Native Advertising Adserver
SaaS Solution

lightweight server technology
rock solid content distribution
Our Ad-Techmology
Our formats

Native AdIn (Branded Content)

The most intense and **authentic advertising format** that blends perfectly with the editorial content of the media.

Native AdOut (Text/Image)

A text-image display format integrated in the editorial environment and **linked with a click to an external landing page**.

Native AdFlow (Outstream Video)

Native AdFlow is **an innovative premium video format** that plays video campaigns in the visible area and makes it possible to interact at any time.

Native AdProspect (Retail Ads)

The AdProspect offers **retailers optimal placement** of their product offerings. Present your product advertising in online premium environments.
Multiple native products, rich opportunities

Native Branded Content (Adin)

Long – term content marketing driver

- 4.5x higher CTR
- 100% visibility
- Targeting
- FC-Caps
- Powerful tracking
- Works crossdevice

Branded Content

- Works crossdevice
- Post-view capping
- Earned Media tracking
- User flagging for retargeting
- Rich content (video, audio, text, widgets)

Clients

In-Feed Text / Image (AdOut)

Short – term interaction, engagement driver

Direct clickout to customer

Clients
Scalable Brand Content delivery through adserver technology

Model of content delivery

Options

1. Native Ad ➤ Publisher
2. Native Ad ➤ Publisher

USPs

Adserver
Targeting, A/B Testing, Rotation, User Retargeting, Earned Media Tracking, Detailed Reporting.

CMS
Easy WYSIWYG editor, easy and quick template customizing, widget integration, videos, images, audio.

Not a network
Seeding Alliance is a distribution platform for native content. Scaling already with one integration.
The Product
Native Adserver

Detailed reporting dashboards

- **Track**
  Teaser Impressions, Teaser CTR, Article Views, Article Clickouts, A/B teasing.

- **Earned Media**
  Track the amount of earned (free) media impressions your native content gets.

- **Variants**
  Track the performance of different placement types (in-feed, below article, RTB, in-feed video).

Multifunction CMS

- **WYSIWYG**
  Powerful and easy to use editor to upload content to the adserver.

- **Media**
  Implement all kinds of media like images, widgets, video, text, audio etc.

- **Content Variants**
  Upload multiple teaser and content variants and track the performance.
Focus on data
analyze your campaigns

Analyze your Brand Content

- **Optimization**
  Use insights from heatmaps and click maps to optimize CTR and retention.

- **Report**
  Use heat maps and click maps to improve reporting for your customers.
About

Seeding Alliance founded in 2011, provides an end-to-end native advertising solution for publishers enabling them to easily activate, deploy and manage native ad placements across their media properties.

For marketers, the Seeding Alliance platform enables the distribution of branded content cross-publication and cross-device with scale, control and relevancy. Seeding Alliance believes the future of advertising is about engagement rather than interruption, and they believe that native native advertising will be the primary choice of advertisers and publishers that care about user experience.

Non-interruptive advertising will be especially relevant on mobile devices where screen size is limited.

Get in touch!

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