

Adserving with ADTECH

IDG and ADTECH – right from the start a successful partnership



Manuel Pastor
 Director de Contenidos
 IDG Communications España

About IDG España

- Branch:** Digital publishing
- Services:** Major IT content provider and website publisher in Spain
- Portfolio:** seven leading websites for IT business in Spain
- Website:** www.idg.es

About ADTECH

- Branch:** Online Marketing
- Services:** Solutions for adserving and e-mail marketing
- Portfolio:** More than 150 customers worldwide
- Website:** www.adtech.info

Why IDG España has decided for ADTECH

At IDG Communications España we moved our adserving technology to ADTECH in October 2004. At that time we had been looking for an adserving solution, that was able to satisfy our needs and requirements in a fast changing and highly challenging market.

The migration of our whole network to HELIOS, the adserver solution of ADTECH, was seamless. From the very beginning a personal customer adviser and contact person was at IDG's side and accompanied the technical integration of the HELIOS adserver into our network step-by-step.

ADTECH provides us with the latest adserving 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. Automatic optimisation, customised reports and connecting the adserver automatically with internal sales systems optimises our work processes in trafficking.





We can honestly say, that we have found the right adserving solution, which has significantly enhanced our daily business and gives us the highest flexibility and efficiency we need to be successful in the market.

ADTECH is the technology 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. We have best experience with their training and technical departments. Also the IDG offices in UK, France, Danmark and Norway have decided for adserving by ADTECH.

In summary, 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 customer support which is outstanding in the online marketing business. Thanks to adserving with ADTECH, we have more time to concentrate on our core business, ad sales.

Manuel Pastor, Director de Contenidos, IDG Communications España

Key arguments for ADTECH

-  **Excellent service – customer support & qualified consultants**
-  **Latest adserving 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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