



Innovations in Digital Accountability **The Best Practices Series**

Adify – “Validating their Quality Platform”

Adify is the premier vertical ad network management company. Their stable includes more than 140 leading ad networks for whom Adify provides the backend technology infrastructure to create, manage and commercialize vertical advertising solutions. They are capable of delivering content sponsorships, video and rich media advertising. Adify also provides the key network management systems to execute campaigns as well as ad management, tracking, reporting, billing, payment and technical support.

Adify, whose clients include IDG TechNetwork, Martha’s Circle, Gay Ad Network, ABC SOAPNet, Forbes Business Blogger Network, Clearspring Widget Ad Network and Break Men’s Network, sought to provide both their platform partners and advertising customers with enhanced confidence and that they would value the rigor and reliability conveyed by being audited and compliant with the IAB Ad Measurement Guidelines.

“Adify wanted to be among the first group of accredited ad servers to recognize the robustness and reliability of our ad serving technology,” said VP, Marketing and Media Operations Joelle Gropper Kaufman. “Among technologies that attempt to compete, Adify was the first end-to-end solution to be accredited and one of the first of any ad servers to be accredited.”

To handle the accreditation, Adify selected ImServices, the leading independent certification company with exclusive concentration on Digital Media and new media forms. They are well known in the industry for creating many of the first certification and accreditation processes now in use by the industry. ImServices has been a leader in developing guidelines with the Internet Advertising Bureau (IAB) for sensible industry standards.

According to ImServices CEO Dick Bennett, there were four core management assertions that required accreditation:

1. Adify’s ad delivery and measurement system is in compliance with the current industry standards, in particular the IAB Advertising Measurement and Auditing Guidelines.
2. Impressions reported through Adify’s Online Reporting System accurately reflect the impressions delivered via Adify’s ad delivery system.
3. Adify maintains physical and logical access controls to prevent unauthorized access to its data, databases and datacenters.
4. Adify maintains adequate policies and procedures relative to software change control.

Adify found the ImServices accreditation process thorough and rigorous. “It was like 10 years of ad serving experience in 6 months – where all the issues and behaviors that had been attempted in the past were clear and the countermeasures were available,” said Ms. Kaufman.

“We spent quite a bit of time with the key Adify executives and made several suggestions of systems and procedures changes that would improve their processes. They were very amenable to what we recommended and appreciated the third party view that we at ImServices were able to provide,” said ImServices’ Mr. Bennett.

In December of 2007, ImServices accredited Adify saying that in their opinion, “Adify’s management assertions were fairly stated in all material respects, as of the date of our review – November 30, 2007.”

Adify’s business objectives were advanced as a result of this accreditation. “We did get significant press coverage from being accredited,” said Ms. Kaufman. “A number of platform prospects became more confident in our technology as a result of accreditation. And, our advertisers also found it to be reassuring.”

To promote this important step in confidence building, Adify used public relations, email blasts, their listing on the IAB website and a unique presentation branding by creating a “badge” that said this was industry compliant! “We applaud their promotion of our work,” said Mr. Bennett. “It’s good for the industry to know that there are companies like this that are making the bold moves to enhance confidence for this rapidly evolving medium. We are in a time when people are screaming for accountability and Adify has really taken a strong leadership position.”

And, they’re not done. Their goals for the future, per Ms. Kaufman, include continuing to stay state of the art in ad measurement and seeking to identify the cause and eradicate discrepancies between them and other accredited ad servers.

For further information on this case study or to learn more about Innovations in Digital Accountability, please contact Dick Bennett, President and CEO of ImServices at richard.bennett@imservicesgroup.com.

About the Author

Rick Jones is President and CEO of DJG Marketing, LLC, a leading consulting and outsourcing marketing services firm with clients in print and digital media. He is a former Media Director at BBDO/San Francisco and Marketing Director at Reader’s Digest in New York prior to starting DJG in 1993. (www.djgmarketing.com)

About Adify

Adify Corporation is the premier vertical ad network management company and an independent, wholly-owned subsidiary of Cox TMI, Inc., part of Atlanta-based Cox Enterprises, one of the nation's leading media companies and providers of automotive services. (www.adify.com)

About ImServices

ImServices Group Ltd. is a leading provider of independent consulting and verification services, including process reviews, activity, and privacy audits, for Web sites, third-party ad servers, email delivery systems and other interactive media companies. (www.imservicesgroup.com)