

TAKE CONTROL OF YOUR DIGITAL MARKETING INVESTMENT AND INCREASE ROI WITH ADFORM

What is important when choosing your Ad Tech partner?

Is your data safe & stored according to GDPR?

Is your Ad Tech partner future-proof in a cookieless world?

Do you have access to all media channels?



Do you have full insights and transparency into your ad spends?

Can you optimize towards your KPIs and managing to increase your ROIs?

Are you getting the service & support that you need?

Choosing your trusted Ad Tech partner is more critical than ever before.
Adform solves these challenges!

IS YOUR DATA SAFE & STORED IN ACCORDANCE WITH GDPR?

Adform uses the highest privacy rules as a baseline. Unlike competitors, e-mail is not the backbone of our identity solution (ID Fusion) and we don't store any PII (Personal Identifying Information). You know where your data is stored thanks to our on-premise servers. In EU our servers are located in Denmark.

IS YOUR AD TECH PARTNER FUTURE-PROOF IN A COOKIELESS WORLD?

Adform is! Our unique solution ID Fusion unifies cookieless browsers and apps together with third-party cookies and 1st party IDs. If you are working with any other Ad Tech vendor than Adform, your unique reach within cookieless environments is currently being severely compromised, as 50% of the internet traffic is without the traditional identifier. This is why Adform's solution is the best choice to run successful and cost-efficient campaigns, as oppose to our competitors Adform can handle all different identifiers in all environments.

DO YOU HAVE ACCESS TO ALL MEDIA CHANNELS?

Don't let your platform choice limit your brand strategy. Adform helps you activate campaigns across multiple channels, devices, environments and IDs. Adform ID Fusion enables you to create a sophisticated strategy that seamlessly integrates Mobile, Connected TV (CTV), Digital Out of Home (DOOH), and Audio platforms for exceptional and unified audience reach. A significant benefit validated with independent research led by PwC.

DO YOU HAVE FULL INSIGHTS INTO YOUR AD SPEND?

Adform is the only DSP to commission PwC to independently validate Adform FLOW's Buyer-Seller accuracy & consistency of metrics. This ensures that you have full insights into how your media investments are being spent.

CAN YOU OPTIMIZE TOWARDS YOUR KPIs AND INCREASE ROI?

With Adform's unique AI and algorithms you are able to optimize your campaigns towards your goals and increasing your ROI. Moreover, our algorithms possess future-proof capabilities, a key differentiator from our competitors, as they seamlessly accommodate 1st party IDs for sustained performance.

DO YOU GET THE SERVICE & SUPPORT THAT YOU NEED?

Adform is well-known for both our local- and central support, aiming to deliver a service exceeding our clients' expectations. We have a highly skillful and experienced team who challenge our clients to make every impression count.

adform