

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

CATEGORY ANALYSIS

- Sports::Swimming
- Celebrity Fan/Gossip
- News::National News
- Society::Dating
- Health & Fitness

CUSTOM SEGMENTS

Segment Name: Well-behaved Swimmer_

Text Match (exclude): Sex Tape, Jasmine Waltz, _

Topical Match (Include): Michael Phelps, _

BRAND PROTECTION

Rating::G

Rating::PG13

Rating::R

Not Safe For Work

Offensive

QUALITY DATA

Page Quality: Medium

Ad Noticeability:

- 728x90: Low
- 300x250: Medium

Above the Fold:

- 728x90: High
- 300x250: Medium

Page-level content analysis presented in the IAB's standard taxonomy for ease of use.

Use your own custom keyword clouds and take advantage of our Word Graph with "Text Match" and "Topical Match".

Don't waste ad spend on cluttered pages, dictate the page and placement quality you want to advertise in.

Avoid ad environments with objectionable content.

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

1. Easily combine page-level segments

2013 Dodge Ram 1500 Truck Enthusiast

Available

- IAB Categories
- Custom Segments
- Quality Data

Name	Impressions
High	490,287,876
Medium	1,866,698,592
Low	2,526,503,296

Selected

- Noticeability AND
 - Medium Rectangle (300x250) - High
 - Leaderboard (728x90) - High
 - Wide Skyscraper (160x600) - High
 - Banner (468x60) - High
- Page Quality AND
 - High
 - Medium
- IAB Categories AND
 - Pickup

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

2. Build Custom Segments on-the-fly

Custom Segments

Dodge Ram 1500

Topical Match (default)

Text Match

dodge ram 1500 diesel
dodge ram 1500 for sale
dodge ram 1500 horsepower
dodge ram 1500 laramie
dodge ram 1500 mpg
dodge ram 1500 mspg
dodge ram 1500 pictures

Brand Protection AND

- Rating G (Kids)
- Rating PG13 (Teens)
- Safe from Accidents

Custom Segments AND

- Dodge Ram 1500

Custom Segments AND NOT

- Negative Dodge Ram

Quality Data

Brand Protection

Content Language

- Use keywords or URLs to define custom segments
- Chose between 'TextMatch' or 'TopicalMatch'
- Target positively or negatively

3. Dynamically view inventory forecasts

Selected

- Noticeability AND
 - Medium Rectangle (300x250) - High
 - Leaderboard (728x90) - High
 - Wide Skyscraper (160x600) - High
 - Banner (468x60) - High
- Page Quality AND
 - High
 - Medium
- IAB Categories AND
 - Pickup

Impressions by day

Line graph showing impressions over time for three different segments. The y-axis ranges from 1M to 1.8M. The x-axis represents days.

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

4. Target a single Agent ID

Your Proximi Agent has been saved

A targeting segment for the Agent with the ID (116464) has been created. You can now add the appropriate Agent ID to your campaign configuration.

Note: Please allow up to 48 hours for your Agent to gather enough data to support your campaign delivery objectives.

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