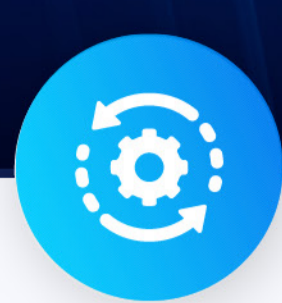


# Seamless Ad Testing – SpecHub by GeoEdge



## Automated Creative QA

Automate creative QA with rapid, in-depth, and accurate testing according to your specs



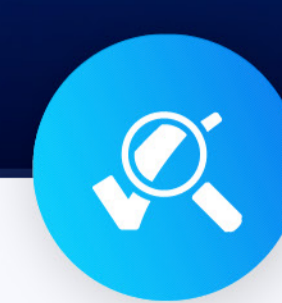
## Efficiency

Reduce manual verification and campaign management workload



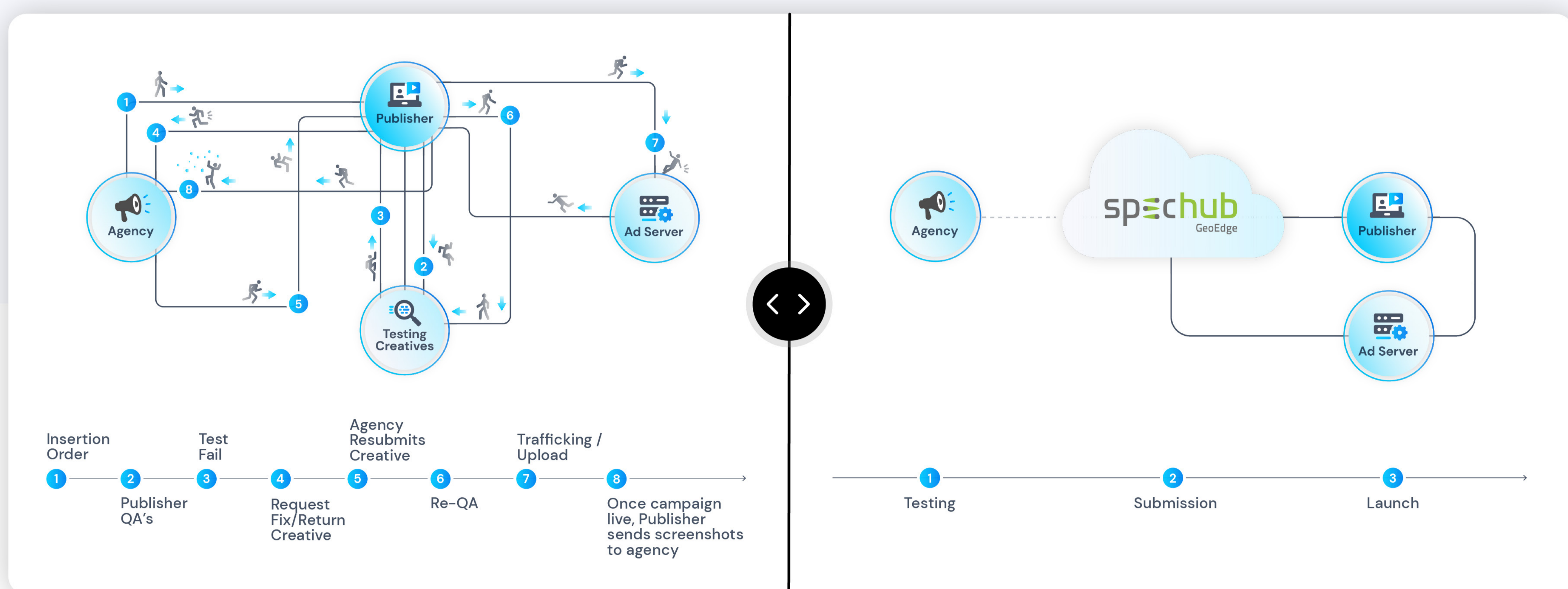
## Transparency

Improve workflow efficiency and transparency between publishers and agencies



## Quality Control

Control campaigns after they've gone live to ensure quality



### Before Working with GeoEdge

For most publishers, managing direct campaigns is a real pain point. Usually, the process is email-based, manually handled, and occupies the time and attention of a busy team of campaign managers. This inefficient process delays campaigns' time-to-market. As a result, creatives testing tends to be performed poorly, resulting in off-spec ads being loaded to websites. This causes rendering issues, long load times, and poor user experience. What's more, it directly impacts a publisher's brand and user retention. The bottom line: A frustrated team is wasting time doing manual work with no proper tools, yielding poor results. If only there was a solution for these issues.

### After Partnering with GeoEdge

SpecHub by GeoEdge offers an elegant, unified solution that solves the entire problem. SpecHub is a central platform used by a campaign manager's team to manage all Creative QA workflow. A simple, three-step workflow enables you to upload any type of campaign. It takes just 90 seconds to test it against the right specs and upload it directly to the ad server. Once the campaign is live, an automatic screengrab of the website is taken in order to close the loop with the agency. Any violation or off-spec ad can easily be shared with the agency. This way, they can understand exactly what the problem is, and the faulty asset can be replaced from within SpecHub. Optionally, campaigns can go through reoccurring scans to verify they haven't been changed after being approved and launched.

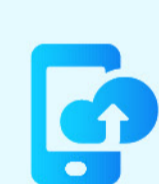
## One Platform to Manage All Campaigns



### One Platform for Your Entire Campaign Management Process

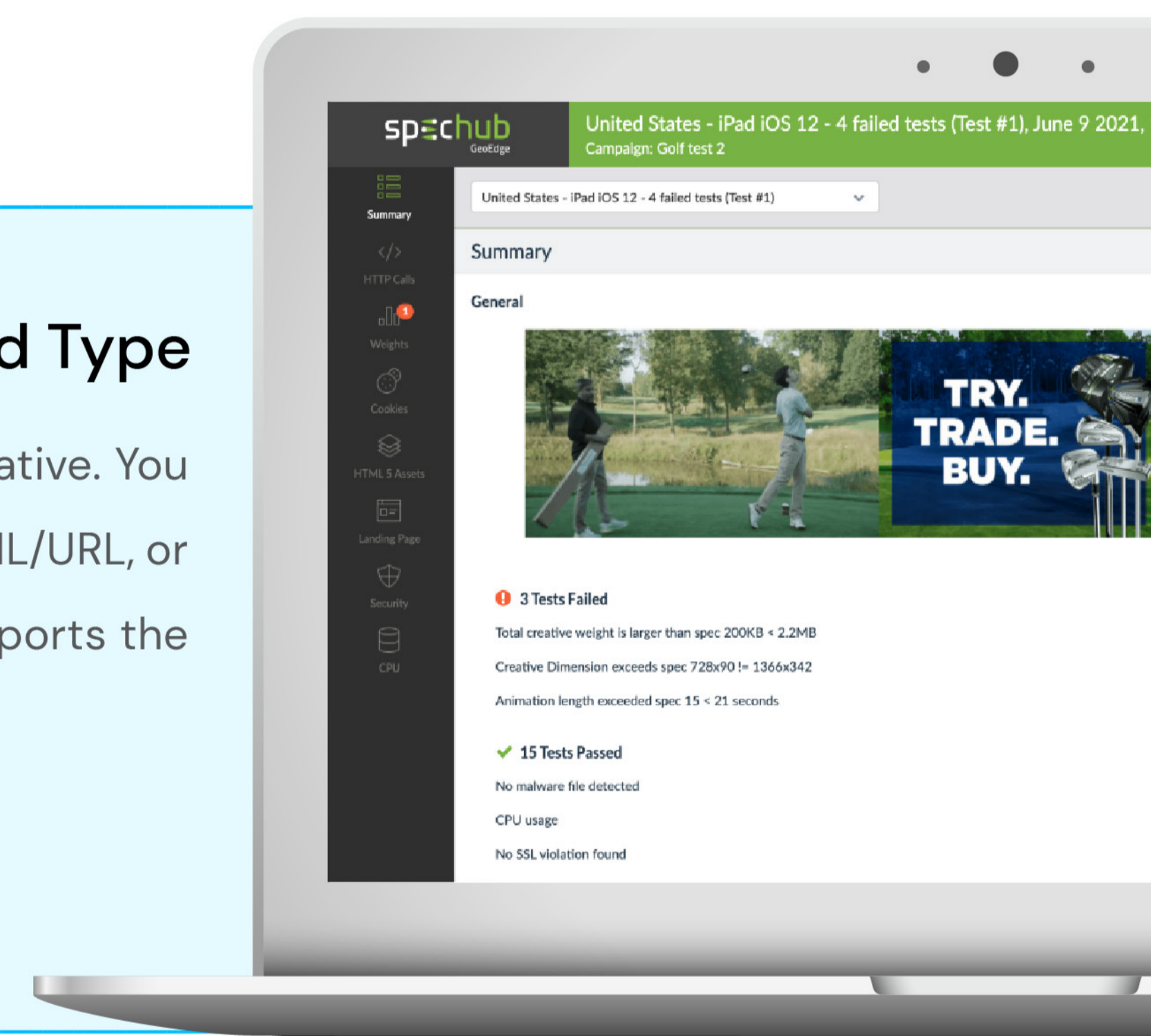
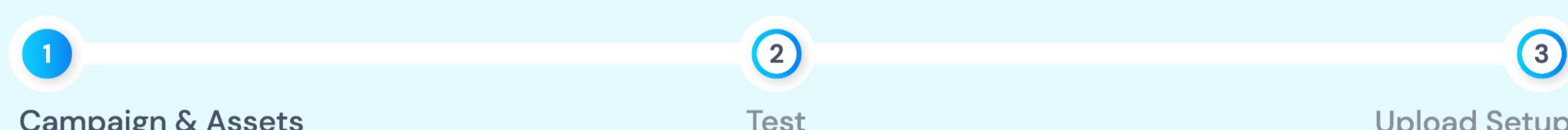
SpecHub holds a repository of all your specs. They are all pre-defined and set in the system, so you can test any campaign at any given time. Because SpecHub is a unified platform on which all your campaign activity is managed, your entire team has access to the history and status of all your campaigns at any given time. This increases **collaboration** and **transparency**, especially if your team works remotely or is spread out across the globe.

### SPECHUB'S 3-STEP PROCESS



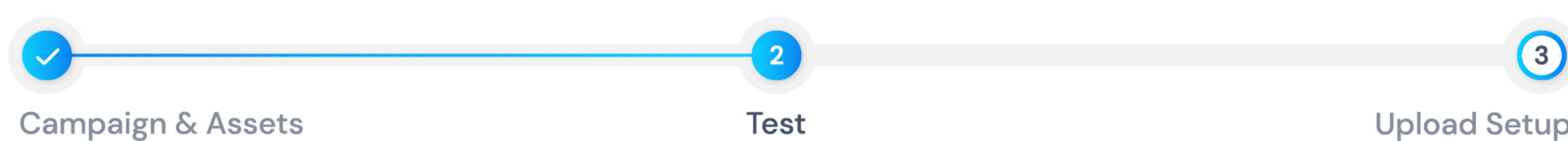
#### Upload Single Creative or Bulk Campaigns, while Supporting Any Ad Type

To match all your creative testing needs, SpecHub supports all ad types: Display, Video, and Native. You can upload assets the same way you got them from the agency, whether with a JS tag, VAST XML/URL, or Campaign Manager 360 tag. Alternatively, you can bulk upload an entire zip file. SpecHub supports the CSV structure of all major servers.



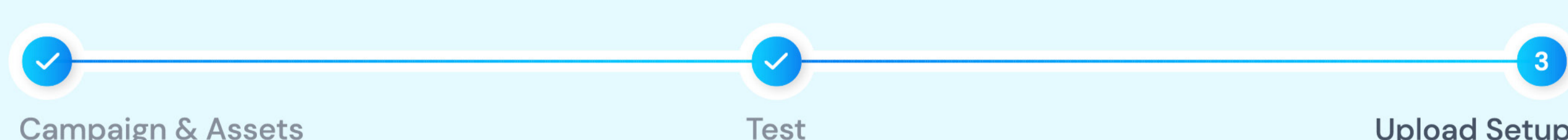
#### Fast & Accurate 360° Creative Testing Puts You and Your Agency on the Same Page

Once your campaign is uploaded, SpecHub automatically matches specs to assets by which to test. SpecHub performs comprehensive testing covering all specs defined by the publisher on both creatives and landing pages, on mobile, tablet, and desktop devices. This includes additional checks to ensure campaigns don't violate users' security and privacy. Whatever the size of your campaign, testing takes only 90 seconds, after which a detailed visual report is generated to highlight any off-spec parameters. You can share reports with your contact at the agency directly from within SpecHub and collaborate to fix the problem. Once the problem is fixed, you can replace the faulty asset with the new one and re-test the campaign. **Creative approval cycles are shortened, testing is much more accurate, and communication with agencies is fluent and clear.**



#### Close the Loop with GAM Integration, Automatic Tear-Sheets, and Post-Launch Testing

Thanks to SpecHub's integration with GAM, once the campaign is approved, it can be seamlessly added to your ad server under the correct advertiser, order, and line item. **There's no need for you to switch platforms or interfaces and upload work again.** Moreover, when a campaign is launched and goes live, SpecHub automatically generates screengrabs of it on the site, letting you share them with the agency as digital tear-sheets. **There's no more wasted time spent browsing through your site looking for the right ads, taking screenshots manually, and pasting them into emails.** You can also opt to set SpecHub to continue scanning a campaign after it goes live, and to **alert you if something changes on the creatives or landing pages after you've approved them.**



GEOEDGE OFFERS MORE THAN TECHNOLOGY. WE OFFER TRUE PARTNERSHIP.



We believe it's not enough to have a powerful detection engine and a vast network of publishers and platforms. You need a partner you can trust who will have your back even when things go south. GeoEdge assigns our partners a dedicated success manager who will proactively make sure you're getting the most out of your account. We pledge to provide the best protection and data for you, as well as for your team and your users.