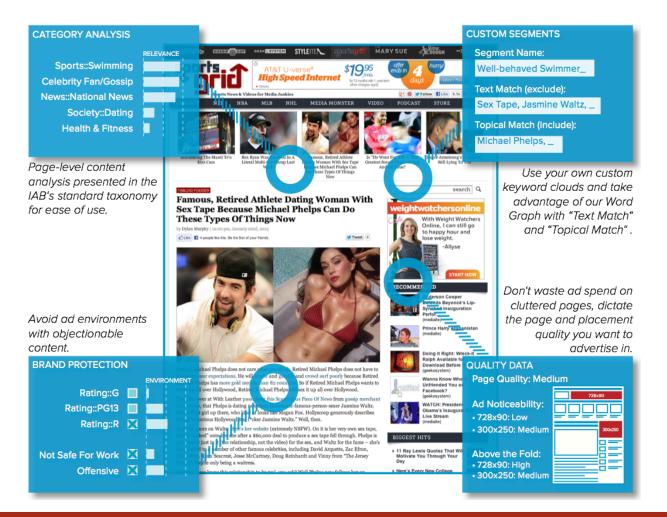
ExactDrive_m

ExactDrive provides the most comprehensive data and analysis of a page's advertising environment



ExactDrive_{TM}

ExactDrive allows you to incorporate controls of your ad environment producing better performance

	am 1500 Truck Enthusias			
Lorio Dooge II	an 1000 mock Enaldsias			
Available o IAB Categories Custom Segments			Selected	
			Noticeability	AND
			Medium Rectangle (300x250) - High Leaderboard (728x90) - High	×
			Leaderboard (728x90) - High	×
Quality Data			Leaderboard (728x90) - High Wide Skyscraper (160x600) - High	××
Quality Data Name	Impressions			
Name Page Quality Analyzes the over	I publishing quality by		Wide Skyscraper (160x600) - High	×
Name Page Quality Analyzes the overs describing the lays	I publishing quality by	+	Wide Skyscraper (160x600) - High Banner (468x60) - High	×
Name Page Quality	Il publishing quality by sut of the page.	+++++++++++++++++++++++++++++++++++++++	Wide Skyscraper (160x600) - High Banner (468x60) - High Page Quality	× × AND

Chose segments from different dimension such as contextual categories, brand protection, content language, etc.

2. Build Custom Segments on-the-fly

Custom Segments	Pickup	×
Darles Darr 1500	4-Wheel Drive/SUVs	×
Dodge Ram 1500	Trucks & Accessories	ж
 Topical Match (default) 		
Text Match	Brand Protection	AND
dodge ram 1500 diesel dodge ram 1500 for sale	Rating G (Kids)	×
dodge ram 1500 horsepower	Rating PG13 (Teens)	×
dodge ram 1500 laramie	Safe from Accidents	×
dodge ram 1500 mpg dodge ram 1500 msrp		<u> </u>
dodge ram 1500 nictures		
Cancel Submit	Custom Segments	AND
Gander	Dodge Ram 1500	×
Quality Data		
Groany Data	Custom Segments	AND NOT
Brand Protection	Negative Dodge Ram	×
Content Language		

Use keywords or URLs to define custom segments

- Chose between 'TextMatch' or 'TopicalMatch'
- Target positively or negatively

3. Dynamically view inventory forecasts



Get inventory forecasts matching the chosen segments while chosing segments within Agents.

4. Target a single Agent ID



Use a single Agent ID segment in your campaign set-up to target all chosen criteria pre-bid or for post-bid blocking.