

## APT from Yahoo!:

### *The unified digital advertising platform built for today.*

Digital advertising is a lot more complex than it used to be. New, compelling places for web users to go continue to spring up every second, making buying or selling those audiences efficiently a constant challenge. The tools we use to run our ad businesses, the environment we operate in—our entire approach—need to be based on where we stand now, not where we were.

We built **APT from Yahoo!** from the ground up for this market. It's a single platform that can **unify** all of us—publishers, advertisers, agencies, ad networks, technology and other solutions providers. It will **integrate** the fundamentals of an ad business and the innovations that a more complex market demands. It can help you do business **simply** and **effectively** as a result.

### Unifies the market

An **open** platform in our world means everyone participates, connects seamlessly and adds value to the community. The greater the participation—and the easier it is for businesses to connect—the better the result for everyone.

- A platform for all buyers and sellers—publishers, advertisers, agencies, ad networks—as well as partners and developers, such as data providers, who can add value to the ecosystem.
- Open access to massive, quality audiences reaching over 85% of web users with Yahoo! and its partners — and advertiser demand for those audiences.
- The ability to harness detailed insights on those audiences and inform buying and selling.
- Innovations like cross-selling, which allows you to sell your audiences to other participants in the marketplace.

*Our approach to digital advertising needs to be based on where we stand now, not where we were.*



apt.yahoo.com

Source: comScore Media Metrix, Worldwide Data, 10/07

**Integrates the pieces of your business:** APT from Yahoo! makes things **simple**. It lets you manage multiple aspects of your business together in a single system, and automates what's reasonable to automate, so you can concentrate on the things that demand your expertise.

### Innovative technology

- Complete guaranteed and non-guaranteed ad management
- Exchange functionality such as auto management of non-guaranteed inventory in an auction marketplace
- APIs to build on the platform

### Relationship building

- A common platform for all market players to connect directly
- Access to a massive amount of quality inventory and demand
- Cross-selling among participants across the marketplace

### Targeting

- Robust audience insights across 85% of market (from Yahoo! and its partners)\*
- Seamless integration of those insights via Yahoo! interest based targeting or solutions from other data providers on the platform

*APT from Yahoo! lets you manage multiple aspects of your business together in a single system... so you can concentrate on the things that demand your expertise.*



## Controls

- Platform flexibility—APT from Yahoo! for many aspects of your business, or a single function
- Choice of business partners
- Standardized ad and site classification and filtering systems for content

## Drives results

- Take an approach that's made for this market.
- Connect seamlessly and access what you need to navigate this market **effectively**. Capitalize on the experience of Yahoo!—a leader in display advertising and the largest publisher on the web.
- Drive the results you're looking for—from better yield, to more responsive audiences, to a simpler way of doing business.

