

Supply and Demand at Your Command



PUBLISHERS: Maximize Your Revenue

With Zenovia's next-gen Supply Side Platform (SSP), Publishers:

- Get top dollar for all inventory with real-time execution
- Use price controls to grab the highest CPM from low-margin RTBs, ad networks, and DSPs
- Segment inventory to protect direct buyer revenue
- Choose who advertises on the site
- Management dashboards provide complete visibility

AGENCIES: Better Serve Your Clients

Zenovia Digital Exchange is the management tool ad agencies need to deliver superior services to clients.

- Execute media buys on Zenovia's DSP and pass through the cost efficiencies of RTBs and ad networks
- Monitor the performance of all campaigns at once, in real-time, on the comprehensive management dashboard
- Report the results by campaign and per client.

ADVERTISERS: Optimize Your Spend

Zenovia is a powerful Demand Side Platform (DSP) that ensures advertisers get the best value for their ad spend.

- Access Premium Publishers at the "right price"
- Enforce pricing parameters to manage ad spend
- Pre-approve publishers to protect the brand
- Get detailed reports to measure and quantify results



Stop RTBs, Ad Networks, and DSPs From Eroding Your Profit Margins

Zenovia is the Most Advanced Ad Platform Available to Publishers Today

Maximize Revenue

MONETIZE Your Revenue

Zenovia Publisher Gateway delivers:

- **More Buyers** – sell inventory through all major trading desks and hundreds of RTBs, DSPs, and ad networks
- **Higher Margins** – Real-time execution lets publishers grab higher CPM offers before competitors
- **Algorithm-based price predictions** that ensure you sell at market high points
- **Segmented audiences** – sell to the market’s contextual and behavioral interests.

MANAGE Your Brand and Clients

With Zenovia you have control over your website and inventory:

- **Manage a blocklist** to keep unwanted advertisers off your site
- **Dashboard views** of all ads in real-time and post campaign
- **Monitor ad quality**; protect your site from malware and ads that use excessive data pixels
- **Forecast** available inventory and manage yields

MEASURE Results

See your success. Zenovia’s comprehensive analytics let you view:

- **Real-time and historical data**, per ad, per client, or per campaign
- **Yield variables**, such as volume, discrepancy, fill rate, and session depth

**Complete Visibility
And**

Paying Too Much for Display Advertising?

Zenovia is the New Way to Buy

Shop Smarter



If Revenue Doesn't Increase, Your Ads Cost Too Much

If results are the only relevant measure of ad success, there are a lot of companies overpaying for display advertising. And, most don't even know it.

There are several reasons an ad can underperform. Obviously, the ad could fail to persuade or motivate; but, that's not usually the case. It's more likely that the ad appears in the wrong place, or at the wrong time, or targets the wrong demographic. Unfortunately, ad networks don't provide the transparency you need to analyze ad quality.

Zenovia Advertiser Gateway includes sophisticated Supply Side technology that lets advertisers target inventory at audiences visiting thousands of premium sites. Optimize ads based on semantic, geographic, demographic, contextual and behavioral criteria and source data. Leverage real-time bidding to ensure you pay only market price per impression. Manage ad placements to protect your brand. Set pricing parameters that recommend the best placements for the cost.

To measure your success, Zenovia includes a robust tool set for analyzing ad performance, per impression, per ad, or per campaign; so you see results in real-time and are able to act decisively to improve those results. With Zenovia, if revenue doesn't increase, you can have your money back.



Agencies are Under Pressure to Reduce Costs. Zenovia Makes It Easy.

It's not easy being a media buyer; client expectations are high. The traditional mechanisms for planning and buying digital media are complex and inefficient as administrators struggle to manage reconciliations and discrepancies. Zenovia Digital Exchange simplifies the process to help agencies better serve their clients. With Zenovia, agencies can:

Better Target the Audience – define criteria that identifies the likely customer profile. Zenovia's algorithm and real-time bidding matches available inventory to your audience's attributes to optimize campaign performance. By being able to selectively choose placements, you reduce the risk that your client will buy unwanted impressions or reach the wrong audience.

Effortlessly Scale – Zenovia has partnerships with hundreds of premium publishers, RTBs, and SSPs to provide the instant access you need to massively scale your ad campaign.

Provide Deeper, Richer Insight – Zenovia's impression-level management tools deliver in-depth analytics that provide the insight you need to maximize the effectiveness of the client placement.

Executive Management



Dwight Ringdahl
CEO and Co-founder

Dwight Ringdahl is an experienced executive, successful entrepreneur, and technology visionary responsible for the company's strategic direction and business development. with a resume filled with ownerships and former CEO positions. As the technology developer of the executive team, Mr. Ringdahl works directly with major clients and industry thought leaders to identify opportunities for technical solutions to meet pressing needs. He is the primary contact for inquiries regarding Zenovia capabilities and implementation services.

Mr. Ringdahl is also CEO and President of SocialTerrain, Inc., a leading Internet business directory. He has served in an executive capacity for several companies including positions as CEO and President at UseNetVault, LLC, and WebUseNet Corporation. Mr. Ringdahl also founded and led Inter-Axis Inc., and Gold Coast Software.



Donald Gasgarth has more than 20 years experience in corporate finance, venture capital, and equity investment. , and brokerage businesses an active private investor and in the. For Zenovia, Mr. Gasgarth directs financial strategy and corporate investments, including acquisition assessments and business partnerships. He is the primary contact for the investment community and potential acquisition candidates.

Mr. Gasgarth is also a Managing Director and Co-Founder of Triton Value Partners, LLC. Prior to that, he was a partner at PtekVentures actively involved in the funding