

SPONSORED CONTENT

THE INDUSTRY'S BEST OFFERING

Marketers see value in running sponsored content through social networks and other experienced publishers. However, they may not know that they're going up against walled gardens that are hard to scale.

AdDaptive's technology delivers premium inventory placement for your digital ads and provides comprehensive firmographic reporting. That way, you know which companies see your sponsored Content and how their interactions fuel your business goals.

You may also find that complementing your existing native advertising efforts with AdDaptive's sponsored content will give you the most well-rounded ad campaign to extend the reach of your most valuable content to your intended business audience.

Transparency



AdDaptive's comprehensive business and firmographic reports remove all guesswork from post-campaign analysis.

Our analytics also extend through the entire campaign – not just within the publisher's network, as is the case with most competitors.

Scale



AdDaptive's technology can deliver ads to employees at 24 million businesses. Achieving specificity of niche targeting while still scaling a campaign is our specialty.

Competitors tend to be limited to the inventory and reporting within a walled network.

Efficiency



AdDaptive's CPM ranges \$10 – \$14 for sponsored content ads, as compared to \$100+ CPMs of competitors that access the same ad inventory.

AdDaptive's lower price but greater insights and scale make it the smarter, more cost effective choice.