

Advertise online in
a smarter and more
efficient way.

ExactDrive™

The internet is vast, and it's difficult to know your audience, let alone find them. When complex technologies change day-by-day, and hundreds of vendors find ways to talk about them, you need an expert on your side. ExactDrive makes it simple. With an exclusive blend of strategy, insight, service, and technology, we empower businesses to find their audience and move with them.



Digital Technology. Human Service.

Whether you want to raise awareness, incite action or open new channels, ExactDrive works behind the scene to deliver results so you can focus on operational imperatives. As a result, we become extensions to your daily ad operations and can be trusted with any digital media need because deep knowledge is always at hand.



Media Planning and Buying

Strategy Integration, Campaign Evaluation, Audience Targeting, and Metrics & Accountability. Using expert insight, we customize a plan that integrates with existing strategies and campaigns. We enable you to connect to rich data sources, drive ads to precisely targeted audiences, select key metrics to ensure accountability, and optimize your plan for a specific budget.



Campaign Management

Inventory Acquisition, Campaign Implementation, Creative Trafficking, and Monitoring & Optimization. We secure the best media placements, confirm your creative, and launch your campaign. With constantly updating performance reports, we can review results and optimize your campaign in a matter of minutes.



Reporting & Analysis

Performance Metrics, Placement, Engagement, and Analysis. Site, creative, and audience-level reports make it easy to track impressions, clicks, and conversions, as well as evaluate performance against ROI goals and other key metrics.

What is real-time bidding (RTB)?

Real-time bidding is a new and dynamic way to buy online media. Through an automated process, we can evaluate, bid on and purchase ad inventory on an impression-by-impression basis. With real-time bidding, we can drive meaningful one-to-one connections to consumers with greater scale and efficiency.



Every time an impression is available, the advertising exchange "asks" us if we'd like to bid on behalf of an advertiser (the "bid request").



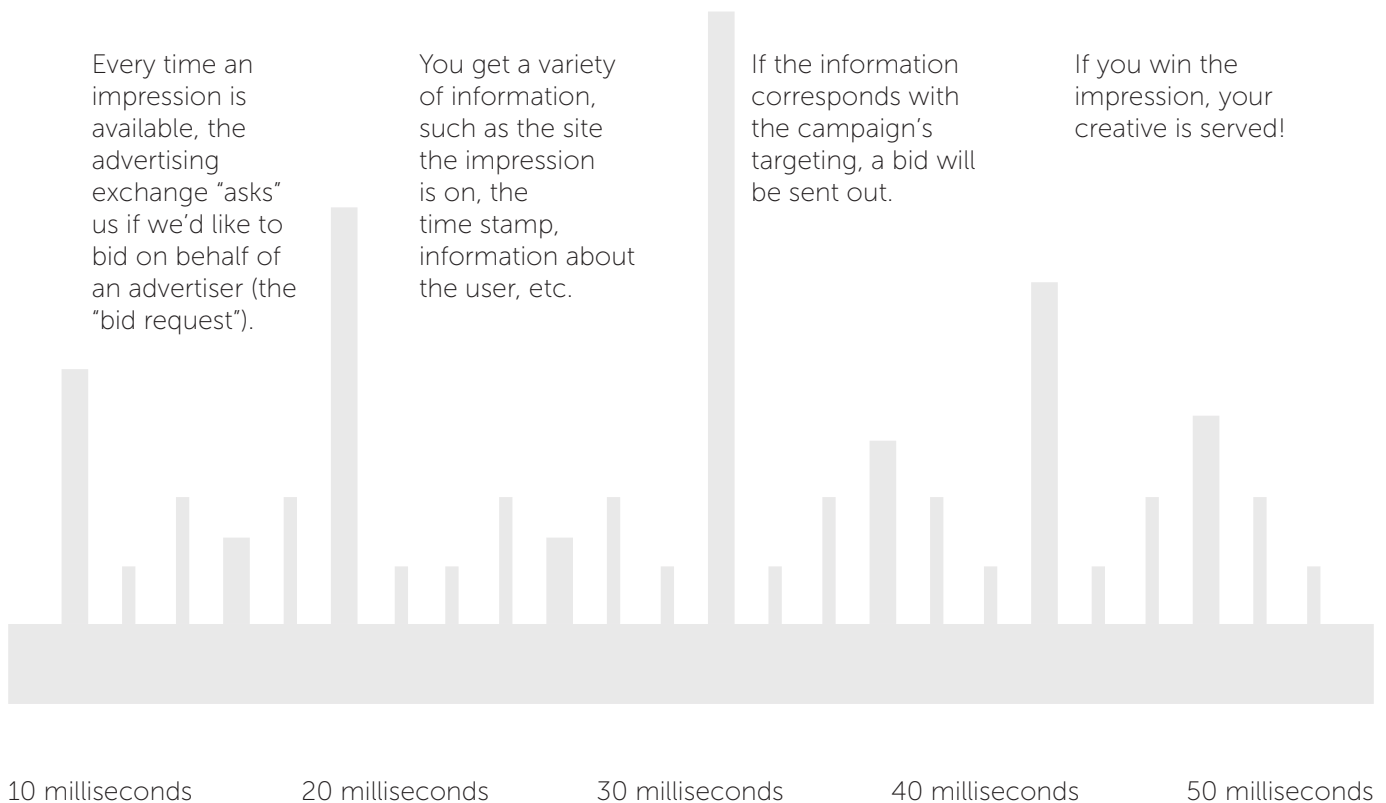
You get a variety of information, such as the site the impression is on, the time stamp, information about the user, etc.



If the information corresponds with the campaign's targeting, a bid will be sent out.



If you win the impression, your creative is served!





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.



Retargeting

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.



Contextual 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.



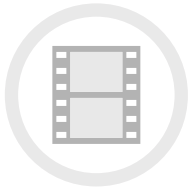
Mobile Advertising

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.



CTV Advertising

Reach today's engaged audiences on any type of TV screen that can stream digital video.. CTV is available on numerous sports, news, history, outdoor channels and more through various publisher channels.



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 with in-banner video advertising or leverage our PreRoll video capabilities, which has grown into one of the most effective video advertising strategies.



Digital Out-of-Home Advertising

Increase Awareness with Outdoor Media Experiences Bring your advertisements to life for targeted audiences on-the-go through digital billboards, elevators, bus stops, etc. DOOH focuses on geofencing, tracking, personalizing, and attribution.



Audio Advertising

Reach streamed audio content including Spotify, SoundCloud, and ESPN. By adding programmatic audio advertising into your marketing campaigns you'll be tapping in to today's key trends and reaching out to your target audience more effectively than ever before. Great for targeting on-the-go consumers!



Native Advertising

Promote your content. Native ads match the function and form of the platform on which it appears. They seek to provide content in the context of the user's experience. For example, a sponsored Tweet on Twitter, a suggested post on Facebook or one of those full-page ads between Flipboard pages.

Reporting Capabilities

Analytics Report

Range	Custom to lifetime	Metrics	Dimension
Interval	Hourly, daily, monthly, cumulative	Impressions	Insertion Order
		Clicks	Line Item
		CTR	Campaign
		Spend	Creative
		Conversions	Seller
		eCPM	Publisher
		eCPC	Media Type
		eCPA	Placement
		Viewability	
		Impressions	
		Viewability Rate	

Buyer Geo Report

Range	Last 45 days	Metrics	Dimensions
Interval	hourly to cumulative	Impressions	Day
		Clicks	City
		CTR	Country
		Total Conversion	DMA
		Conversion Rate	Postal Code
		Post View	Region
		Conversions	Advertiser
		Post Click	Buying
		Conversions	Currency
		Booked Revenue	Line Item
		Cost	Campaign
		CPM	Insertion Order
		Profit	

Device Report

Range	Last 30 days	Metrics	Dimensions
Interval	Daily, Monthly, Cumulative	Impressions	Advertiser
		Clicks	Buying Currency
		CTR	Selling Currency
		Conversions	Publisher
		Revenue	Line Item
		Cost	Campaign
		CPM	Media Type
		Profit	Size
			Bid Type
			Impression Type
			Payment Rule
			Revenue Type
			Payment Type
			Device Type
			Connection Type
			Device Make
			Device Model
			Operating System Family
			Operating System
			Browser
			Deal ID
			Insertion Order
			Buyer
			Country
			Seller Member

Site Domain Report

Range	Last 180 days	Metrics	Dimensions
Interval	Hourly, daily, monthly, cumulative	Impressions	Site Domain
		Clicks	Mobile Application
		CTR	Line Item
		Spend	Campaign
		Conversions	Creative
		Post Click Conversions	Gender
		Post View Conversions	Fold Position
		eCPM	Supply Type
		eCPC	Operating System
		eCPA	Age
		Viewability Impressions	Top Level Category
		Viewability Rate	Second Level Category

Carrier Report

Range	Last 30 days	Metrics	Dimensions
Interval	Daily, Monthly, Cumulative	Impressions	Advertiser
		Clicks	Publisher
		CTR	Line Item
		Conversions	Campaign
		Revenue	Media Type
		Cost	Size
		CPM	Bid Type
		Profit	Impression Type
			Type
			Country
			Payment Rule
			Seller Member
			Revenue Type
			Payment Type

Video Analytics Report








Range	Custom to lifetime	Metrics	Dimensions
Interval	Hourly, daily, monthly, cumulative	Impressions	Starts
		Clicks	Skip Rate
		CTR	Start Rate
		Spend	25% Complete
		Conversions	50% Complete
		Post Click Conversions	75% Complete
		Post View Conversions	100% Complete
		Conversions	Completion Rate
		eCPM	Errors
		eCPC	Ad Responses
		eCPA	Companion Ad Clicks
		Viewability Impressions	Companion Ad Impressions
		Viewability Rate	
		Skips	
			Site Domain
			Mobile Application
			Line Item
			Campaign
			Creative
			Supply Type
			Video Context
			Video Playback Method
			Video Player Size
			Creative Frequency
			Creative Recency

Viewability Report

Range	Last 365 Days	Metrics	Dimensions
Interval	daily, monthly, cumulative	Non Viewable Distribution	Line Item
		Undetermined Distribution	Campaign
		Viewable Distribution	Creative
		Viewable Impressions	Publisher
		View-Measured Impressions	Seller
		Viewability Rate	Member

Audio Report

Range	Last 365 Days	Metrics	Dimensions
Interval	hourly, daily, monthly, cumulative	Impressions	100% Complete
		Clicks	Skips
		CTR	Starts
		Spend	Skip Rate
		Conversions	Start Rate
		Conversion Rate	Errors
		25% Complete	Audio Fill
		50% Complete	Ad Responses
		75% Complete	
			Site Domain
			Mobile application
			Publisher
			Placement
			Line Item
			Campaign
			Creative
			Creative Duration
			Creative Frequency
			Creative Recency
			Media Subtype
			Supply Type

Targeting	CPM Rates
 <p>Categorical Target by website theme</p>	\$4.00+
 <p>Behavioral Apply consumer behavior data</p>	\$6.00+
 <p>Contextual Place ads against desired topics</p>	\$6.00+
 <p>Retargeting Reach your website's past visitors</p>	\$5.00+
 <p>Domain Focus on specific domains</p>	\$5.00+
 <p>Video Instream and Outstream</p>	\$10.00+
 <p>Mobile Target on the go consumers</p>	\$4.00+
 <p>Native Promote your brand's content</p>	\$6.00+
 <p>Audio Spotify and Run-of-Network</p>	\$20.00+
 <p>Connected TV CTV Devices and OTT Services</p>	\$40.00+
 <p>Digital OOH Billboards, Movie Screens, etc.</p>	Inquire about

Why Choose Us?

We provide access to premium inventory without minimums, while utilizing industry-leading ad traffic quality and safety tools. We have the ability to serve impressions across more than 95% of the web inventory.