



## RECAPTURE LOST REVENUE

Apomaya AdGain allows digital content providers to increase revenue by up to 25% by delivering ads to blocked viewers. Easy to deploy, AdGain is the only zero-touch solution that is completely transparent and complementary to today's ad ecosystem. Unlike alternative products, AdGain addresses key audience concerns, improving user experience (UX) and engagement.

## KEY BENEFITS



### Increases revenue up to 25%

- ✓ Conceals ads to ad blockers on network and cosmetic levels
- ✓ Unblocks up to 90% of ads; works with all ad blockers, browsers and ad formats



### Enhances UX and engagement

- ✓ Provides visibility into 3<sup>rd</sup> parties collecting user data
- ✓ Accelerates web page load times



### Enables higher CPMs

- ✓ Provides valuable insight into a previously invisible audience sector
- ✓ Broadens user reach



### Fits existing business models

- ✓ Zero-touch integration
- ✓ Tailored for various content delivery scenarios: on premises or integrated with a CDN
- ✓ Risk-free pricing

## AD BLOCKERS: GROWING PROBLEM REQUIRES AN INNOVATIVE SOLUTION

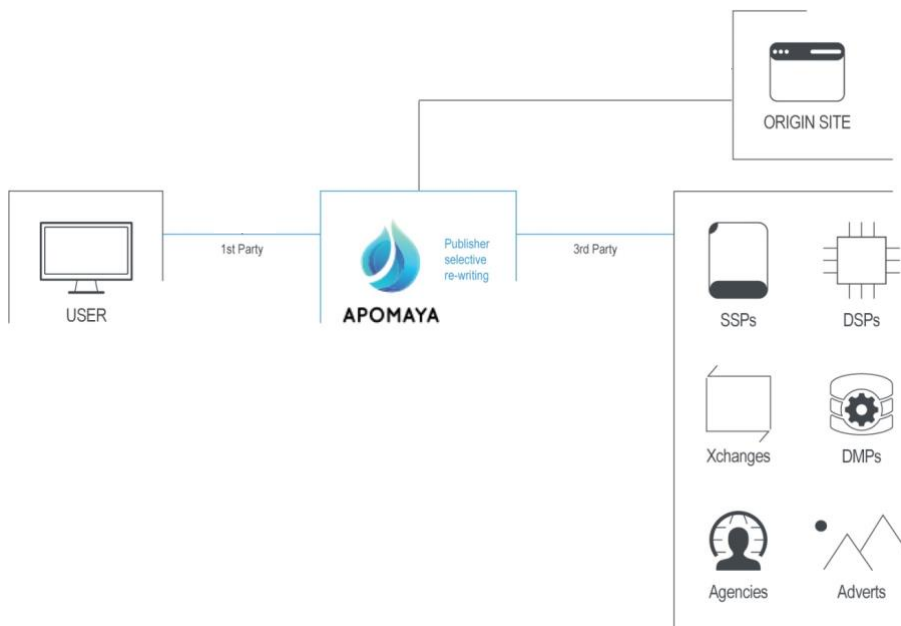
U.S. ad blocker use, estimated at 10-30%, is rapidly becoming more mainstream. Adoption is driven by several key problems, related primarily to ad delivery: intrusive and interruptive ads, privacy and security concerns, and slow page loads. To help mitigate the loss of revenue caused by ad blocking, digital content providers have introduced paywalls, subscriptions and micropayments – with limited success. In some cases, these efforts have even backfired, alienating viewers altogether. Technology alternatives that address this challenge have introduced other problems, including costly, complex and inflexible deployment; even slower ad delivery; inconsistent ad viewing experiences; and/or lack of insightful audience data.

## GET BACK IN THE DRIVER'S SEAT WITH APOMAYA AdGAIN

Deployed between the digital content provider and the viewer, AdGain enforces policies on behalf of the publisher, providing full visibility into the "Content + Ads" experience, and enabling contextual, semantic targeting and rich analytics. AdGain is a core part of the Apomaya Unity Hub™ – an innovative new platform that brings transparency and control to application and website owners to reveal the otherwise opaque involvement of third-party interaction and components. Apomaya turns third-party interactions into first-party through its patent-pending Transaction Traversal™ technology.



## HOW IT WORKS



1. Apomaya AdGain detects if an ad blocker is installed on user's browser
2. Apomaya AdGain serves ad traffic in the following way
  - Performs on-the-fly rewrites of all ad-related responses from 3rd parties
  - Optimizes and accelerates ad delivery
  - Provides visibility into all 3rd party interactions on the page
3. Content provider gains a new level of transparency
  - Ad blockers by browser, pageviews, visits, traffic, and country
  - Ad impressions delivered to ad-blocked viewers
  - Click-thru rates
  - Ad click URLs
  - Recovered pageviews

## KEY FEATURES

**Patent-pending technology** rewrites dynamic content in real time, transforming 3<sup>rd</sup>-party interactions to 1<sup>st</sup> party.

**Full compatibility** with all ads, ad formats and popular browsers.

**Dynamic web acceleration and optimizations** for improved page load performance and better viewability of ads.

**Selective rewriting of 3<sup>rd</sup> party tagging and tracking** of consumer data gives content providers valuable, actionable insights.

**Summary and detailed reports** provide information for a range of metrics.

**Acts as an additional security layer** in ad serving systems to keep 3<sup>rd</sup> parties under publisher control.

## ABOUT APOMAYA

Apomaya is a pioneer of Application Unification, developed to accommodate today's multi-contributor, heterogeneous perspective on applications, content, infrastructure and services. The Apomaya Unity Hub brings transparency and control to application and website owners—initially in the area of digital advertising—to reveal the otherwise opaque involvement of third-party interaction and components. Apomaya turns third-party interactions into first-party through its Transaction Traversal technology. With newfound transparency and control, web publishers and application owners can assess and address performance and user experience problems, troubleshoot functional issues, manage compliance, prevent malicious infestation or hijacking, and more fully engage with web visitors. Apomaya is headquartered in San Jose, Calif. For information, visit [www.apomaya.com](http://www.apomaya.com)