

Discover our Smart AdServer app in the Apple App Store

December 21, 2011 - Smart AdServer, a key international player in digital marketing, launches its own iPhone application in the App Store.

After last week announcement that Smart AdServer is the first and only certified mobile ad server compliant with US IAB guidelines, Smart AdServer presents you its Dashboard iPhone app, available in the App Store.



Discover below all the available features:

- **Monitor campaigns in real time**

It enables Smart AdServer users to see directly in their iPhone how their campaigns are performing, with detailed information for each campaign:

- list of advertisers and insertions
- start and end-date
- campaign status impression statistics
- number of clicks
- CTR per insertion.

- **Preview any insertion, including rich media**

From now on, Smart AdServers customers can preview immediately on their iPhone their created insertions, in a dual preview mode: "in App" and "in Safari" which allows visualizing the rich media ads for mobile application as well as for mobile sites.

- **Create a personalized ad showcase :**

Smart AdServer customers can create their own showcase in just few clicks, to demonstrate and sell rich-media ad formats! By default, the app displays a selection of rich media formats: interstitial, HTML5 banner and layer, Bouncing, Travelling, Video Layer... Showcase features include location targeting option which simulates the display of insertions programmed for a specific location.

About Smart AdServer (www.smartadserver.com)

Established in 2001, Smart AdServer SAS develops and markets premium ad serving solutions for media agencies and publishers, for managing Web, mobile and iPad/tablets display campaigns. With these innovative functions and outstanding quality of service, Smart AdServer today has more than 300 clients on four continents... With a portfolio that includes media agencies/advertisers like Zenith Optimedia, GroupM, FullSIX/6:AM, BetClic, Meetic, as well as many sites and sites and accounts, including Canal+, Deezer, PIXmania, Axel Springer, Fox International Channels... and also for the mobile solution, YOC Media Network, Hi-media, Tomorrow Focus.