

This is what media planners, traffickers and web designers have been dreaming of: Testing online advertisements before delivery – directly on the web site.



LIVE Test

Preview For Banners

Banner Preview Directly On The Ad Placement

Not a preview as before on the booking screen, but a real ad overlay on the web site – before the delivery! Exactly on the placement where the banner shall be shown. ADTECH has implemented this new feature in the ad serving solution Helios IQ.

Easy handling in three simple steps:

1. Load banner – 2. Select placement – 3. Enter URL

The banner appears on the web site immediately. The banner will be delivered to the web site after the campaign push – just as you see the banner now. As a matter of course an Internet user will not notice the test, he will see the currently running campaign on the correct placement.

“What you see is what you get”

The banner preview on the web site takes place following the „WYSIWYG“ (What you see is what you get) principle. You can check the result quickly and comfortably in advance – at a glance.

How you can benefit from LIVE Test:

- The LIVE Test tests all advertising formats and sizes in the browser of your choice – from a simple GIF banner up to complex Flash and Rich Media ads.
- Easy to handle: the configuration of LIVE Test takes place directly in the booking screen of Helios IQ.
- Simplify the coordination process prior to the start of the campaign: the LIVE Test is an ideal control tool for online managers, traffickers, media planners and banner designers/programmers.
- Easy campaign approval with a screenshot.
- Additional controlling functionality: Detailed campaign overview for all placements on the website.

You save a lot of time with the LIVE Test in Helios IQ – and with this you're always one step ahead of competitors.

Preview for Banners – Simplify coordination processes

The coordination process before the start of the campaign is greatly simplified with the LIVE Test in Helios IQ. The banner preview on the web site is an ideal control tool for media planners, traffickers and web designers. Use the correct preview as in the print sector to proof the release. An advertiser may now be convinced with just a screenshot of the result. Agencies especially will profit from this new possibility.

Additional feature – campaign overview

The usage possibilities of the LIVE Test exceed simple testing by far. You may use the new tool as an efficient

controlling instrument for your campaigns and ad placements.

You'll receive a detailed campaign overview directly on the web site. All ad placements and active campaigns are identified and displayed automatically.

In the LIVE Test every ad space on every web site will be marked with a small information bar. When you move your mouse over this a semitransparent field, the important information appears immediately: network and ad space ID, ad- and banner ID, name of the web site and campaign, name of the customer and advertiser. The amount of impressions and clicks the campaign is generating currently per

day is displayed in real-time. The information bar and fields may be hidden to make a screenshot of the page.

Practical example – from a traffickers' view

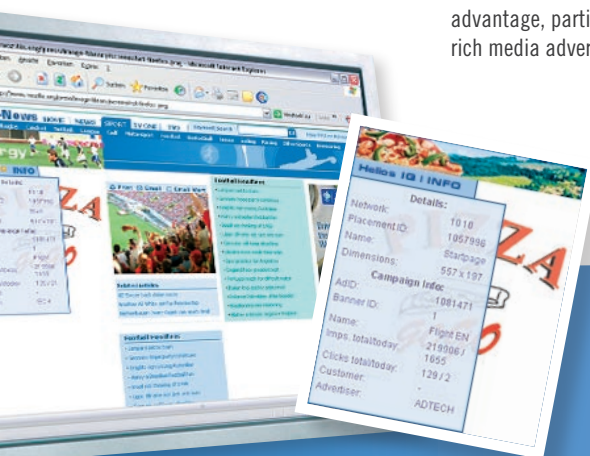
The online campaign has already been booked just the new banner is still missing. Shortly before 6pm the banner is delivered by the design agency – as a Floating Ad, interactive and with cool effects. Will that work on the web site? How will it look on the top sector placement, should the agency modify some animation effects?

Quickly checked with the LIVE Test in Helios IQ – the Flash is identified as not working. A screenshot is made and sent to the advertisers' agency. A quick look is taken at the active campaign on the web site. The banner on the upper right does not generate enough clicks – changed the GIF immediately. No problem with Helios IQ, the new banner is booked within one minute!

What clients say

” The LIVE Test in Helios IQ saves us much time and stress. Now we can test directly on the webpage and on different browser if a banner is displayed correctly. That is a great advantage, particularly with complex programmed rich media advertisement! “

Peter Strøhemann
Internetchef | JP/Politikens Hus



The LIVE Test provides a complete overview in real-time for all ad placements and campaigns directly on the webpage.

**For any further information
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