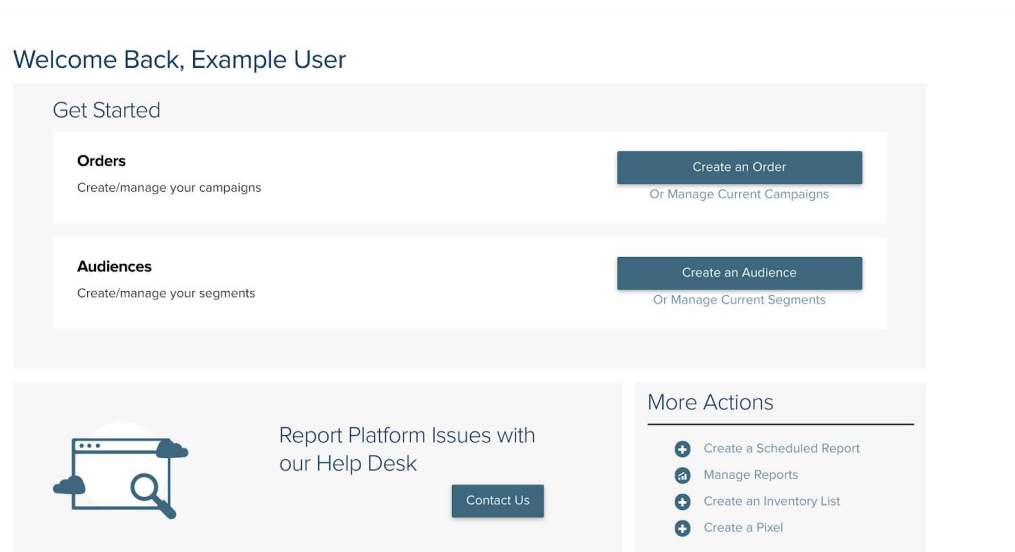


## PLATFORM UPDATES

### Background

User feedback and technology advancements have led to the redesign of AdDaptive's current Platform. The AdDaptive product team presents a more user-friendly UI/UX, cleaner features, and efficient ways for our clients to experience top-notch campaigns – our ultimate goal.

### Homepage



Once logged in, you will be greeted with a new home page. You can jump-start your journey within the Platform all from here.

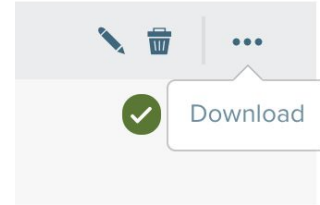
Helpdesk, in particular, is highlighted on the home page. The Helpdesk allows users to set up custom report requests, suggest features/enhancements, enable general communication between accounts and users, and report issues.

### Navigating Platform

Significant improvements have been made for more intuitive navigation. Multi-action items now include dropdown menus for ease of use (for example: a reorganization of reporting options allow a dropdown choice between the Reporting Page and Scheduled Reports).

## List Items

To streamline the user interface, list items have been moved from throughout Platform to the right upper corner. There you will find primary actions such as Edit or Delete. For more secondary actions (i.e reports, change logs, etc.), simply click on the (...) icon for a dropdown.

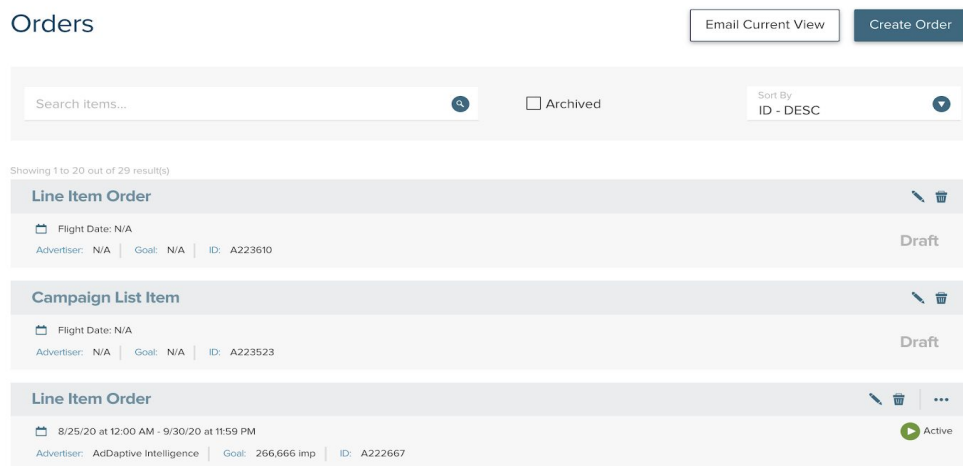


## List Pages

Users are now easily able to sort by and search for items in the list header.

**Search** - Type in the search field to further narrow the options in a list. If you would like to end your search, simply click on the **X icon** in the field.

**Sort** - Access the sort option through the dropdown at the top of the page which will also show all metrics available.



## Audiences

### Audience Types

To choose an Audience Type, select from the dropdown while creating an Audience segment.

### Create Audience



Choices:

**IP Rules** - Create a unique audience segment based on NAICS, Revenue Amount, and other firmographics.

**IP Import** - Import a CSV of audience segment values or company names.

**1st Party** - Use content depth, session duration, and other 1st Party Data Points.

**Job Title Groups** - Strategize a segment using job roles, rank, and other organization rules.

**Keep In Mind:** Once created, the segment type cannot be edited. However, the rules can be deleted or added at will.

### IP Rules -

More robust rule logic is in place to better support users. One rule type per group has been implemented to avoid any unintentional mistakes within rule logic groupings. This allows for additional accuracy in creation of rules.

The screenshot displays two configuration panels. The left panel, titled 'Type', shows a dropdown menu for 'Years in Business' with options: 1-2 years, 3-5 years, 6-10 years, 11-15 years, 16-20 years, 21-30 years, 31-40 years, and 41-50 years. The right panel shows a rule configuration for 'NAICS' with two selected options: 'Mining, Quarrying, and Oil and Gas Extraction' and 'Retail Trade 1', connected by an 'OR' operator. Below this, an 'AND' operator connects the 'NAICS' rule to another rule for 'Years in Business' with the selected option '11-15 years'.

### IP Import -

To create an IP Rule Overlay, simply toggle the switch at the bottom of the page. This selection allows an import to include IP rules to serve as a filter to ensure optimal results.

Once an import segment is created, users can download their previous CSV template.

### Selected Rules

Once a rule is selected, that selection becomes unselectable in the drop down Rule Form. If the rule is part of the NAICS code, and if the NAICS code is at the top tier of the tree table, the entire branch becomes inactive. This enhancement is to help avoid including duplicate rules and ultimately to avoid any user error.

## Reporting

A new Reporting Page allows viewing of all reporting in one easily accessible space. Select (...) on an item to view B2B Analytics and campaign progress reporting.

For reference, previously users who had permissions were able to see an Analytics Page and a Reporting page. These pages would then link to the reporting, as well as the use of Scheduled Reports.

Line Item Order ...

📅 8/25/20 at 12:00 AM - 9/30/20 at 11:59 PM ▶ Active

ID A222656 | IO 34101 | Server DPM | Advertiser AdDaptive Intelligence

Progress	771,131 / 1,333,333 imps 551,862 remaining	38,153 / day needed 96% pace	15 days left 58% complete	Yesterday	38,475 impressions 0.04% CTR	Lifetime	771,131 impressions 535 clicks	0.07% CTR \$0.00 ad spend
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## Inventory Lists

Domain Lists are now referred to as Inventory Lists where users can create both inclusion lists/exclusion lists.

*\*AdDaptive has revised our usage of **whitelists/blacklists** to **inclusion/exclusion lists**.*

## Orders

### Tabs

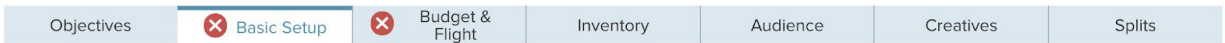
For more efficient navigation, orders are divided into multiple tabs:

- **Objectives** - Select the goal that you would like the campaign(s) to be optimized towards. Please note that only one Objective can be selected.
- **Basic Set Up** - Enter high-level details about the campaign(s) that you are entering.
- **Budget & Flight** - Define your budget (either a percentage or set a max) and flight dates.
- **Inventory** - Select some more in-depth details about the campaign(s) targeting.
- **Audiences** - Identify what audience(s) to target on the campaign(s) being entered.
- **Creatives** - Upload and manage your creative assets.

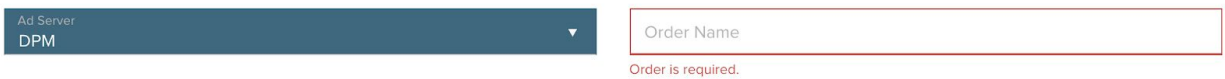
## Validation

**Tabs** - The revised tab approach in order entry (as explained above) provides the benefit of notifications for missing fields per tab. Missing required fields will cause an icon to appear indicating further review is needed.

**Fields** - Explanations have been added per field for clarity into what the system is looking for.

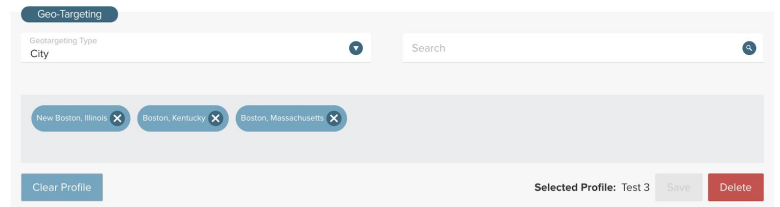


### Basic Setup



## Saved Profiles

Geo values per Saved Profiles are now available to edit creating a more dynamic profile setup. On the Inventory tab, select the geo-targeting type, then select Saved Profile. Once clicked on, the tags will be available to edit (remember to resave).





**Questions? Feedback? Future feature enhancement ideas?**

**Our team would love to hear from you!**

Fill out a form through the [Help Desk](#) or reach out to your Account Representative.