

XD Media Buying Platform

Plan, Manage, Traffic,
Analyze, Report,
and Optimize Digital
Display Campaigns.

ExactDriveTM

Exact Drive designed and developed its media buying platform to provide small to mid size ad agencies (and Independent Resellers too) with a media buying platform that provides a turn-key solution to Plan, Manage, Traffic, Analyze, Report, and Optimize Digital Display campaigns for their clients.

XD
ExactDrive.com

Get in the Driver's Seat

Are You Looking For More Control?

Advertisers traditionally have very little control over online ad campaigns. We think that's a mistake. That's why we let you determine targeting, inventory selection, placement and more. The result is a tailored campaign that aligns with your brand, budget and schedule.

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We Built A Simple And Transparent Media Buying Platform

Exact Drive makes Internet marketing easy, and that's no small feat. We packaged our unique approach in an intuitive tool that helps automate your campaign



Use It To Launch A Campaign In No Time

The Exact Drive application guides you through the process of target selection, ad placement, scheduling and budgeting in a few simple steps.



Generate Results, Not Regrets

Our software includes everything you need to create and execute online marketing strategies that increase sales, attract new customers and open new channels.

Get in the Driver's Seat Cont...



Buy In Real-Time

Acquire individual impressions as they become available, instead of paying for large buckets of inventory you may not need – or that may not fit with your brand.



Become A Branded Reseller

Exact Drive offers a white-labeled solution so you can brand your media buying software to look and feel like it is your own. Leverage your software to manage and execute your clients online advertising campaigns. The white-label solution allows you to create resellers as well as manage multiple user accounts allowing you roll this software out to anyone on your team.

Control Your Campaigns Like Never Before

Targeted campaigns ensure strong customer engagement and drive sales. Whether you want to raise awareness or incite action, Exact Drive targeting and retargeting solutions deliver results through a transparent platform.



Pinpoint By Demographics & Geography

Age, gender and income are the foundation of online advertising. Refine your approach using demographic targeting that places online banner advertising on sites your targets visit most often. Then customize geographically by country, state, city, DMA, ZIP code or congressional district



Behavioral Targeting

Increase click-throughs. Select prospects based on what they actually do online. This technique delivers display ads to audiences who are actively seeking your offerings or have a history of visiting websites of a similar content or topic to your product or service.



Categorical Targeting

Capture attention. Category targeting places display ads on sites that are categorically relevant to your industry and customers' interests. Examples include entertainment, technology, health and travel.



Driveback Remarketing

Personalized Advertising. Retargeting drives proven prospects back to your site. It precisely targets users who visit your site, spend time on a specific part of your site, or view/click your banner ads on another site.

Control Your Campaigns Like Never Before Cont...



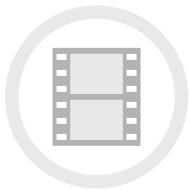
Search Retargeting

Target by keyword. Search retargeting targets user audiences based on previous keyword searches they conducted on search engines such as Google, Yahoo & Bing. This strategy provides a great one-two punch by aligning your search engine marketing (SEM) and display advertising.



Mobile Advertising

Extend your reach. Reach your target audience, regardless what device they are on by incorporating a mobile advertising strategy. Target users by behavior, content or even by a specific mobile device.



Video Advertising

Increase Engagement through High Impact Video Advertising. Capture the attention of your target audience through high-impact video advertising. Reach your target audience through in-banner video advertising or leverage our PreRoll video capabilities, which has grown into one most effective video advertising strategies.



Facebook Retargeting

Go social. Extend your reach by leveraging our Facebook Exchange Advertising capabilities. Leverage the worlds largest social media platform by advertising on the prestigious Facebook.com domain. Target category sections such as Albums, Events, Pages, Home, Profile, Photos and more!

2 Most Common Ways Online Ads Are Purchased (Media Buying)

CPM

Cost Per Thousand

or

CPC

Cost Per Click

Advertisers pay based on the amount of people who see their ad (called impressions). The pricing is bundled in units of a thousand impressions.

Advertisers pay each time a user clicks on the ad and is directed to their website.