

## COLLECTIVE INSIGHTS INTRODUCED BY ADREADY



AdReady is an online digital advertising leader that aids advertisers obtain massive results while operating on a small budget. AdReady has tested a new software platform that will help advertisers gain an advantage in display and social media ads.

"AdReady is focused on removing market inefficiencies that smaller advertisers face when trying to compete in today's advertising marketplaces," said Karl Siebrecht, CEO of AdReady. "'Collective Insights' extends AdReady's ability to improve online marketing ROI and help smaller advertisers achieve performance levels historically accessible only to larger advertisers in both the traditional and social web."

AdReady's new capability is based in three areas, as described by the company in a press release:

"Focus on breadth, not depth. AdReady works with a wide range of small-budget advertisers rather than just a few large ones. This creates the opportunity to aggregate insight across campaigns to the benefit of many through automated bid and mid-campaign optimization recommendations.

Augment core data with external data. "Collective Insights" pulls relevant information from external, dynamic data sources. This sometimes "non-obvious" data is a critical source of insight for smaller campaigns with small stand-alone data signal.

Create an accelerated "learning phase." Optimization is not left to testing phases that are beyond the reach of small budget advertisers, or require time they don't have the luxury to devote. AdReady leverages historical data to help advertisers make better decisions sooner, both out of the gate with their initial bids and throughout their campaign cycle."

"Large budget advertisers have long had an advantage in building better, more effective online display and social campaigns," said Dave Pavlu, president of AdsUpNow. "With 'Collective Insights' we are able to match that ability to optimize, analyze and target social and display campaigns. AdReady allows us to see in real time what works and make adjustments on the fly."

"The biggest topic is how to compete not just with local competitors, but with much larger ones," said Michael Crosson, publisher of SocialMediopolis. "AdReady has an easy-to-use platform that can give them that edge. It's a perfect DNA match."

Small budget advertisers have been given the right tools at an affordable price to post their advertisements in an effort to gain more business because of AdReady.

"We have seen the challenges that prevent smaller advertisers from realizing their full potential with online display and social media campaigns. AdReady's Collective Insights solution goes a long way to leveling the playing field," said Jed Williams, Analyst, BIA/Kelsey.

Siebrecht claims that the Collective Insights announcement was in a perfect setting, allowing the company to show its commitment to its clients when it comes to providing them with new technologies in order to become experts at advertising on the internet.