

## OpenX / OpenAds Server

OpenX Ad Server is a powerful open source platform that manages advertising for more than 150,000 websites in over 100 countries. More than 300 billion ads run through OpenX Ad Servers each month. We are experienced in the deployment and management of OpenAds/OpenX ad serving platform for online media publishers looking to enhance their ROI on web based advertisement sales.

### Overview of our OpenX consulting services

We can provide assistance, support and advice for almost all aspects of using OpenX, including:

- Deployment and Configuration:** We install and configure OpenX on your website or server. We also analyze and customize the installation tailored to your publication's needs to ensure that its being done right from the start. You can choose to have us work on your own hosted server or we can provide you with a hosting solution on our secure servers. Plus you'll be sure it's setup in a way that allows for easy future upgrades, maximum performance and stability.
- End-user and Administrator Training:** By getting the proper training for all the OpenX users and administrators that will be operating your ad server, you can be certain everyone makes the best possible use of the software's features. From the advertisement technical design guides, to how to integrate the ad serving capabilities with your publication, we will make sure everyone in your organization maximizes the potential of your investment.
- Advanced Applications:** OpenX has a lot of advanced features being added often that require some carefull planning and implementation. We can help you run geotargeting, site section targeting, demographic targeting and other types of functionality right from the beginning to provide your potential advertisers and end users the best possible experience of your online properties.
- Website Integration:** OpenX can be especially powerful when it is integrated with your website. We can both instruct your web design company on how to integrate it with different web applications or we do the work for you. From content management systems like Joomla to Wordpress Blogs, you can target ads to the various categories to allow advertisers to place their ads next to the most suitable articles.
- Version Upgrades:** When a new version of OpenX is released, we can take out the hassle of performing the upgrade for you, with minimum downtime and risk. Because of our vast experience in this area, you can be sure the upgrade is quick and performed at the time your site is less visited.