

## SAS OBTAINS AIMATCH



SAS has been known for being a leader when it comes to integrated marketing management. Recently, SAS has obtained aiMatch, which is a company that works to provide a type of technology designed with publishers in mind. Their technology helps the publishers to manage their online advertisement inventory, along with selling such inventory. The two companies coming together seem to be quite a match as both companies have something to bring to the table. SAS is advanced with its analytics and aiMatch has the technology that helps publishers with all of their wants and needs, helping them to create solutions and measure their advertisement inventory. There are tons of different customers that use aiMatch, many of which are well-known. These customers include Photobucket, Pinger, APN Digital, and Popcornflix. Within just the past year, the digital advertising market has grown tremendously. In fact, last year alone, nearly \$32 billion was spent on advertising in the United States that would be featured online. It is expected that by the year 2015, nearly \$50 billion and possibly more, would be spent on digital advertising. There is so much potential when it comes to digital advertising as long as advanced analytics are applied. In many instances, the publishers will not have a solution for keeping up to speed with their advertisement inventory. However, with advanced analytics, this will no longer be a problem. These analytics help publishers figure out the optimal ad pricing, along with the audience the advertisements reach and the inventory that is used to ensure as much advertisement revenue is made as possible. And, while changes continue to occur within the advertising market, it is important that publishers rely on SAS because it has the ability to put the ad inventory into real-time, regardless of where it comes from, whether it is advertisements through video, cellphone and mobile devices, or various other forms of digital media. SAS wants to make changes that will work with the market because it is continuously changing. With the right technology, publishers will be able to automate sales with display advertisement, ad exchanges, and even ad networks. The former CEO for aiMatch, Jeff Wood, says that the advertising industry online needs to have better solution for making the necessary information available to publishers. Wood says that publishers are constantly looking for technology that will work with them, not against them. With the combination of aiMatch and SAS, publishers will finally have what they are looking for. SAS has been known for being a leader of business analytics software, along with various other services, for quite a while now. SAS works with thousands of different customers so that they are able to make fast decisions and improve their overall performance. SAS has actually been helping customers since 1976.

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