

# Ad serving with ADTECH

The right technology partner for Europe!



## About IDG Norway

**Industry:**

Major website portal/publisher

**Services:**

Leading IT-publishing group

**Portfolio:**

more than 300 publications  
in 85 countries worldwide

**Website:**

[www.idg.no](http://www.idg.no)

## Why IDG Norway has decided chosen ADTECH

„With ADTECH and the HELIOS ad server client we can honestly say that we have found a technology in online advertising that has significantly enhanced our daily business and gives us the highest flexibility and efficiency we need to be successful in the market. Being a European company ADTECH is also the partner of our choice as they deeply know the online market and care about our needs and requirements. And all of that in combination with an outstanding service and support.

I have no hesitation in recommending ADTECH to all media owners who are looking at providing a great trafficking service to their clients, running at a reasonable cost and with a customer support which is outstanding in the online marketing branch“.

**Tore Harald Pettersen · Sales Director, IDG Norway**



## About Den Blå Avis A/S

**Industry:**

Major website publisher

**Services:**

Leading portal for private placed ads

**Portfolio:**

140,000 placed ads per day, more  
than 25 million ad impressions per  
month and a portfolio of 6 web sites

**Website:**

[www.dba.dk](http://www.dba.dk)

## Why Den Blå Avis A/S has chosen for ADTECH

„At Den Blå Avis we moved our ad serving technology to ADTECH in September 2002. At that time we had been looking for an ad serving solution, that was able to satisfy our needs and requirements in a fast changing and highly challenging market.

With HELIOS, ADTECH provides us with the latest ad serving technology in the market. Since we have been online with ADTECH, we have found the system to be robust in its delivery, exemplary in its reporting and excellent in the company's customer service approach. Highest efficiency, automatic optimisation and the use of XML connecting the ad server automatically with internal sales systems optimises our daily work processes and has led to increasing success in the market.

Today, we are using HELIOS for our international network with a growing number of sites and impressions. Best experience with the product and the individual service are the reason why we have recently also chosen HELIOS Messenger, the ADTECH solution for high performance e-mail marketing, for our business“.

**Peter Rasmussen · Sales Manager · Den Blå Avis**

## About ADTECH

**Branch:** Online Marketing

**Services:** Technology leader in  
outsourced ad serving

**Portfolio:** > 150 customers all  
over Europe

**Website:** [www.adtech.info](http://www.adtech.info)

## Key arguments for ADTECH

- 🔗 **Excellent service - multilingual customer support & qualified consultants**
- 🔗 **Latest ad serving technology with intuitive user guidance**
- 🔗 **Great efficiency through consistent automation of processes**
- 🔗 **Multi-redundant, fully scalable technology**

For any further information please contact:

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