

## Integration is Fast and Easy with the adConductor SmartTag™

adConductor's powerful end-to-end ad management and optimization platform is now easier than ever to implement with SmartTag. SmartTag allows online media companies with large sites, multiple sites, or affiliates to quickly translate existing targeting hierarchies into the adConductor's ad management platform.

### What can SmartTag do?

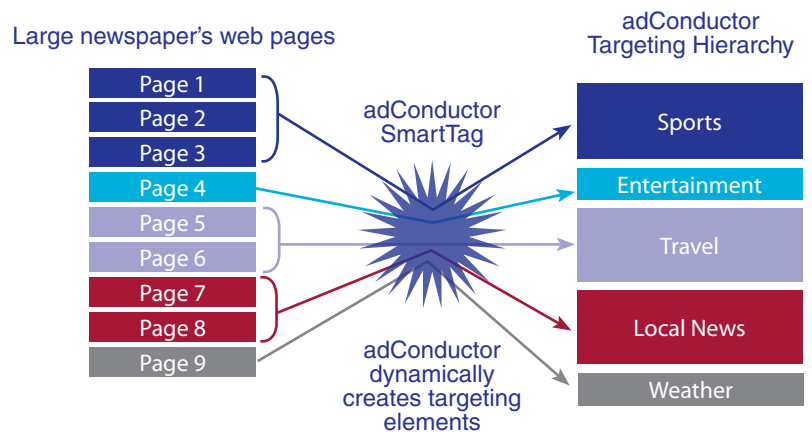
With SmartTag, we have eliminated the time consuming task of manually categorizing content, remapping targeting elements, or loading multiple targeting elements onto a site or into an existing ad server.

SmartTag does the following:

- **Continuously reads and interprets domains and URLs to dynamically create adConductor targeting elements that are used to accurately and efficiently target, serve, optimize and report on your campaigns**
- **Creates finely tuned targeting elements, based on traffic patterns, for more granular targeting**
- **Allows a targeting hierarchy to be modified without changing targeting elements on a page, site or affiliate**
- **Allows users to display ads on all of their properties with a single adConductor SmartTag, to take advantage of adConductor's targeting system**

### How SmartTag Works

The SmartTag solution dynamically "translates" and groups referring URLs or existing ad tags into a targeting hierarchy, and creates a corresponding targetable adConductor ad tag.



### No more implementation headaches

SmartTag's easy-to-execute solution streamlines the process to implement adConductor's full suite of ad management and optimization tools and allows online publishers to quickly, efficiently, and increasingly monetize their ad inventory. Call us today to learn more about SmartTag.

### Contact Us!

To take your ad management to the next level, contact **Susan Tuller** at **781.852.5245** or **stuller@adconductor.com**.