

## CPX OS: A fully integrated 'operating system' for online display advertising

### CRM Platform

Manages advertiser and publisher life-cycle across the entire operating system

Integrated Contact Management & Communication Tools

'End-to-End' Internal Ticketing System

Operational Approval & Cross-Department Coordination

Contract & Insertion Order Management

### Strategic Services

Assists Clients in defining and realizing their campaign specific goals

Creative & Strategic Development

Metric Planning: Engagement & Performance

Account Management

Custom Research & Analysis

### Media Buying

Provides universal access to digital display inventory across the internet

Direct Network

Exchange / SSP 'Plug-ins'

RTB / DSP Services

### CPX adROI™

A state of the art proprietary ad management platform designed for scale

Data Management & Targeting

Ad Serving

Optimization

Reporting & Analytics

Graphical User Interface

Publisher Yield Management

### Finance Integration

Seamless facilitation of all financial aspects of the online advertising process

Advertiser Invoicing

Publisher Payment Calculation

Payment Distribution

Credit Analysis