

## Smart AdServer becomes the first mobile ad server certified compliant with US IAB guidelines

**November 30, 2011 - Smart AdServer, a key international player in digital marketing, announces the full compliance of its ad serving solution, according to [all currently available IAB US measurement guidelines](#), including those for mobile web advertising.**

After a several-month audit of its technology, Smart AdServer is officially accredited as a high-quality ad tracking system across all existing digital advertising platforms (Mobile Web, Web, Rich Media, Video and Search).

Smart AdServer Mobile, launched in 2009, allows ad delivery on all available mobile platforms, including mobile Web and applications. This solution offers state-of-the-art mobile targeting features as well as a cross-platform mobile rich media library for interactive and video ads.

The audit was performed by iCompli, a service of BPA worldwide, accepted by the IAB for such analysis. Smart AdServer has been audited for mobile web advertising, Web impression and click measurement, rich media, digital video creative and rich Internet applications.

The current systems, processes and reporting mechanisms have been shown to be appropriately comprehensive and accurate for recording and tracking ads in these environments.

“We are especially proud to be the first ad server for mobile certified compliant with IAB guidelines” says Cyrille Geffray, Smart AdServer Managing Director. “In our market, trust in figures is key. This certification is, therefore, decisive for our clients; among them we count leading and reference mobile players like Fox International Channels and YOC Media Network, the number one in Europe.”

### **About Smart AdServer ([www.smartadserver.com](http://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.

### **About the IAB Mobile Guidelines:**

These guidelines follow the general principles established by the Interactive Audience Measurement and Advertising Campaign Reporting and Audit Guidelines issued by the IAB for Web impression measurement. However, this document has been authored with a specific focus on the unique attributes of mobile Web advertising. Thus, while many portions of this document are similar to the existing IAB guidelines, specific guidance in certain other areas will differ due to technical differences inherent in the mobile Web environment. These guidelines cover measurement of WAP/mobile Web advertising activity. Measurement of other forms of mobile advertising activity, including messaging applications (SMS and MMS), mobile applications, and various forms of mobile audio and video (including streamed, downloaded, broadcast and progressive audio and/or video), is not within the scope of these guidelines.

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