ExactDrive provides the most comprehensive data and analysis of a page's advertising environment

Page-level content analysis presented in the IAB's standard taxonomy for ease of use.

Avoid ad environments with objectionable content.

Use your own custom keyword clouds and take advantage of our Word Graph with "Text Match" and "Topical Match".

Don't waste ad spend on cluttered pages, dictate the page and placement quality you want to advertise in.

ExactDrive allows you to incorporate controls of your ad environment producing better performance

1. Easily combine page-level segments

Chose segments from different dimension such as contextual categories, brand protection, content language, etc.

2. Build Custom Segments on-the-fly

- *Use keywords or URLs to define custom segments*
- *Chose between 'TextMatch' or 'TopicalMatch'*
- *Target positively or negatively*

3. Dynamically view inventory forecasts

Get inventory forecasts matching the chosen segments while chosing segments within Agents.

4. Target a single Agent ID

Use a single Agent ID segment in your campaign set-up to target all chosen criteria pre-bid or for post-bid blocking.