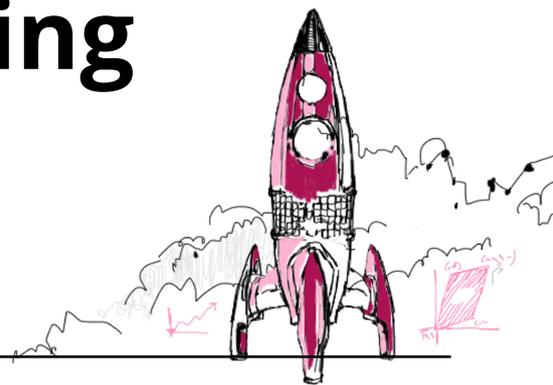


First Party Ad Serving

Make your data secure, increase consumer confidence and retarget on tablet and mobile.



Consumer confidence

Privacy conscious consumers will understand a cookie on their machine that references the advertiser name in it, rather than an unusual sounding ad server name.

Advanced data usage

Advertisers can use their web analytics user segments or groups to tailor a more relevant message to the user in their online ads. E.g. high loyalty customers or customers who have been on the site more than 5 minutes.

Retargeting on iPad and iPhone

First Party ad serving allows retargeting on iPads and iPhones – ads that match what the user has looked at on the advertiser’s website. This is not possible with traditional Third Party ad serving.

Cookie opt outs reduced

A first party domain will only be affected if user opts-out of ads by the advertiser, rather than a user choosing to opt out of all third party (e.g. Google) targeted ads.

Data Security

With traditional third party ad serving or network ad serving, data for advertiser X can be used to help tailor a message or target audience for advertiser Y.

First party ad serving ensures this cannot be done – now or in the future.

Ads are less likely to be blocked

Because the serving domain is servedby.client.com rather than a generic third party adserver domain such as ads.adservername.com.

Simple & Fast Implementation

- 1 Create the new sub-domain name e.g. poweredby.client.com.
- 2 Use Flashtalking's oneTag solution for retagging the site - this tag will reference the chosen ad server domain and usually requires a single on site implementation that then populates across the rest of the site. It is also possible to upload the new tags to existing container tags.
- 3 Update privacy policy to reflect user opt out options relating to online ads.

The Flashtalking ad server engine and content distribution server network remains the actual delivery solution. It is the Flashtalking server network delivering the ads and Flashtalking publisher SLA's remain in place.

