

THE JOB OF AD OPS



Outsourced Ad Ops
www.adops.com

CAMPAIGN MANAGEMENT

Delivery Optimization | Inventory Management and Targeting Adjustments
Campaign Modifications | Creative Updates | Audience Extension and Retargeting
Revenue and Yield Management

CAMPAIGN SETUP

Pre-Launch Review | Asset Retrieval | Order Implementation
Creative Implementation | QA Testing | Post-Launch Verification

SYSTEMS MANAGEMENT

Ad Servers | Mobile Platforms | Video Platforms
Order Management Systems | DMP | Custom Platforms and Add-ons

UNSOLD INVENTORY MANAGEMENT

SSP Management | Demand Source Evaluation and Implementation
Private Marketplace Management | Vendor Relationship Management

TROUBLESHOOTING

Creative Executions | Ad Tags
System / Technical Issues | Reporting Discrepancies

REPORTING AND ANALYTICS

Site / Product | Ad Campaign | Billing | Custom Requests
Revenue Tracking | Sell Through | Inventory | Viewability

WORKFLOW MANAGEMENT

Insertion Orders and Change Requests | Quality Assurance Testing Process | Vendor Management | Affiliate / Partner Management
Advertiser / Agency Management | Escalation Process | Internal / Cross Department Communications

TECHNOLOGY STRATEGY

Ad System Evaluation and Selection | New Products / Services Evaluation and Selection
Industry Knowledge Center

TECHNICAL AD OPS PROJECTS

Ad Server Setup | Ad Server Migrations
Ad Tag Architecture / Design | Platform Integrations

AD PRODUCT TESTING

Responsive Design | Cross-Platform
Custom Implementations | User Acceptance Testing

HOW AD OPS WORKS WITH YOU:

- SALES
- MARKETING
- VENDORS
- FINANCE
- PRODUCT MANAGERS
- TECHNOLOGY / WEB TEAM

