

# Ad Trafficking

Seamlessly executing digital ad campaigns for agencies, publishers and advertising networks.

## Proven Industry Leadership

- 10 years domain experience
- More than 200 local and global technical experts
- 100,000 placements trafficked monthly
- Trafficking expertise with more than 20 advertising technologies
- Trafficking error rate of less than 1 percent (industry standard is between 10-20 percent)

*"Our experience working with Operative to vastly improve and streamline all aspects of our ad operations – from trafficking and reporting to finance and inventory management – was nothing short of positive. Operative provided us with a flexible, scalable, and integrated solution that helped mature our business."*

- Steven Gold, VP Sales Planning & Operations, **NBC Universal**

*"Leveraging Operative has freed up 20-30 percent of time for our Online Strategists. Instead of focusing on ad operations, my team can now spend more time with clients and work to meet their goals."*

- Darren Herman, Chief Digital Media Officer, **The Media Kitchen**

**Inc. 500** Ranked Number 56 in the Top Companies in Software

## Error-free Campaigns Delivered On Time

We understand the costly impact of delayed or poorly executed advertising campaigns. That's why we are committed to ensuring all components of your campaign are quality tested and delivered as scheduled. For more than ten years, agencies, publishers and advertising networks rely on Operative's domain expertise, robust scalability and dedicated local support for a seamless campaign launch experience.

Worried about losing control over your operations? Through a combination of people, process and technology, we put you in the driver's seat to leverage Operative as an extension of your team to accelerate execution.

### 1 Flexible Scale

Serving clients ranging from 10 million monthly impressions to 3 billion monthly impressions and trafficking more than 100,000 placements each month, we can ramp up to meet any trafficking need and flexibly resource staff to accommodate seasonal fluctuations in our your business.

### 2 Local Resources

We dedicate resources in your local time zone to align with how you do business and ensure quality customer service.

### 3 Technology-Enabled

As your partner, we are committed to making sure you continue to feel that you have control over your ad operations business. Our customer portal provides you with the status of your campaign and technical requests so that you have full transparency.

### 4 Technical Expertise

With more than 10 years of ad operations experience, we have built technical expertise in all the major leading ad serving and rich media technologies. This allows us to handle all your campaign execution needs, maintaining less than 1 percent error rates (industry standard averages 10-20 percent). Our expertise includes: DoubleClick for Publishers (DFP), Doubleclick for Advertisers (DFA), Atlas Ad Manager, AdTech Helios, 24/7 Real Media Open Ad Server (OAS), Google Ad Manager, OpenX, MSN's AdExpert, MediaMind, EyeWonder, Pointroll, Unicast, MediaPlex, Zedo, Bluestreak and more.

### 5 Predictable Operational Costs

The philosophy behind our transaction-based pricing model is simple—pay for the services you use. To learn more about our variable pricing structure, don't hesitate to contact us today.

## About Operative

Operative Media Inc. is the advertising business management company. Our core purpose is to allow the media and advertising industries to run increasingly complex businesses with simplicity. Operative's next-generation, SaaS based platform and technology-enabled services help media industry leaders and their partners balance operational efficiency with innovation to reduce transaction costs and boost advertising revenue. Launched in October 2010, the Operative.One platform brings together the business processes and systems necessary to package, sell, traffic, manage, optimize and collect revenue on advertising products. More than 200 industry leaders rely on Operative to manage more than \$6 billion in global ad revenue annually, including The Wall Street Journal, MSN, OMD, NBC Universal and National Public Media.

For more information contact your Account Executive or email [info@operative.com](mailto:info@operative.com).