

'Net revenues

Online advertising is vital for publishers today, with firms vying for space around both media and browser games. Adcash CEO Thomas Padovani tells **James Batchelor** how his ad network helps sites monetise their traffic

What is Adcash?

An online advertising network focused on delivering high-performing ad solutions to web publishers and brand advertisers around the globe.

We provide our publishers with a user-friendly website monetisation platform that allows them to generate long-term ad revenues.

To advertisers, we offer targeted user acquisition solutions that allow them reach and engage with a qualified worldwide audience.

Headquartered in Tallinn, Estonia, and with branch offices in Bulgaria and Mexico, we have steadily expanded to become one of the topmost providers of monetisation solutions in online entertainment.

What are the biggest sites included in your network?

Our network currently includes over 60,000 medium to large-sized entertainment-related sites from all over the world: from Zynga to Fog.com, to more localised and targeted websites such as Jeux.com.

In our business, only results matter. Through this rule we've built a strong reputation amongst clients and in the industry over the past five years.

Our best sales team is in fact our customers – a large amount of publishers join our network because

we have been recommended by fellow users or they have heard about us through various industry publications, events and so on.

We currently work with most of the gaming industry leaders, such as EA, Ubisoft, Bigpoint, GoodGames Studio, Gameforge, Upjers, Innogames, Ankama, Webzen, R2Games, KoraGames, Aeria Games, Gravity, NGames, Looki Publishing, and many more.



Our job remains in the shadows rather than the limelight most of the time.

Thomas Padovani, Adcash

Our more widely known campaigns include working closely with Ubisoft on *The Settlers Online* and *Might & Magic*, and with EA on *Command & Conquer* and *Need for Speed*. We provided support for new player acquisition, helping to drive traffic and increase awareness and revenues.

A number of your clients specialise in online/browser games. How has



the rising popularity of this market benefitted Adcash?

Back in 2004, our founding members were already involved with many web ventures, games studios, and payment service providers around the world. The industry wasn't as mature as it is now but they felt the market was going to erupt any time.

Opportunity and foresight allowed us to dedicate our expertise and resources early on to serve the games industry. In this sense, the incredible success and popularity of online and browser games has definitely contributed to the development of our network.

Paradoxically, our job remains in the shadows rather than the limelight most of the time, successful ad strategies being deliberately kept secret from other game publishers.

How do you help media generate revenue from their content?

Adcash operates in 249 countries, which means our publishers are able to monetise all of their international

traffic. No matter where the user is coming from, we have offers that match his localisation.

The ultimate key to a successful monetisation is definitely smart advertising. We have designed our ad optimisation technology to specifically determine and display only the most profitable campaigns for their content, maximising thus their revenues. We don't overload pages and websites with useless creative.

What plans do you have to expand your business in 2013?

Before Gamescom in August, we will release a new version of our website integrating a brand new user interface and a complete self-service campaign management panel for advertisers.

In terms of expansion plans, we are also looking into mobile traffic which is definitely an interesting challenge for us as today most of our business is made through desktop display ads.

