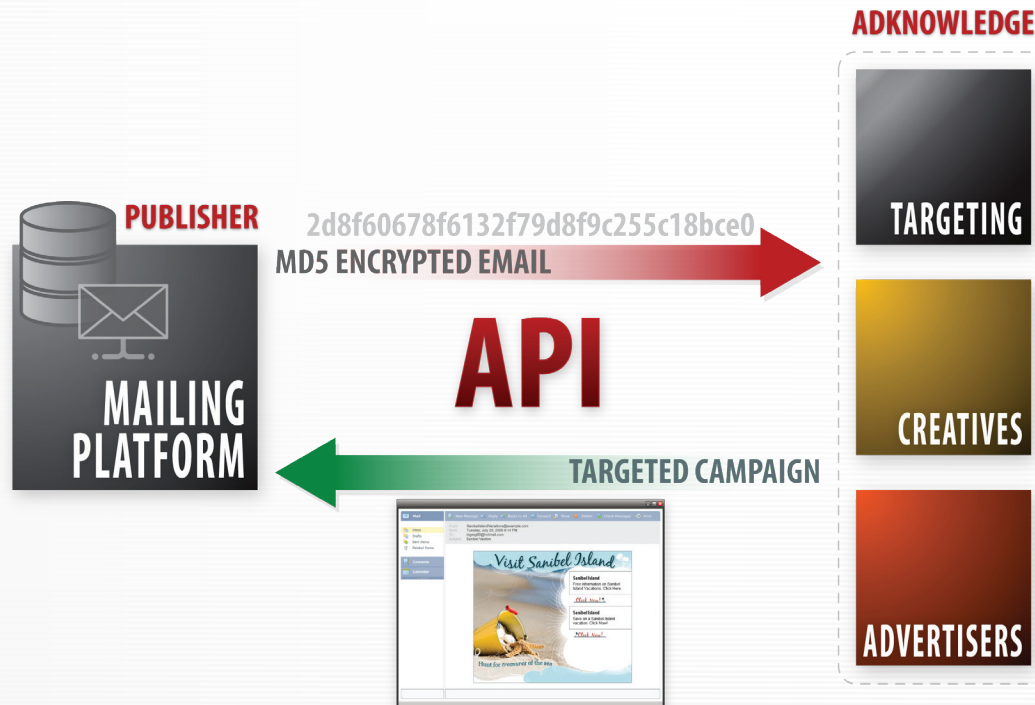


AdStation Integrated allows a list owner or list manager access to Adknowledge's response-based targeting system, our pool of advertisers, and our library of creatives. You can automate the request of campaigns via the API. Adknowledge then returns campaigns specifically targeted to each user. Campaigns are selected based upon the user's prior response patterns, and are then delivered via your email delivery platform.

Implementation

- The API is easy to integrate.
- Publishers maintain control of their data, determine the frequency of ad delivery, and send email under their own brand.



Revenue Generation

- Upon API integration, the process of monetizing your data can be fully automated from campaign selection to revenue reporting.
- System uses response-based targeting to deliver highly-relevant ads.
- Adknowledge's targeting proficiency generates higher CPMs and more efficient use of your email inventory.
- Improved relevancy enhances the user experience.

Privacy & Data Protection

- The list owner or list manager provides Adknowledge access to their users strictly on an anonymous / encrypted basis.
- Adknowledge does not utilize any personally-identifiable information (PII).

Targeting Technology

- Highly-relevant offers are delivered to your users, which generates higher yields, reduces list attrition, improves your users' experience, and enhances your corporate brand.

Advertisers

- More than 50,000 advertisers compete for traffic in over 1,200 categories.
- Adknowledge offers are delivered within thousands of award-winning, customized creatives.

Support

- Dedicated account managers provide comprehensive assistance.