



innervate

TRAFFICKING FOR THE CONTINUOUS CREATIVE

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Innervate's Modern
Approach to Ad Serving

INTRODUCTION

The Innervate's creative testing methodology enables high-velocity creative testing that drives ad creatives to perpetually improve. This revolutionary methodology requires not only rapid creative production, but also rapid trafficking of new creative variants. Innervate's suite of ad building tools make rapid creative production simple, and to enable rapid trafficking, Innervate has also developed an entirely new technical methodology for trafficking ads. It's significantly more flexible than most marketing-leading ad servers without being more complex to use.

Despite dramatic advances in digital marketing technology, the principal way ad servers operate has remained fundamentally unchanged for the past 15 years. Even today's market-leading ad servers were built for ad serving and attribution—not with creative in mind.

Innervate's changed the methodology behind trafficking ads, without making ad operations' job more complicated.

Imagine if your ad creatives didn't have to be tied one-to-one to the media you bought. Innervate assigns creatives to media placements dynamically, based on a set of rules that take into account all the elements of ads, placements and target audiences.

How Is This Possible?

Innervate has fundamentally reinvented the technical methodology behind trafficking ads through two innovations that work in concert:

1 Innervate Semantic Tags 2 The Innervate Rules Engine

When creatives are decoupled from placements, trafficking becomes flexible. In addition to supporting high-velocity testing, the Innervate trafficking method dramatically reduces time to launch and makes optimization and iteration fast and simple.

INNERVATE SEMANTIC TAGS

In the programmatic universe, tags are smart—they contain all the information about a placement needed to decide whether execute a bid. Information is transferred between entities—from the publisher to their SSP to the buyer's DSP, but the richest data doesn't make it all the way to the buy-side ad server and it doesn't take into account details about creative.

LIMITATIONS OF TODAY'S AD SERVER TAGS

Many of the attributes of creatives and media placements are identified only within naming conventions that vary widely by organization and are typically only understood by a handful of people within ad operations. Traditional ad servers are limited—they can only understand some elements of an ad or placement, forcing you to rely on these complex naming conventions to adequately describe the many dimensions that do apply.

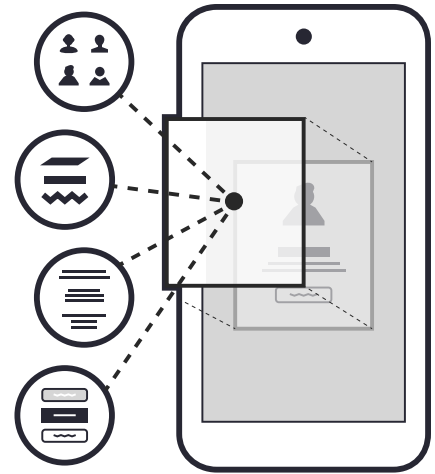
The ad server recognizes which creative is assigned to which placement, but not why. There's no option to look at all creative that should be served to, say males, or which ads should be served in Portugal when every ad placement pair must be hardcoded. Finally, when rules change, for example if a new targeting parameter becomes available, every single placement must be updated individually—making it impossible to run high-velocity creative tests.

THE INNERVATE SYSTEM IS SMARTER

Like RTB, tags created by the Innervate creative server recognize and identify all of the attributes of an ad and placement. The Innervate creative server doesn't rely on your naming conventions (or worse yet, third party naming conventions that you don't control) to determine what applies to a Creative Group or placement. On top of that, Innervate's semantic tags also tie in detailed information about the creative itself.

Innervate's tags support flexible trafficking and make detailed reporting possible for the first time. The Innervate creative server is able to recognize every identifiable element of an ad or placement including format, size, details about elements like animation, and audience.

You don't have to worry about going back and forth with a publisher or other third party when their naming conventions are too vague—you can use the Innervate creative server to identify elements of an ad and select placements intelligently.



Together, [The Innervate Rules Engine](#) and [Innervate's Semantic Tags](#) form of a new type of ad server, reducing ad ops workload by removing the need for hardcoded placements, ending ad operations' reliance on naming conventions, and enabling fast and simple changes for live campaigns.

With Innervate's Semantic Tag system, you never need to rely on complex naming conventions again.

USE CASE



Making Changes to Live Campaigns Just Got Simpler

In your old ad server, you would manually update every single ad and placement pair to introduce the new attribute into the naming convention.

With Innervate, you rely on rules instead of a list of placements. That means that even if the update affects every single ad, or some subset of your ads, you still only have to create one new rule, and all the right placements are automatically updated—no matter how many placements are affected. You don't even have to go through and determine what needs to be updated, once the new rule is in place, the system will determine where to apply it.

THE INNERVATE RULES ENGINE

To traffic creative with Innervate, you simply set up 1) filters for creative and 2) rules for inventory matching just once at the beginning of a campaign. Using these filters and rules, the Innervate creative server automatically matches the right ads with the right placements. You never hardcode a single pair, and your rules can be updated on the fly whenever you define a new test or need to iterate on a campaign.

ELIGIBILITY FILTERS FOR CREATIVE

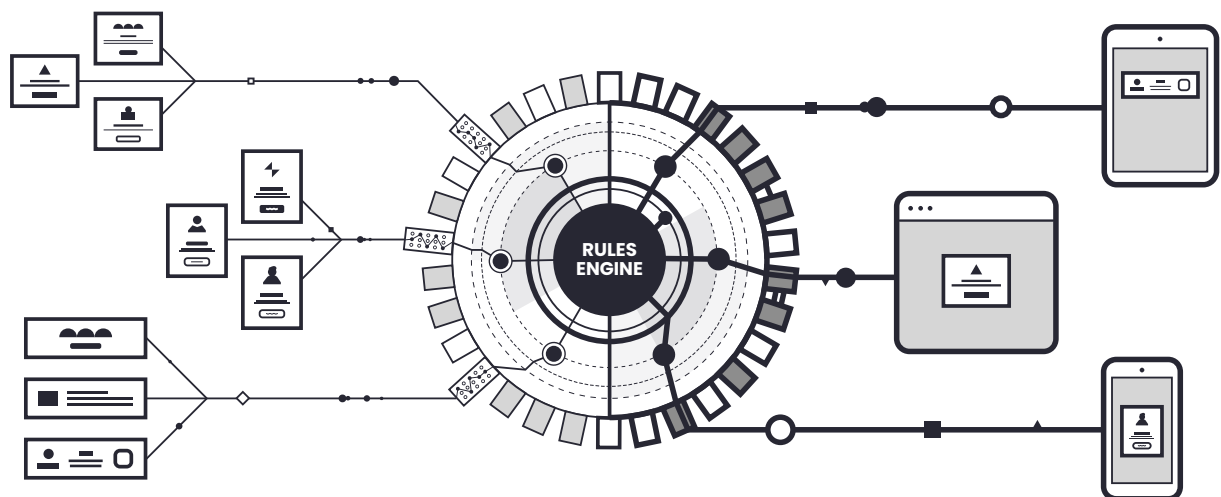
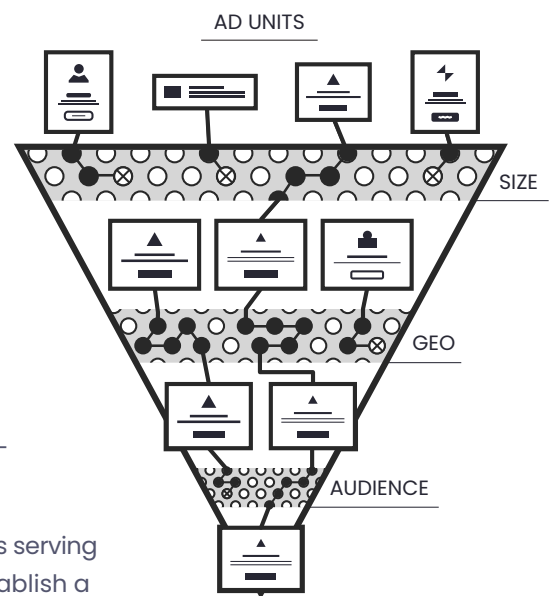
You set your Creative Groups as eligible to serve under certain conditions, based attributes like ad size, location, audience details, or even whether an ad contains particular elements. For example, eligibility filters can be applied to ads that are 300x250, where the user is in the US and male, or even around a particular element in the ad, like an animation.

SELECTION RULES FOR INVENTORY

With the Innervate, inventory rules determine when and where a placement trafficked.

For example, if a placement is iOS, you can create a rule that prevents serving Flash ads. If a placement's location is Spain or Mexico, you can establish a rule to serve an ad in Spanish instead of English. Like eligibility filters, inventory rules are additive. In the previous example, the server won't choose Flash and will run the ad in Spanish if the placement is on iOS in Mexico.

You can set up fallbacks for instances where you haven't created any ads that meet all of the selection rules.



USE CASE



Cycle Through Language Options, Automatically

Suppose you have a multinational campaign and are serving ads in some regions with multiple native languages. Instead of creating ads for each group and hardcoding them to different placements in the right locations, you can set up rules assigning the right language for each country, and you can include backups on top of additional rules.

The system recognizes a Creative Group's languages and assigns it accordingly. For example, let's say you're serving ads in a region that has three native or common languages. You can set up rules for languages, in order of priority. If the preferred language isn't available, the second priority option will be selected, and finally the third priority.

SMARTER, CENTRALIZED REPORTING

PROBLEM

Right now, the ad-level data you could be getting from your DSP buys isn't automatically preserved in your owned system of record, or being tied to data on media-buying. Tag generation, billing and reporting for direct buys exist in your ad server (separate from DSP buys). Nothing is centralized, which means pulling and compiling reports from multiple ad servers and from your DSP takes extensive manual manual work.

Innervate's structured approach to creative serving enables more sophisticated reporting.

One of the primary reasons to even have an ad server is to own reporting—it should be your system of record.

With Innervate, all buys (direct, indirect programmatic, mobile and rich media) can be executed in the same place – you don't need another ad server for mobile or rich media. Ad-level data is easily accessible for the first time, and can be tied to media buying data.

USE CASE



One Source of Truth for Reporting

For agencies, everything you do for clients is in one place. Create reports to update clients simply and quickly, stop wasting overhead on generating client reports.

For brands, one of the reasons you buy in house is to own all your own data, with your current ad server, you aren't able to do that.

Instead of pulling one report from your ad server for direct buys, and receiving another from your DSP for programmatic buys that loses data, combine insights to learn more about users, share lessons, and optimize campaigns holistically. There's no separate data from yet another ad server for mobile or rich media.

SUMMARY

Innervate's innovative ad serving methodology supports high-velocity creative testing and makes trafficking effortless through two breakthrough inventions:

1 Innervate Semantic Tags

Smarter inventory categorization means no more naming conventions and smart, centralized reporting for the very first time.

2 The Innervate Rules Engine

Flexible rules instead of hardcoded pairs means faster set-up and easier updates.

