

A woman with curly hair and glasses is sitting at a desk in an office, looking out a large window at a cityscape. She is holding a pen over a tablet. The desk has a keyboard, a mouse, and a notebook. The image is overlaid with abstract geometric shapes in yellow, green, and blue.

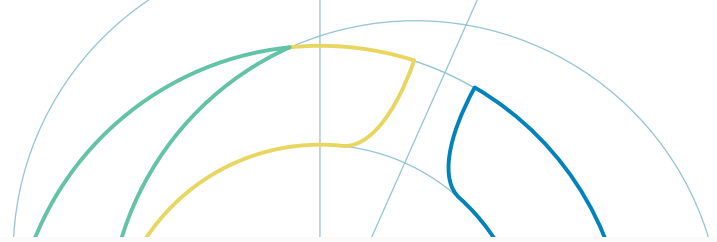
adform

DCO PRO

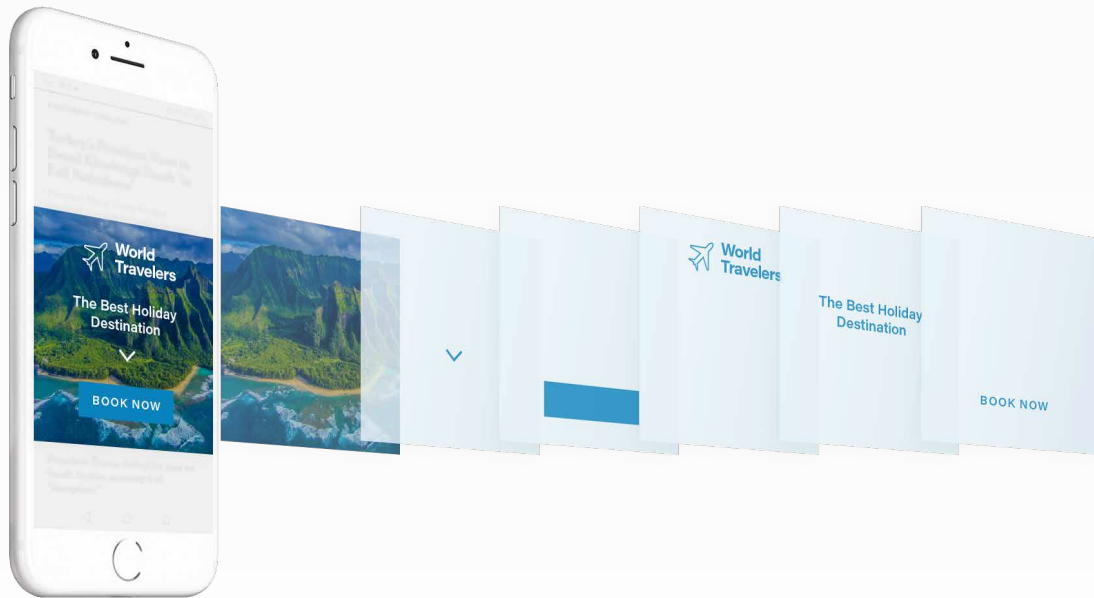


DCO Pro is fundamentally focused on enhancing your ability to deliver and scale tailored ads while optimizing for performance. This means a dedicated emphasis on efficiency and strategy execution across multi-dimensional activation points while fully harnessing the benefits of an integrated creative, data, and trading platform.

Advanced Dynamic Creative Optimization (DCO) tools are an essential piece of a modern paid media strategy. DCO provides an essential bridge between data-driven and creative-driven storytelling. They provide the opportunity for significant savings on production and activation costs while helping you identify and prioritize your best-performing creatives. Serving as the facilitator that blends these factors together, DCO makes activating and optimizing for prospect, upsell, and retention campaigns a unified process while solving the primary obstacles that have previously limited highly effective cross-channel advertising.



The Current Challenges DCO PRO is Positioned to Solve



Final
Version



Creative
Elements



Text
Elements



Targeting
Parameters



Data
Layer



Contextual
Layer

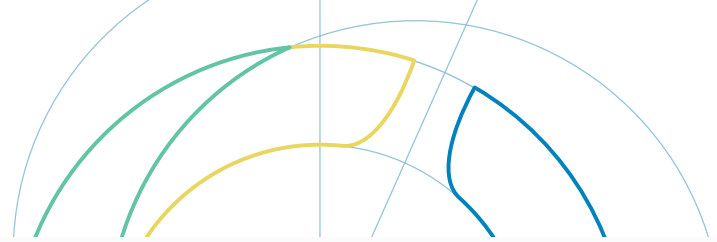
The modern advertiser faces a blend of challenges that go far beyond merely locating the right user - a veritable needle in a haystack. Ideal digital outlets to advertise on are in a constant state of fluctuation and evolution. Simultaneously an ever-increasing number of channels for paid advertising bring with them not only a wider range of potential outlets but ever-increasing complexity when drafting, activating and optimizing creatives.

These challenges are only amplified by complex technology vendor landscapes, rapidly evolving consumer user behaviors, regulation, and increasing obstacles when working to tell powerful brand stories across channels and touchpoints. The majority of technologies on the

market solve one, or two of these challenges in isolation, but lack sufficient reach, scope, technical capabilities and integrations to effectively bridge all of these challenges.

As a result, most advertisers are forced to choose between highly attractive formats that are also difficult and time intensive to deploy and maintain while scaling poorly or overly simplistic executions that lack the creative robustness and cross-channel capabilities modern advertising campaigns need. Add in data lag undermining the ability to A/B test, poor optimization, reporting, or initial complex and labor-intensive handoffs from technology to technology, and the value-add of dynamic creative optimization rapidly erodes.

The modern advertiser faces a blend of challenges that go far beyond merely locating the right user



Industry Trends

DCO PRO Is Already Addressing

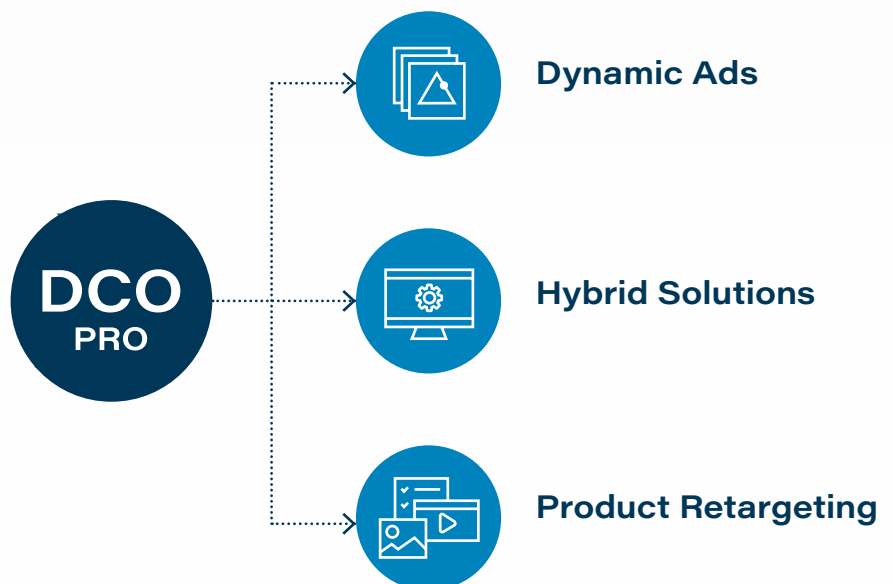
While DCO has long been a staple of the digital advertising landscape, its true potential is only starting to come into its own. This means that many definitions and expectations for the capabilities DCO delivers and its place in an advertising strategy are rapidly becoming outdated. Essential standardization across the ecosystem, the ability to integrate data and rich media formats, as well as advanced optimization and machine learning serve as game-changing tools that elevate DCO from a basic optimization tool for rudimentary banners, to a must-have tool delivering efficiencies

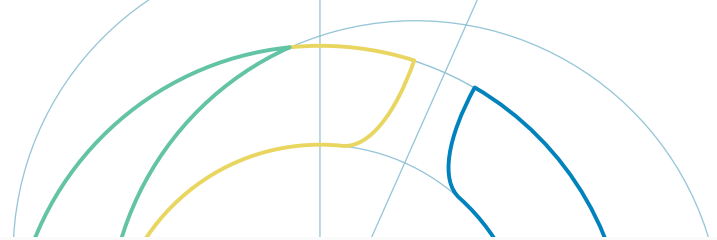
of scale and pricing that directly solve advertisers' most pressing needs.

To support this, ad servers and creative platforms are increasingly playing a larger role as a central point of facilitation and reporting. This goes far beyond the quiet role they've largely occupied previously as a static content storage and pure serving solution. This pivot increasingly puts tools like DCO Pro and advanced creative tools at the heart of managing message, targeting audiences, and crafting highly effective strategies that mirror the sophistication of modern brands.

A must-have tool delivering efficiencies of scale and pricing that directly solve advertisers' most pressing needs

Creative is baked into our very bones at Adform. For almost two decades, we have focused on delivering a better way for the serving and management of creatives. On top of this, we are proud of our strong rich media ad serving legacy. At the heart of any creative process is inspiration, iteration, experimentation, delivery, and refinement. Just as your creative process never stands still, we never stop looking for new ways to do better, to streamline your experience, and to help you maximize your creative potential.





Product Retargeting



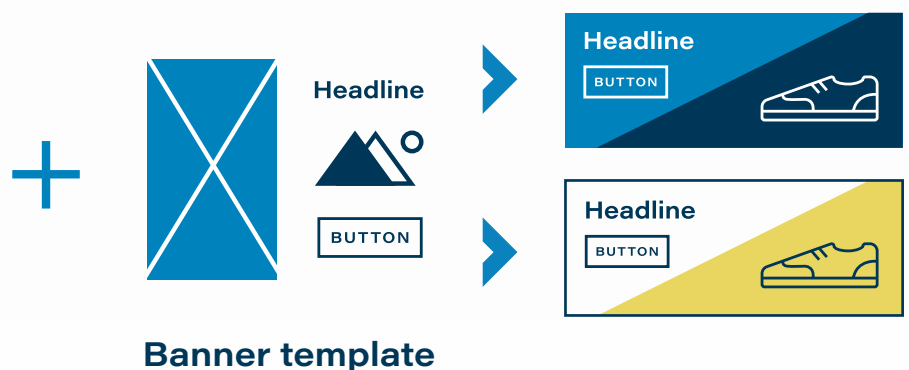
Dynamic Ads

Tailored messaging (marketing, creative)

Headline, description, colors, CTA, technical parameters, font size, etc.

Targeting logic

Geo, date and time, 1st & 3rd party DMP, site-tracking, retargeting, weather, external signals, Adform signals (Ad Server or DSP), rotation logic



DCO Pro does this by bringing our dynamic creative under a single umbrella that simplifies our offering while making extensive enhancements to the engine that drives our tools and reflects our long-term commitment to delivering excellent dynamic creative tools. Under DCO Pro, we are consolidating our standard dynamic ads tool, our advanced product retargeting capabilities and our hybrid solutions proposition for bridging the two. Provided as a premium offering, DCO Pro brings advanced new features, and an exciting development roadmap paired with experience enhancements tailored to delivering

you mastery of a wide range of dynamic creative use cases.

With the launch of our original Dynamic Ads product in 2018, we focused on the possibility to manage messaging across formats and channels from a single UI screen, a possibility to connect message and the targeting in a single place and new algorithms-based in AI/ML and sophisticated Bayesian math.

Now, we are taking the next step and moving beyond the standard DCO capabilities previously offered in our standard Dynamic Ads and Product Retargeting offerings. The campaigns of tomorrow

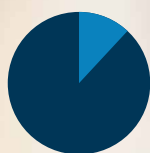
and creative ambitions of today require even more decision flexibility and strategy power. With DCO Pro, we are rolling out a new generation of underlying platform enhancements focused on stronger cross-channel, device, and format capabilities paired with new message delivery strategies and targeting options. To reduce friction and training, we are doing this while maintaining the same key workflows and user experience you have grown accustomed to. To further support these enhancements and a robust dedicated roadmap, we are revising our commercial offering composition to bring it into parity with the market.

DCO PRO Is a Cost Savings Powerhouse



66%
campaign
budget savings

Adform DCO Benchmark 2019. Based on aggregated and anonymized data, includes developed western markets only. Data collected from 2019 Jan-May.



80-90%
production
budget savings

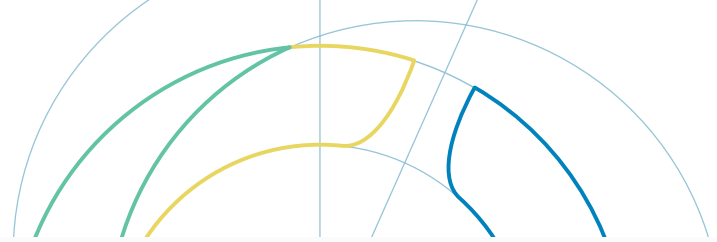
Based on Adform Creative Production Services (managed services) operational benchmarks. 2018-2019.



200x

Less time spent
on a campaign that
contains **20** variants
and **5** banner formats

Statistical data based on automated and anonymized Adform product usage analysis. 2017-2019.



Common Motivations for Choosing a DCO Solution

Creative Production Efficiency

Standard DCO solutions provide a more scalable way to generate and manage automated combination generation compared to the standard creative production process.

Personalization

Ability to target creative versions vs. broad reach one size fits all communication.

Optimization

Real-time optimization of best performing versions, A/B testing and similar data-driven decisions and experimentation.

Key Benefits When You Choose Adform DCO PRO



A truly unified creative and trading strategy

Creative decisioning is fully connected with Trading (DSP) and a broader Ad Server, allowing a uniform strategy execution opposed to disconnected targeting and execution strategies, difficulties in maintaining such complex setups and discrepancies. We know clients want flexibility, but also to simplify the number of vendors, data-handoffs, and contracts needed. Our ability to service your creative's full journey without sacrificing features delivers operational and organizational simplicity while delivering significant time savings.



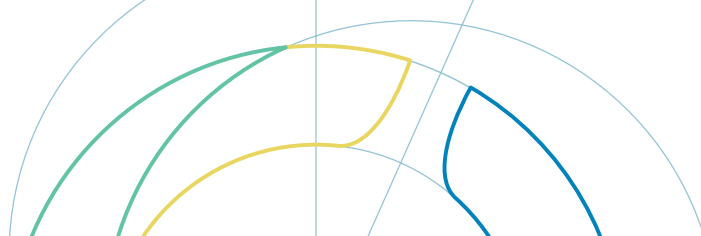
Data-driven execution across the funnel and the user journey

We provided an unparalleled ability to integrate data management and activation capabilities. This allows DCO Pro users to pair real-time and historical campaign data with 1st and 3rd party and trading data in a single tool, allowing consistent communication that spans across multiple-campaigns for more strategic execution.



Cross-format, Channel and Device support

We believe it is our role to deliver better ways for our clients to execute truly personalized campaigns across a wide range of different media and channels with as wide a collection of creative forms as possible. This is an on-going process, but DCO Pro, backed by the Integrated Advertising Platform is at the forefront of closing these gaps and delivering a fully empowered experience.



Simple user experience for better execution

We have flattened the user experience with a focus on delivering extensive options in as few steps as possible. This allows you to take care of all of your primary tasks in a single central place, making it easy to create and manage your DCO driven campaigns.



Superior Product Retargeting solution

In addition to Dynamic Ads, we also provide a more powerful and efficient mass versioning solution for product and service retargeting which can automatically ingest large sets of product items and rank, retarget, recommend in each impression based on browsing history and intention.



Hybrid Capabilities

The ability to pair the adaptive logic of Adform Product Retargeting with the scaled optimization and customization capabilities of Adform Dynamic Ads brings an enhanced level of flexibility that opens up a wide range of new possibilities.

Do More with Adform Signals

Adform Signals is a hyper-connection between our DSP, Ad Server and DCO. Adform Signals bridges the gap between trading and creative tools with a focus on servicing the complexities of real-life use cases. Signals does away with the need for highly manual processes and duplicate steps mapping and managing campaigns between DSP and Ad Server. It does this while extending creative decision-making capabilities beyond the standard targeting options available in the market. DCO Pro allows users to map decision-making capabilities to trading parameters such as budgets, capping, hyper-local, inventory, and more.

This opens up potential use cases such as individual messages attached to geo-specific line items, mapped via signals with hyper-local targeting applied on a line item level during the trading stage of your campaign. Or, the ability to attach different budgets per line item or order when activating your campaign while simultaneously tailoring your creative with different messages associated with individual budgets.

Column Mapping

OK Cancel

Column Name / Data Preview	Column Type	Include
reportingLabel variant_01_motive_a	Reporting Label	☐
headline	Text	☐
Adform Signals	Targeting: Adform Signal Line Item Name Partial Match	☐
Audience age_25-30	Targeting: Audience Demo Provider	☐
Retargeting segment	Targeting: Retargeting	☐

Adform Signals

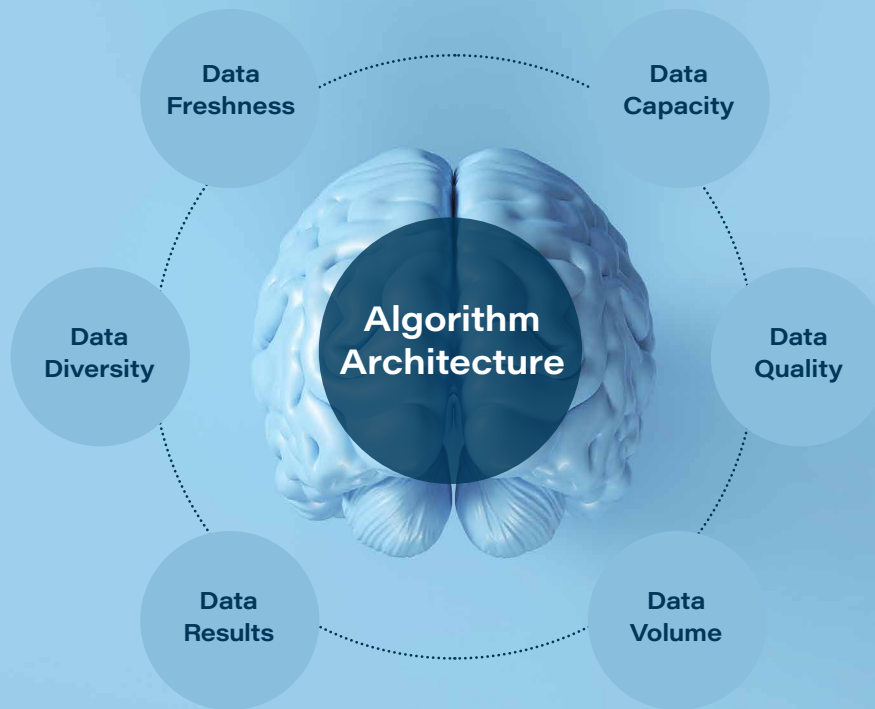
Targeting: Adform Signal

Line Item Name

Partial Match

☐

The 7 Dimensions That Differentiate Our AI:



The Engine Driving Your DCO Matters

Adform's unique position as the industry's only fully-fledged independent advertising platform delivers unique advantages through advanced Machine Learning. This gives us added capabilities compared to individual standalone solutions or traditional "full stack" technology offerings which are lacking one or more key pillars such as an Ad Server or Data Management Platform. The unified underlying nature of our technology also allows us to tap into and train based on the extensive training data that results. In the same way that a child grows smarter with the more data he/she learns from, an algorithm is only as good as the sum of the data it's exposed to. Richer data sets make for

better AI performance, leading to better decisions and an immediate benefit to your campaigns.

As Adform is an integrated advertising platform with Ad Serving, DSP, DMP, web analytics, SSP, and other related tools, we see far more user IDs and interactions globally than the majority of ad-tech solutions. We also go one step further, meeting the gold standard for measurement in the industry with MRC accredited support for key pieces of our measurement methodology and metrics.

As a result, on a monthly basis, this typically results in tens of billions of data points, including anonymized and compliant onsite data, which fuels our

algorithms. This data is then used to establish our general baseline or "big data signals" to feed the algorithms used for decisioning, auto-optimization, look-alike modeling, fraud detection, inventory forecasting, bid landscaping, and audience affinity tools in the platform.

Adform DCO Pro harnesses this data to seamlessly inform both creative and auction decisioning. From there, our ML algorithms then optimize on a more local level to track your individual banner and campaign performance, helping you measure and optimize while delivering quality and relevance to your ideal prospects.

A DCO Driven Future

We're not just committed to building a world-class DCO solution tailored to advertisers' current needs. It is in our DNA to work towards building a better way that feeds well into the future. In addition to constant improvements to the underlying engine driving our DCO offering, we are focusing on three key areas with a robust roadmap well into the future.

Cross Channel, Format and Device support –

Effective DCO requires the ability to scale and bridge the gaps that currently exist between technologies, formats, and media. We are focused on building a DCO solution that goes far beyond the existing status quo for DCO and builds for a media and channel rich future.

Strategic logic –

At the heart of the powerful creatives of the future is the ability to refine further and customize the strategic logic shaping when, how, and where messages are displayed. We're focused on an active capability that takes into consideration tools like Boolean logic and negative targeting that help you master exactly who does (or doesn't) see your creative messages.

Enhanced intelligence –

Integrated heatmaps and decision trees are only the tip of the iceberg when it comes to enhanced insights and intelligence. Tools that make it easier to understand how your DCO campaigns are performing, how to optimize them further, and how to maximize the opportunities that powerful creative surface directly translate into efficiency gains for clients.

Getting Started with **DCO PRO** is Easy

New to Adform? Please e-mail us at sales@adform.com and a member of our team will be happy to bring out local market expertise to the table and discuss how to enhance your data-driven paid media initiatives. Not sure where to start? We're happy to share industry best practices and our expertise to get you started, map your KPIs, and highlight the best way to leverage DCO Pro to help your business thrive.



Adform provides an integrated Software as a Service platform for the buying, managing and serving of digital advertising. The company's software consists of a Data Management Platform, a Demand Side Platform and an Ad Serving Platform with advanced analytics, reporting and creative tools that drive high impact digital advertising campaigns globally. Founded in Denmark in 2002, Adform services a client portfolio that includes the world's leading agencies, advertisers, consultancies, and publishers.

To learn more visit us at www.adform.com

