



## **Adserver solutions – nsContext platform**

The **nsContext** platform enables the establishment of a contextual advertising network as an alternative to Google AdSense. The contextual adserver supports 15 European languages and was designed by **NetSprint** on the basis of years of experience in developing the largest Polish contextual advertising network **Adkontekst** (almost 16 million real users, over 1 100 respected portals, 2.3 billion ad views per month).

**nsContext** is addressed to ad networks and the largest online publishers, who want to offer their clients ads related to the content of specified websites. The platform facilitates sales management and displays various contextual ad formats on publishers' and their partners' websites.

Moreover, NetSprint offers **international advertisers** a campaign in all networks that are based on our technology. Advertisers who want to reach **high-profiled users in Poland, Denmark, Norway, Lithuania, Latvia, Ukraine or Bulgaria** can contact dedicated Account Manager, who will take responsibility for the coordination of their PPC activities in these networks.

The NetSprint adserver platform has been implemented i.a. at:

- **OpenAdExchange** ([www.openadex.com](http://www.openadex.com)) – **Danish market** – cooperation with nine largest publishers on the market; the network has won 40% of qualified Danish web traffic ; the biggest alternative to Google on the contextual advertising market.
- **TextAds** ([www.textads.lt/](http://www.textads.lt/) [www.textads.lv](http://www.textads.lv)) – **Lithuanian and Latvian market** – the largest player on the contextual advertising market in Baltic countries.
- **Adpower** ([www.adpower.no](http://www.adpower.no)) – **Norwegian market** – one of the largest local players on the contextual advertising market.
- **Investor BG** ([www.ibg.bg](http://www.ibg.bg)) – **Bulgarian market** – leading Internet media company in Bulgaria. Through its 14 sites, the company reaches 57 percent of Internet users in the country.
- **Ukrainian Media Holding** ([www.adpower.com.ua](http://www.adpower.com.ua)) – **Ukrainian market** – the company has the largest share of the Ukrainian radio advertising market and its magazines and newspapers account for 33% of total circulation in the printed press market.

### **Features of the nsContext platform**

- Display of different contextual ad formats (e.g. text, text-graphic and in-text ads).
- Option for establishing own contextual ad network and a new brand on the basis of the nsContext solution.
- Administration of the entire platform – more control in comparison with competitors' solutions.
- Functional management panel for ads display.
- Complete set of tools for controlling and targeting of ads display, e.g. geo targeting for inhabitants of a specific area.
- Daily click limits, frequency capping (reduction of the number of times user sees a given ad), competition blocking, full ad publishing statistics.
- Constant consulting support and training programme.

### **Advantages of implementing nsContext**

- Increased revenue share compared with competing networks (for example Google AdSense).
- Higher revenues from ad space sales in relation to Google.
- Efficient and effective management of all – also non standard – types of advertising space on websites. Clients are offered new advertising forms in the contextual system.

## References

"Open AdExchange is aimed at bringing back direct relationships between Publisher and advertisers and regaining control over revenues from online ads under pay per click and pay per performance models. NetSprint – with its long experience in search technology and contextual advertisement – makes a natural partner for us."

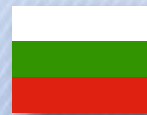
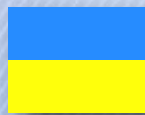
– Tron Kleivane, CEO Open AdExchange.

"Our CTR went up by 78% and effective CPM by 61%. This is a great result"

– Andrius Avinas, managing director at Textads.

"We selected NetSprint as our strategic partner due to its extensive experience in the field, qualified personnel and understanding of publishers' needs"

– Jan Moberg, CEO, Edda Media.



## Company overview

**NetSprint** provides advanced IT solutions customized for Internet content search, management and monitor. Systems offered by our experts at NetSprint are based on 10 years of extensive experience in sector of search technology development.

Our solutions, used by leading European online publishers, allow for the building and reinforcement of relations with users and advertisers. **NetSprint** operates in Central Eastern Europe and in Scandinavian countries. Our strategic investor is Mecom Europe – the second largest daily press publisher in Europe.

We are the exclusive provider of advertisements in the **Adkontekst contextual advertising network**, covering over 1100 top opinion-making Polish websites, as well as the top search results from NetSprint.pl and WP.pl. Our total coverage is more than 15,9 million (more than 90%) Polish Internet users (Megapanel PBI/Gemius, November 2009).

We also offer dedicated solution, named **Information Access Platform**, based on the universal **NetSprint Advanced Search Platform technology**, which is used for searching and contextual presentation of corporate resources and websites. We provide enterprise search solutions especially adapted to needs of publishers, portals, verticals, corporations, online stores as well as "yellow & white pages".

Another area of our company's operations is Internet monitoring. **NewsPoint** and NewsPoint UGC are professional solutions that supports marketing and PR activities. NewsPoint monitors more than **17,000 websites worldwide and features 14 languages**. **NewsPoint UGC** is a solution, which monitors social media content, such as blogs, forums, microblogs and social networks (in Poland **575,000 forums** and more than **141,000 blogs**).

nsContext is a solution addressed to the media companies or advertising networks, which need a tool to build contextual ads network.

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Search experts