



# AdPortal Enterprise

Highly Flexible and Customiseable Self Service Advertising Solution



# AdPortal

## Enterprise

### Self-service advertising portal for all categories of advertiser

AdPortal is one of the world's leading automated solutions for online and printed advertising sales. It allows advertisers to build, book and manage their own advertisements seamlessly. The Enterprise version of AdPortal provides a flexible and highly customisable solution capable of satisfying the most demanding self service advertising requirements.

Installed by many of the world's biggest publishers - including Hearst, Gannett, APN, Schibsted, Trader Media, D C Thomson and Newsquest - AdPortal Enterprise has already delivered millions of ads for web, mobile and print.

### Key features of the solution include:

Highly flexible user experience, configuration and branding

Fully customisable

Support for multiple advertising verticals – classified, display and trade

Multi channel distribution support – Mobile, Web & Print

Multi-media support for digital, animated and video ads

Dual mode for ad creation – Design Mode and / or Forms Mode

Online template library for digital, animated, and video display adverts

Upload of advertiser's artwork

Automatic sizing and layout according to Ad content

Optional dynamic preview

Pricing module for all media formats

Integrated and dynamic 'up-sell' features

Integrated 'packages' feature to enable easy pricing

Flexible discount and promotion code functionality

Support for credit card payment and account customers

On-line account creation and account management

Rework and rebook previous Ads

Integration with 3rd party order taking, production and ad-tracking systems



# What AdPortal Enterprise will do for you

**Primarily used for classified and trade display adverts as well as being used by estate agents and motor dealers, AdPortal is powered by the highly scalable Wave2 Publishing Platform making it suitable for single websites and publications, all the way through to enterprise-level multi-channel advertising operations.**

Guiding the customer through the sales process in a simple and straight-forward manner, and with the minimum of steps, AdPortal Enterprise makes the user experience easy and logical. At the same time, the advertiser is encouraged to make his own decisions to spend more of his budget to achieve the best results possible.

AdPortal Enterprise is built on a solid, and highly scalable architecture that is open and configurable. This makes integration with existing IT infrastructure quick and easy, with minimum disruption to workflow.

Available fully hosted, or traditional server based, the AdPortal Enterprise self-service advertising solution also uses Adobe Creative Suite to ensure pixel-perfect control over all design and typography, as well as incorporating the latest multi-media technology such as Adobe Edge animation.

Designed for all media organisations, including online publishers, national and regional newspapers, and magazines/emagazines. AdPortal Enterprise assists in transitioning traditional advertising models and replaces them with a dynamic self-service advertising solution that has been proven to significantly raise ad revenue. AdPortal Enterprise is the most complete self service advertising solution available in the market today; it can remove the boundaries between various media channels, and supports the multi-channel strategies of media and publishing companies in today's market. If you are a publisher or media organisation looking for a state-of-the-art, fully automated self-service advertising solution that embraces web, print and mobile, AdPortal Enterprise is the perfect choice.





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