



## DATASHEET

# OX Display

## Simple, scalable, manageable ad

### Cultivate your UX

Revenue is a key metric for any business, but user experience is just as vital. If users are not happy, churn increases and revenue can suffer.

### Streamline your advertising

Integrating advertising may seem straightforward: source ads, place them, generate revenue. Unfortunately it is a lot more complicated than that. The environment, ad source, volume, frequency and maintenance all have to be taken into account.

### Achieve balance

Advertising is a mixture of art and science. Get it wrong and suffer alarming impacts. Get it right and boost your revenue significantly. OX Display helps you avoid the two most common advertising pitfalls: over-exposure and inappropriate implementation.

### Avoid pitfalls

Over-exposure is a common mistake, especially when starting out. There is a strong temptation to just place as many ads as possible, but this can negatively impact the user experience and ultimately drive users away. OX Display helps you tailor your advertising environment to minimize this risk.

Inappropriate implementation – creating non-standard ads, for example, or inserting ad tags directly into pages – is another common mistake that can make your environment very difficult to maintain. When ads do not display correctly, the time/cost of maintenance escalates.

OX Display puts everything under your control. User-based advertising configurations are simply uploaded into the OX App Suite. OX Display then handles the rest, eliminating the possibility of implementation errors.

### Control your display

Having clear control of your advertising environment is critical. This applies to all aspects of advertising: from where the ads are shown to how frequently they are refreshed. OX Display puts you in the driver's seat. You can choose where your advertisements are shown, how frequently they are refreshed, what triggers the display of the ad ellipses, even which groups of users get ads, and which do not. Once you decide on your advertising strategy, OX Display helps you maintain and even automate it.

### Adapt to your needs

OX Display is designed to work seamlessly within existing advertising environments. If you already have an advertising supplier and want to display their ads in OX App Suite then OX Display will let you do exactly that.

If you do not have an ad supplier, or if you wish to use a separate supplier for advertising in OX App Suite, then we can arrange for the ads to be supplied. It's all part of the service.

# An advanced approach

## Source agnostic

Ad source is virtually irrelevant for OX Display. The environment can work with practically any source of advertising – ad exchanges, programmatic sources, ad servers – to give you the best results.

## Automation

The OX process is simple: define your advertising strategy and upload your configurations. OX Display does the rest. There is no inserting code into OX App Suite, no need to search for code to update, no missing tags or broken links, no mistakes from cutting and pasting. OX Display uses a combination of simple configurations and automation to implement your advertising strategy.

## OX App Suite & HTML5

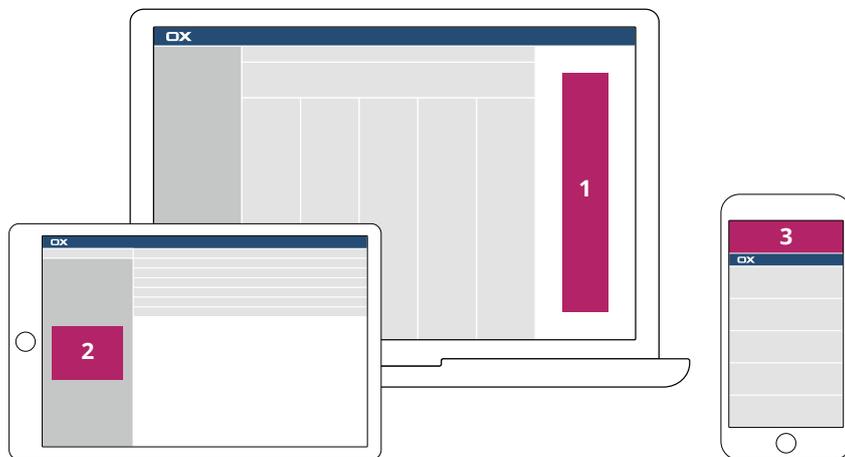
OX App Suite operates in a complex HTML5 environment where traditional advertising methods are virtually impossible to use. OX Display takes a completely different approach – using combinations of timers and triggers to actuate ads, for example – to work in this advanced environment.

## Timers & Triggers

OX Display uses timers to activate ads during periods of user inactivity, something that is not possible with traditional advertising systems. In the Open-Xchange system, triggers interact with user events such as changing modules. These two techniques make advertising in OX Display easy and very flexible.

## Full scalability

Through the OX App Suite web-based user interface, OX Display can present advertising across platforms and devices. Phone, tablet, laptop ... OX Display simply identifies the device and adjusts accordingly. Ads are properly scaled for adjective display and will not be loaded if there is not enough space.



## Example of ad placements on different devices and supported formats

**1. Skyscraper (left/right):** 120 × 600 | 160 × 600 | 200 × 200 | 240 × 400  
250 × 250 | 300 × 250 | 300 × 1000 | 300 × 1050

**2. Drive Folder Ad:** 200 × 200 | 250 × 250 | 300 × 250 | 320 × 100 | 320 × 50

**3. Mobile Leaderboard:** 320 × 50

## OX Display at a glance:

### Native to the OX App Suite

OX Display, built specifically for HTML5, supports the unique nature of this environment, utilizing its full potential.

### Industry standard support

OX Display supports many different ad formats: all following industry standards.

### Full customization

With OX Display, almost everything can be configured to meet your advertising objectives.

### Simplicity

OX Display is designed intuitively for ease-of-use, reducing errors, cost, and maintenance time.

### Multi-product support

Open-Xchange provides top-level support for all products – from free, ad-packed versions to ad-free, premium product packages.

### Automation

The OX Display API lets control panels and provisioning systems upload advertising configurations as they are provisioned.

### Compatibility

OX Display works with all types of advertising systems: from ad servers to advertising exchanges to programmatic software systems.

### Multiple ad servers

OX Display can work with a single ad server, ad exchange, or create a completely orchestrated solution.

### Standalone or integrated

OX Display can connect to virtually any ad supplier. If you do not have a supplier, Open-Xchange can take care of that for you, too.

### Novice to expert

OX Display provides solutions to companies with existing ad campaigns, those just starting out, and everyone in between.