

SmartAds

Unbiased Ad Performance Measurement

SmartAds gives advertising-based video on demand services (AVOD) full, objective visibility into ad performance in real time and assists in optimizing ads strategy with control over its impact on their audience.

With the tons of moving pieces that change everyday in ad-funded models, especially with the flexibility and speed of programmatic and RTB (Real Time Bidding) models consolidating, media services seek to track advertising results. **SmartAds acts as a third, neutral party to quantify and control ad performance at the maximum resolution, in real time, to ensure unbiased ROI.**

Different combinations of browsers, players, encoding levels, campaigns often, ad-server configurations, number of ads, position and a large number of elements come into play when adding advertisement into a piece of content. Because of such a complex chain, campaigns perform poorly without anyone really understanding why.

SmartAds also provides AVODs with **visibility into quality of ads, content type, impact on users' video experience, and the reasons why ads are sometimes fail to engage with their audience.** This module helps you gain aggregated and individual insights on Quality of Experience and user engagement and understand which position performs best, how many ads are actually watched, and the effects of ads in content viewing in different regions, devices, connection types, etc.

The uncertainty of ad performance can be misleading and sometimes even turn into blind strategies and unjustified costs. SmartAds is an impartial tool for AVOD services to accurately track ad performance in real time, also looking into quality and how ads cause drop off issues.

 <p>Ensure your users are having an equal experience with Ads and Content</p>	 <p>Optimize Ad positioning, Ads encoding, Conversion rates and Drop-off rates by measuring and reacting in real time</p>	 <p>Monitor drop on ads and get down to campaign filters in real time</p>
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Some of our customers