



CREAMADS® advertisements for the cream

a VVSC product

Banner advertisements are the past. People became banner blind during the last few years. They click only on advertisements that are of interest for them. **Effective advertisement** on web, wap, mms, and other channels should heavily target the specific customer, knowing their interests, needs and history. This approach assures that the displayed offer will attract the customer, induce new sales, and close the deal.

CREAMADS® is the advertisement software solution offering exactly this. The product identifies your customer and selects the scheduled advertisements that are targeted at and most interesting for them, resulting in the most valuable business for you.

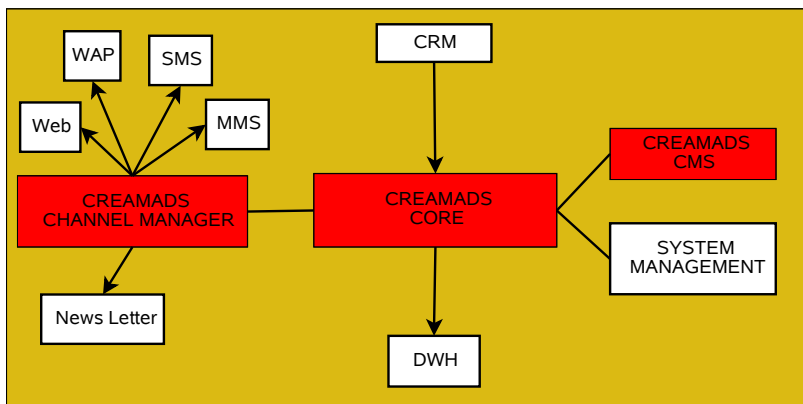
CREAMADS® Environment

CREAMADS® easily fits into your enterprise environment. It has standard and configurable interfaces to any customer relationship management system, customer care, data-warehouse application and management. The utilized modules use tools that your IT is familiar with, namely Java, RDBMS, or Web.

The delivery channels are handled in a modular fashion and include web, wap, sms, mms, email or even conventional direct mail. The advertisement content is not limited by the solution, it can just be anything that the channel can deliver. Your customer will see fully functional multimedia messages convincing them to chose your offer.

CREAMADS® Core Functions

You can target a group as small as a single customer as well as all your customers together. Advertisement selection is based on customer preferences, CRM selection, displayed page environment, protocol, client browser, and past activities. The final outcome is that the advertisements displayed on the client device have much higher click-through rate or rate of closed deals than the average banner advertisements.



CREAMADS® Interfaces

CREAMADS® integrates to your existing infrastructure. It gets fed from the CRM system, delivers data for the DWH application and online reports are available for customer care. CREAMADS® has its own content management system, but also supports Web Service and SNMP interfaces to integrate its core into an

existing management system. The standards and protocols that CREAMADS® supports: Webservice SOAP, http/https, ORACLE RDBMS table transfer, file based data transfer, JMS, CSV, XML, SNMP, SMTP.

CREAMADS® Ad Selection

CREAMADS® reimplements an ad selection algorithm that was invented¹ and first implemented during the year 2000.

The original algorithm ensures that the available advertisements are rotated as much as possible and that the advertisements are displayed exactly as many times as it is requested. The algorithm automatically adapts the selection to traffic peaks and almost-idle times.

The algorithm has been modified to accommodate CRM integration and targeted advertisement aiming at identified customers. Using CREAMADS® you can prioritize the advertisements, prioritize the advertisement places and match the priorities. One offer can even have different priorities for different customers. Offers have a validity start and an end time and several media may be assigned to them. The selection algorithm selects the media that fits the advertisement location the best.

CREAMADS® SSO Support

Your content pages serve customers who identify themselves, so the system knows who they are. Identification can be based on secure Internet protocol based authentication or other bearer specific methods. The system supports single sign-on protocol, automatically identifying the customers without the need of any separate authentication.

CREAMADS® CRM Integration

CRM provides the information on the offers targeted at specific customers. CREAMADS® fetches the offers from the CRM system via standard interfaces and builds up its own database combining the information with the channel specific content resulting in the final advertisements. Offer attributes such as the media content to display, click-through URLs, advertisement places, or priorities are managed by the management interface.

CRM interfaces can be files (ftp, scp, nfs, samba, local file) flat files, CSV or XML, database table, Webservice (SOAP), Java Message Service.

For more information see <http://www.verhas.com>, or mail to sales@verhas.com

¹ The server runs on the index.hu site since Y2000 without modification serving millions of ads every day. That implementation does not deliver targeted advertisements.

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