



Ad-ID Training Webinar

Managing an Account & Invoices

April 30, 2020

<http://www.ad-id.org/user-support/webinars>

Training Webinar Topic

- Manage billing account
- Make purchases
- Search, export and edit invoices

The audio portion of this webinar is on: +1 (929) 436-2866
Meeting ID: 915-0672-2443

Elements of the Ad-ID system



Prefix

4 character identifier
licensed to a company
and used at the
beginning of each Ad-ID
code



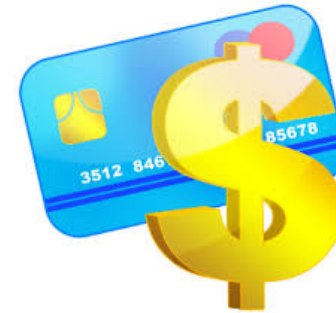
User

person who
performs
operations in the
Ad-ID system



Group

used as a security
mechanism and act
as a container for
prefixes, accounts,
codes and users



Account

contain credits, which
are purchased to fund
the creation of codes

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Accounts

- Required to create a code
- Contains billing information
- Used to purchase codes
- A company may have one or several accounts on Ad-ID

A screenshot of the Ad-ID web application interface. The top navigation bar includes 'Dashboard', 'Groups', 'Accounts', 'Create...', 'Search', and 'Help'. A 'Quick Search' box is on the right. Below the navigation, a breadcrumb trail shows 'Home » Accounts » Brand Inc'. The main content area is titled 'Brand Inc' and features a 'Purchase Credits' button. To the right, an 'ACCOUNT ACTIONS' menu lists 'Edit Account', 'Purchase Credits', 'Calculator', 'Invoice Log', and 'Manage Account Users'. The 'Account Details' section shows a table with the following data:

| Account Details (1 credit = \$1) | |
|----------------------------------|------------------|
| Credits Available | 13,775 |
| Codes Available | 459 ¹ |
| Codes Created | 10 |

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Code Costs

- \$5 (5 credits) for Display Creative media type
 - Display creative only includes Banner ads and does not include videos running online
- \$30 (30 credits) for all other media Types
- Free to activate new 4-character prefix or gain access to existing prefix

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Pricing

- Costs determined over a 12 month account usage period
- Account for single advertiser will not exceed \$25,000 per 12 month period
- Unused credits roll over
- Codes free for 501c3 charities

| Annual Account Spend | Display Creative Price Per Code ² | All Other Media Types Price Per Code |
|----------------------|--|--------------------------------------|
| \$0-\$18,000 | \$5 | \$30 |
| \$18,001-\$25,000 | \$5 | \$5 |
| \$25,000+ | \$0 | \$0* |

**(annual maximum of \$25,000)*

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Thank you for joining!

Contact the Ad-ID Customer Relations Team:

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