your target KPIs. [Read more](#)

Domains & Apps Auto-Recommendation

Select the optimization options for domains and apps based on your target KPIs and Adform will automatically implement the adjustments. You can also change the settings manually.

- Remove lowest performing items Safe 10 Items
- Decrease of bid multiplier by 20% Safe 10 Items
- Increase of bid multiplier by 20% Safe 10 Items

Optimise Manually

Schedule Auto-Recommendation

Select the optimization options for schedule based on your target KPIs and Adform will automatically implement the adjustments. You can also change the settings manually.

Remove lowest performing items: Safe Balanced Aggressive 10 slots

Hours	0	3	6	9	12	15	18	21	100
MON									
TUE									
WED									
THU									
FRI									
SAT									
SUN									

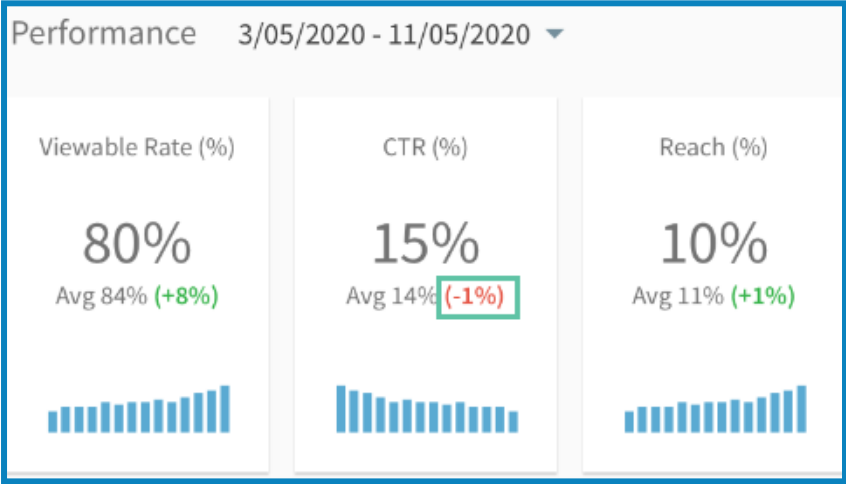
Optimise Manually

Apply Cancel

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;	



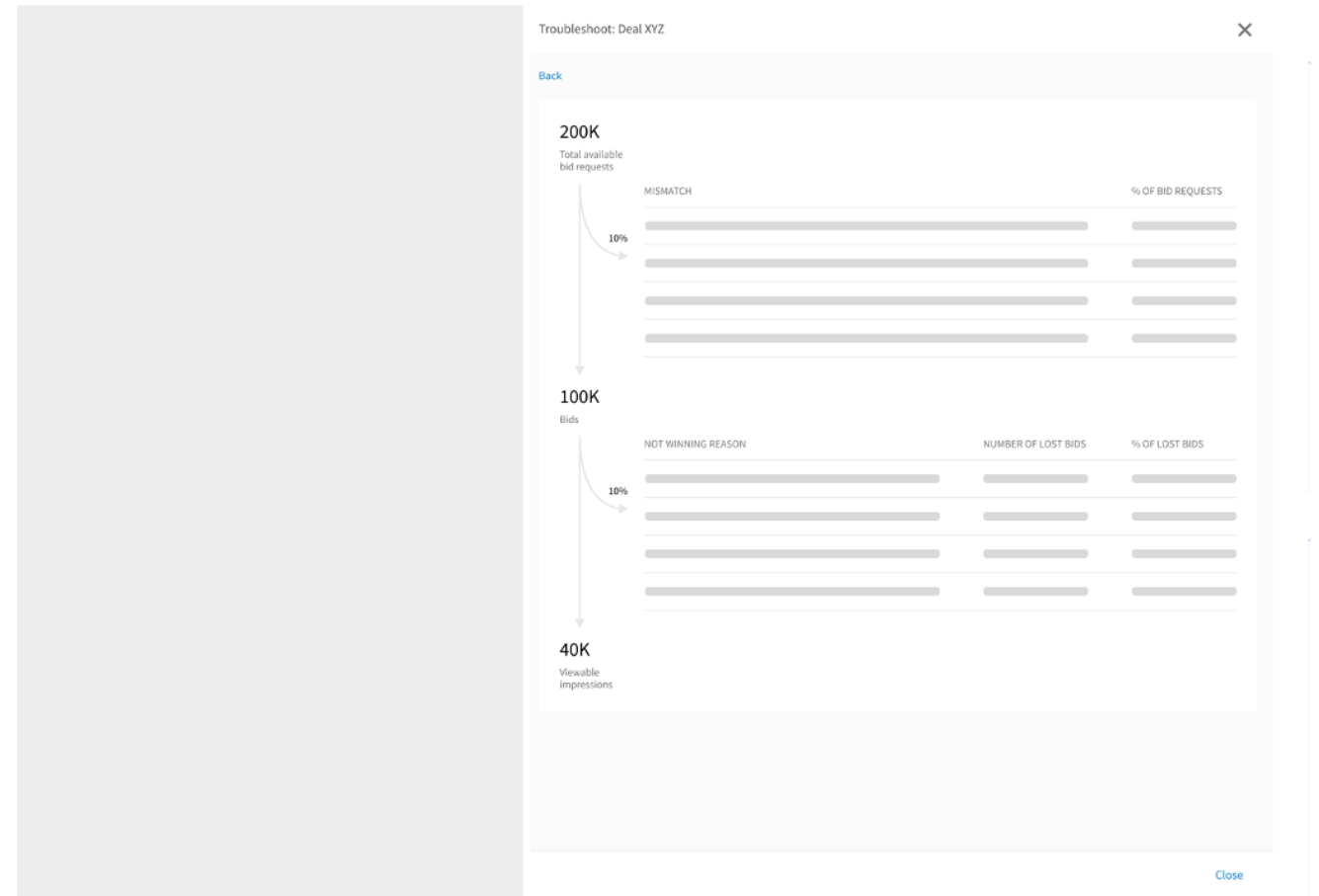
TAG MANAGEMENT

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

The screenshot displays the adform TAG MANAGEMENT interface. On the left is a navigation sidebar with categories: CAMPAIGNS, CREATIVES, AUDIENCES, INVENTORY, ADVERTISERS & D..., and STATS & REPORTS. The main area shows a table of tags with columns for ID, TYPE, STATUS, and CR. A dropdown menu is open over the table, showing options: Rejected, Pending, Approved, and Not supported. A detailed view of a rejected tag is shown on the right, titled 'Rejected: 86 (inventory sources)'. It lists reasons for rejection, such as 'Creative does not contain sufficient brand notification: 18', and lists inventory sources like 'Autotest (DNT)', 'Homepage Generated', 'ju_test_inv_src_2 (DNT)', 'Mlada Fronta (test)', 'R2B2 HbbTV', 'Viestlehdet', 'Vitava Lab Media', 'Autotest (DNT)', 'Homepage Generated', 'ju_test_inv_src_2 (DNT)', and 'Buevo Src'.

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

The screenshot displays the Adform interface for configuring an audience. The main content area is titled 'My Audience' and includes a 'Save' button. The configuration is organized into several sections:

- General Information:** Includes fields for Account Name, Audience ID (2007469), Audience Name (My Audience), Status (Active), Time to Live (TTL) (80), and Frequency (1).
- ID Fusion:** A section with a toggle switch set to 'On'.
- Lookalike:** A section with a toggle switch set to 'On'.

The right-hand sidebar provides a summary of metrics and options:

- KPIs:** Shows Total UIDs (0), Lookalike UIDs (0), and ID Fusion UIDs (0).
- Forecasting:** Includes a section for 'Estimated Audience'.

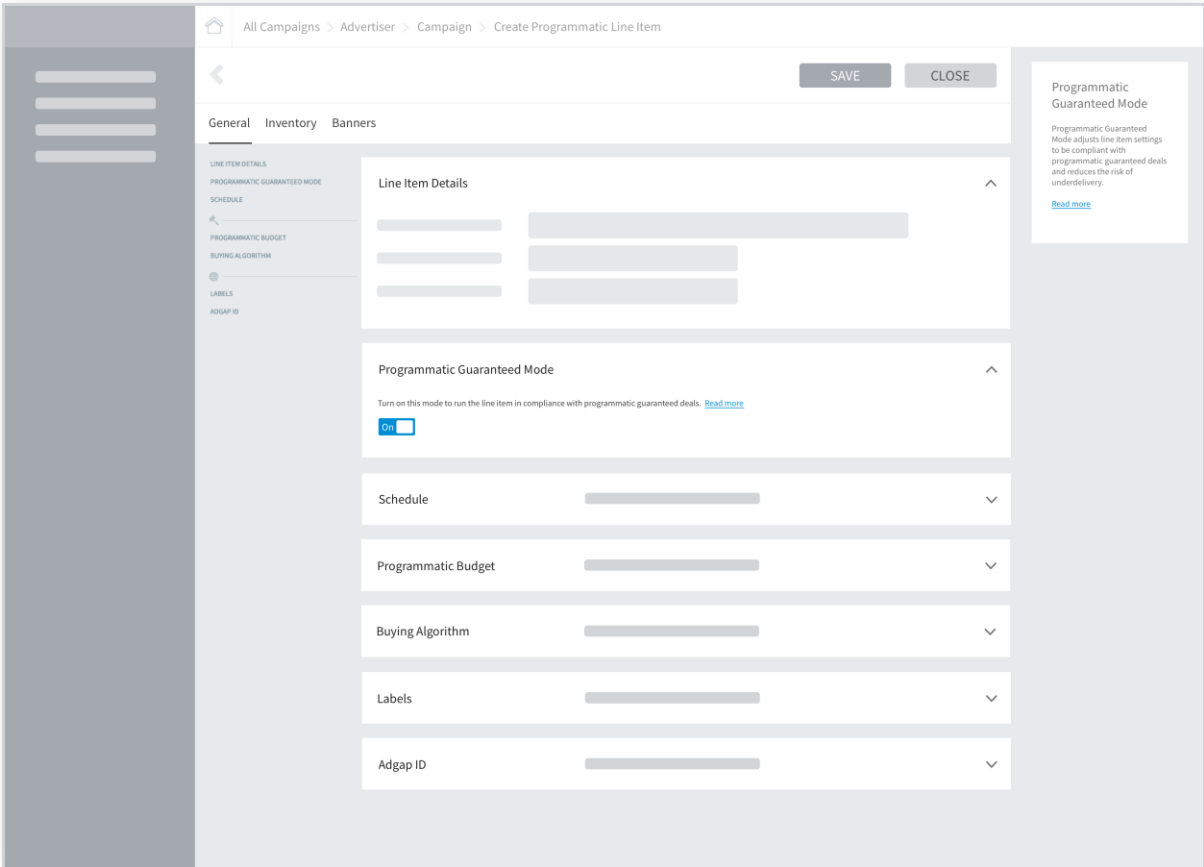
FLOW: CREATIVES

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

	NAME	TYPE	SIZE	WEIGHT/LENGTH	BATCH	LANDING PAGE	EDITED	STATUS
<input checked="" type="checkbox"/>	H&M Overshirt_160x600	Image	160x600	47 KB	MFE	https://hm.com/hyb...	06/08/2021 10:53	Unassigned
<input checked="" type="checkbox"/>	H&M Overshirt_300x250	Image	300x250	49 KB	MFE	https://hm.com/hyb...	06/08/2021 10:53	Unassigned
<input type="checkbox"/>	H&M Overshirt_250x250	Image	250x250	99 KB	MFE	https://hm.com/hyb...	06/08/2021 10:53	Unassigned
<input type="checkbox"/>	Promo_Overshirt_2021_1_1920x1080	In-Stream	1920x1080	3.511 MB / 25 sec	MFO	https://hm.com/ove...	06/08/2021 10:53	Published
<input type="checkbox"/>	Promo_Overshirt_2021_2_1920x1080	In-Stream	1920x1080	3.328 MB / 25 sec	MFO	https://hm.com/ove...	06/08/2021 10:53	Published
<input type="checkbox"/>	Promo_Overshirt_2021_3_1920x1080	In-Stream	1920x1080	3.312 MB / 25 sec	MFO	https://hm.com/ove...	06/08/2021 10:53	Published
<input type="checkbox"/>	2021-08-13 Overshirt DE	Dynamic Ad Setup	-	-	-	-	06/08/2021 10:53	Published
<input type="checkbox"/>	Overshirt_Promo_Summer_2021_980x240	Sequential Rotator	980x240	-	MFE	-	06/08/2021 10:53	Published

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

Buy-Side

- Ad Tags
- Advertisers
- Campaigns
- Demand Side Platform
- Site Tracking
- Third Party Ad Server
- Alerts
- Delivery Indications

Sell-Side

- Internal
- Clients
- Comments
- Global Buyers
- Inventory Forecasting
- Live Preview
- Placements
- Pricing Rules
- Publishers
- Targeting Rules

Creative Management Platform

- Ads Management
- Banners Management
- Banners Settings
- Creatives Management
- Dynamic Creative Optimization
- Assets

Pricing Rules

Created by Team Applications Foundation
Contact the developer

Deal Pricing Rule View API

Show/Hide | List Operations | Expand Operations

Deal Pricing Rule API

Show/Hide | List Operations | Expand Operations

GET	/v1/seller/dealPricingRules/inventorySource/{inventorySourceId}/dealPricingRules	Get collection of rules
POST	/v1/seller/dealPricingRules/inventorySource/{inventorySourceId}/dealPricingRules	Create new rule
DELETE	/v1/seller/dealPricingRules/inventorySource/{inventorySourceId}/dealPricingRules/{ruleId}	Delete rule
GET	/v1/seller/dealPricingRules/inventorySource/{inventorySourceId}/dealPricingRules/{ruleId}	Get specified rule
PATCH	/v1/seller/dealPricingRules/inventorySource/{inventorySourceId}/dealPricingRules/{ruleId}	Patch rule
PUT	/v1/seller/dealPricingRules/inventorySource/{inventorySourceId}/dealPricingRules/{ruleId}	Update pricing rule

Implementation Notes

Update specified rule.
OAuth 2.0 Scopes:
<https://api.adform.com/scope/api.pricingrules>

Response Class (Status 200)

Updated rule

Model	Example Value
	<pre>{ "id": "1", "name": "Deal Pricing Rule #1", "status": "active", "priority": 1, "priorityStatus": "completed", "updatedAt": "2017-07-04T13:32:27.329+00:00", "inventorySourceId": 3479, }</pre>

ENHANCED VIDEO REPORTING



Video insights



Video duration



Viewable impressions



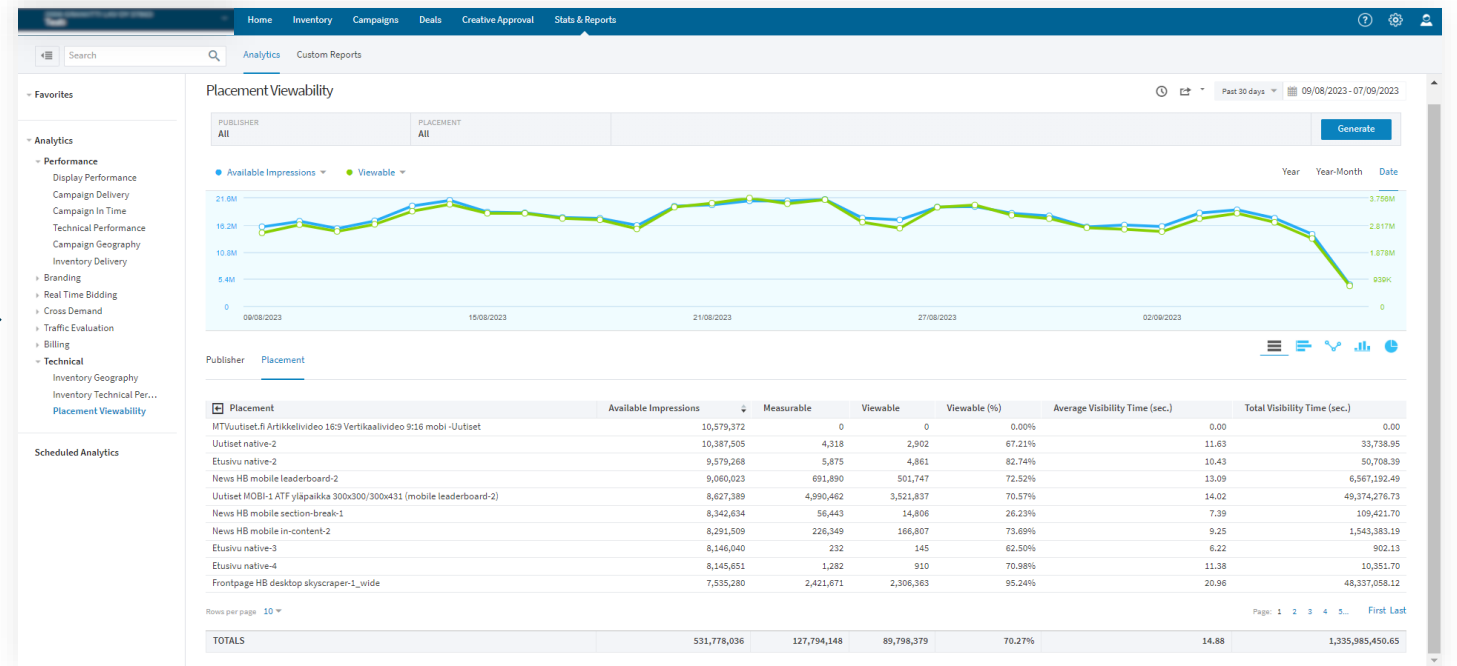
Quartiles of completion



Inventory viewability



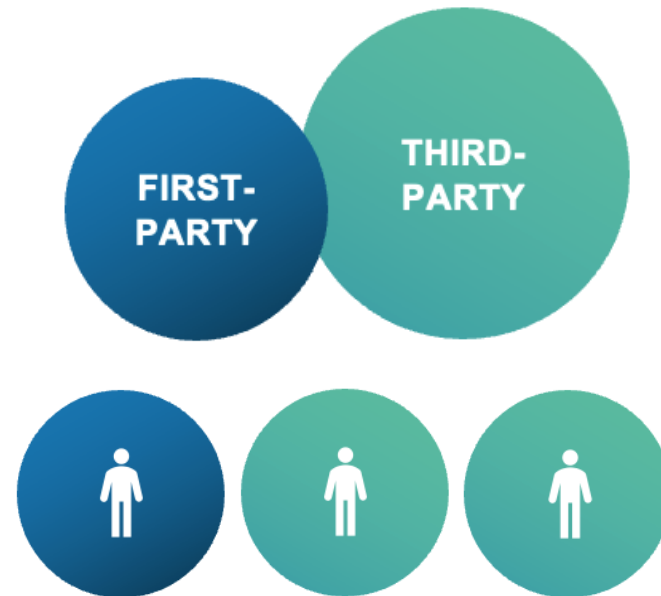
View-through rates



IDENTITY & DATA FEATURES

UPCOMING FIRST-PARTY ID AUDIENCE FEATURES

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



The logo for adform FLOW is centered within a large, dark blue circular graphic that has a subtle glow. The word "adform" is written in a lowercase, sans-serif font, and "FLOW" is written in a smaller, uppercase, sans-serif font directly below it. The letter "O" in "FLOW" is highlighted with a light blue color.

adform
FLOW

THANK YOU