

# AdOps

Fully automated

**INTEGRATION X**

ADPOINT from Integration X is a SaaS solution providing end-to-end Ad Ops automation.

All processes related to creative chasing, trafficking, creative validation, proofing, delivery and campaign monitoring are fully automated.

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## **Automatic creative requests**

Eliminates the majority of manual trafficking tasks.

## **Instant creative validation**

Validates creatives instantly in accordance with IAB and other quality profiles. Displays errors upfront and after campaign go-live.

## **AI-based handling of tagsheets**

No more time-consuming and risky copy/pasting.  
Eliminates large, time consuming processes for Ad Ops.

## **Integrated proofing**

Show creatives on your own websites for instant proofing and approval. No more screenshots and work-arounds.

## **Automated delivery to the ad server**

Seamless integration with Google Ad Manager and other ad servers eliminates manual processes of delivering creatives and click-tags. Creative swaps are a breeze.

## **Alert for changed creatives in running campaigns**

Eliminate unapproved creatives and non-revenue impressions.

**TRAFFIC**

TAGSHEET

HTML

VIDEO

AUDIO

STATIC

**VALIDATE**

SIZE

LOAD

+50 MORE

**PROOF**

REVIEW

ANNOTATE

**DELIVER**

GAM

XANDR