AdBridge™
Ad-ID Integration

AUTOMATED AD-ID INTEGRATION SOLUTION

AdBridge, the Extreme Reach cloud platform, integrates directly with the Ad-ID system to make your workflow more efficient. When you create an Ad-ID code on the Ad-ID web platform, AdBridge will automatically import the Ad-ID code—and any media metadata attributes—directly into your asset library.

How It Works

SIMPLE MANAGEMENT OF ASSETS
Use the Ad-ID web platform to create and edit your Ad-ID codes. AdBridge will import your new Ad-ID codes and apply any changes, as long as the Ad-ID code and associated asset have not been trafficked in an order.

SEAMLESS AUTOMATION
AdBridge imports your Ad-ID codes and the media metadata is automatically created in your Assets Library.

CONTINUOUS CONNECTION
AdBridge polls the Ad-ID system at regular intervals 24 hours a day, 7 days a week. You never have to worry about an Ad-ID code not getting imported.

Added Benefits

AUTOMATIC NOTIFICATIONS
Choose to receive email notifications about the status of your Ad-ID code’s creation in the Assets Library.

BULK AD-ID UPLOAD
Create up to 100 Ad-ID codes in bulk directly through Ad-ID’s web platform. Or by using their Spreadsheet Upload Template.

BULK CREATIVE UPLOAD
Use the Extreme Reach Media Uploader Application (MUA) to bulk upload your creative spots into your Assets Library, where they are automatically married to your Ad-ID codes and media metadata.

Easy Setup

Provide approval to your Extreme Reach account manager to integrate Ad-ID with your Extreme Reach account.

Your Extreme Reach account manager will work with Ad-ID Customer Relations to set up the Integration.

CREATE AD-IDS WITH ADBRIDGE
Create Ad-IDs directly from your Asset Library which are sent to the Ad-ID Platform.

CUSTOM PROGRAMMING
Extreme Reach can provide in-house custom programming, such as presetting media metadata for Ad-IDs, routing custom Ad-ID prefixes to specific advertisers, or other specialized requests.

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