



AdXpose is a campaign verification and optimization solution for brand marketers looking to maximize their online ad spend.

"Mpire's ad analytics are among the latest and most powerful in a growing market for applications tracking how marketing dollars are spent online."



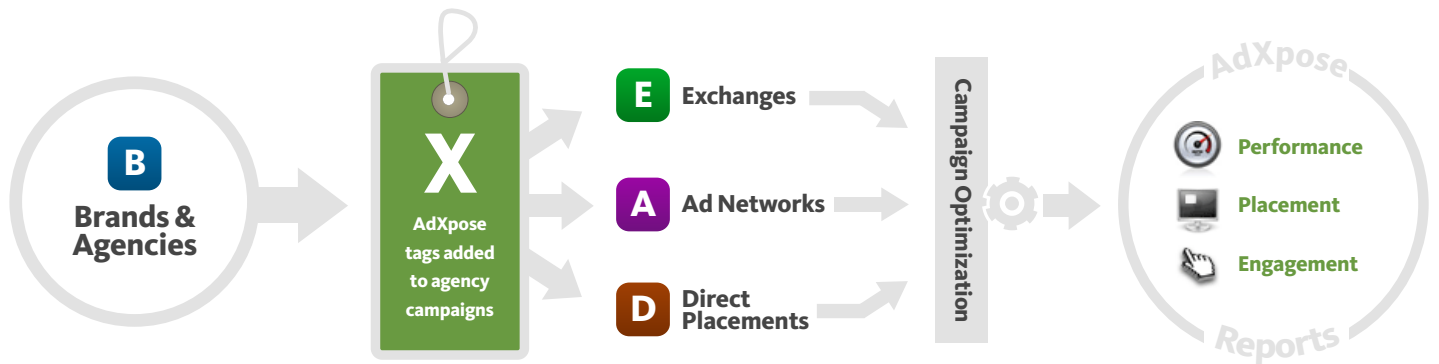
For advertisers and brands

- Campaign verification** anywhere campaigns run online: ad networks, exchanges and/or direct
- Publisher accountability** ensures advertisers' messages are being delivered to the right sites
- Ad creative awareness** that shows how consumers are engaging with campaigns
- Ad optimization** and actionable insights through real-time reporting
- More effective ad placements** that result in less wasted budget

For publishers and ad networks

- Campaign verification** shows advertisers they can trust a publisher or network's delivery at the page and placement level
- Inventory optimization** helps maximize revenue by preventing CPC or CPA ads from ever being shown if not in-view
- Engagement statistics** and recommendations show how consumers are engaging with campaigns and allows publishers to optimize for advertisers
- More effective ad placements** that result in less wasted inventory

How AdXpose Works



AdXpose Reports

Real-time decision support

- Percentage of above/below the fold
- Percentage of ads viewed by visitors
- Percentage of good/lost Impressions

Engagement heat mapping

- Technology monitors creative/campaign performance
- Time spent on/within ads
- Mouse hovers, clicks, exits

Cross-channel transparency

- Domain-level reporting
- Brand compliance

IAB and MRC compliant metrics

