

My Existing Sites (both bad, but just to understand my business)

Oldest site: digikulture.com

newer site: digiadops.new

Nice, clean sites and other ideas in my sector:

<http://polar.me/contact-us>

love the layout, how the foto gets scrolled over

<http://www.moat.com/>

like the colors, like the clean

<http://www.branovate.com/>

love the layout.

Competitors:

<http://www.operative.com/>

Nice site. Way more info than I need

like the idea of a request a consult button in the upper right header

<http://www.monetizemore.com/>

Terrible site, competitive ideas/business model similar to mine

<http://www.adopsguys.com/>

Terrible site, some similar ideas in terms of business model

<http://www.fastener.io/#header>

love the easy cleanliness

<http://adops.com/>

clean, professional, bit boring

<http://traffactive.com/index.html#portfolio>

Nice, clean simple

<http://www.adopsgal.com/>

not bad but not professional

Main Ideas:

1-2 can be slides? Or choose one? Or one in one place and the other somewhere else?

Menu Bar? About (scroll down to 3) Services (scroll down to 4) Free Consult (scroll down to 5)

Scroll down, these can be simplified, wording changed

1. One-stop shop for all your adops needs Digital Monetization Maximization, or:

Multiple media.

One contact.

With our hands-on optimization, we help you maximize your advertising income across all of your advertising inventory: header bidders, video, native, mobile, data management.

images: dynamic, more photos than graphics, words (like operative, viewdeos, branovate site)

2. Let our team help YOUR team

Optimize your adops and maximize your monetization

We can help you take your revenues to the next level. Our team will work hand-in-hand with your team to ensure that things run smoothly, optimally, and for the best possible returns.

graphics: climbers climbing up a hill?

3. Publisher Partnership

Programmatic has revolutionized the advertising playing field. Now, small, medium and large publishers alike all have equal access to the best advertisers and premium cpms. But it's a fast moving world, and it takes a big team and varied skill set to stay on top of the technologies, players, offers, implementations and optimizations. Our team covers all these skills, and our team wants to be on your team. We work with top publishers helping to maximize their monetization on over 1.5B monthly impressions.

Let us take over and optimize your adops so you can concentrate on what you do best: your site!

4. AdOps Optimization...

Leave it to us to streamline, optimize, and manage your ad network relationships and operations: We'll help you take your revenues to the next level:

Monetization Strategy & Planning:

There's no "one size fits all" ads strategy. We help you find the winning combination, placements and mix for your adspace offer.

Network Configurations:

From header bidders, to video, to native, to display, we create your optimum mix for maximum monetization: Screening, implementation, testing, measurement, and ongoing optimization to keep revenues at a max.

Access to our Premium Google Adex Account:

Get the same rates as the big guys, with individualized, ongoing Adex optimization in our Google partner account, including access to our select premium marketplace.

Contract Negotiation, Relationship Management:

We help to make sure you are getting the best possible pricing and terms, and keep the relations to make sure the premium offers keep coming your way.

Ad server set-up, training & troubleshooting:

Video, Native, Header Bidding, Display...we stay on top of the technologies, so you don't have to.

Ad tag implementation & tracking:

Let us take care of the details: orders, CPMs, scheduling, targeting, volumes, frequency caps,

Campaign Performance & Reporting:

Daily reporting, continuous monitoring for performance and discrepancies.

Audience Segmentation, Targeting & Marketing:

Target, segment, package & sell your audiences to the right advertisers for maximum revenues.

Ongoing Optimization:

The Holy Grail. We never stop tweaking and tightening to keep your revenues optimized and adjusted for seasonal fluctuations.

Quality Control:

We work with you to keep bad ads out, and block lists up-to-date.

Direct Advertiser Management:

We field & manage your direct advertiser enquiries and campaigns.

Business Development:

We stay on top of the latest trends and best technologies, so you don't have to!

5. Let's Keep in Touch

CONTACT US

6. Images I like, just to give you an idea (I will pay extra for nice images, if necessary).





