

Product Tour



Ad serving for web publishers

OpenX gives web publishers the tools they need to **make more money** from online advertising

Freedom

Visibility

Make more money



Control

Display ads from **every** possible source in your search for higher revenues

Ad networks

Google AdSense, TradeDoubler...

Ad exchanges

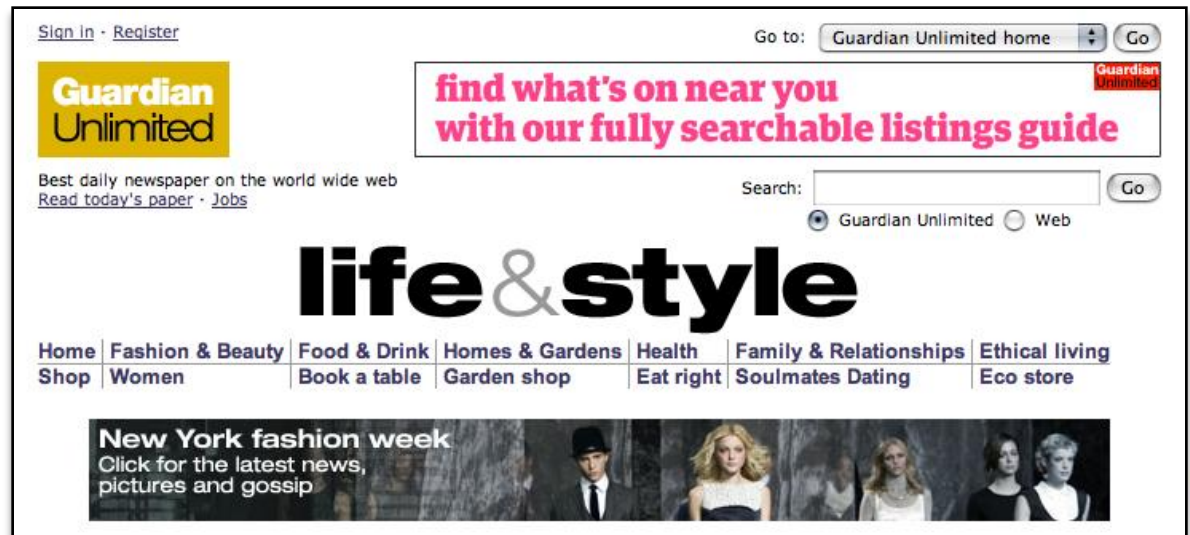
Right Media, Pubmatic...

Ad formats

Image banners, Flash, HTML...

Rich media

EyeBlaster, TangoZebra...



The screenshot shows the Guardian Unlimited website with several ad placements:

- Top left: "Sign in · Register" and "Go to: Guardian Unlimited home" with a "Go" button.
- Top center: "Guardian Unlimited" logo and "Best daily newspaper on the world wide web" with links "Read today's paper" and "Jobs".
- Top right: A pink banner ad that reads "find what's on near you with our fully searchable listings guide".
- Search bar: A search input field with a "Go" button and radio buttons for "Guardian Unlimited" (selected) and "Web".
- Section header: "life & style" in large, bold, black font.
- Navigation menu: A horizontal list of links including "Home", "Fashion & Beauty", "Food & Drink", "Homes & Gardens", "Health", "Family & Relationships", "Ethical living", "Shop", "Women", "Book a table", "Garden shop", "Eat right", "Soulmates Dating", and "Eco store".
- Bottom: A banner ad for "New York fashion week" with the text "Click for the latest news, pictures and gossip" and a row of fashion-related images.

Monitor the performance of all your online advertising
Find the star performers

Advertisers & Campaigns Publishers & Zones Global history

Last 7 days From 2008-01-29 To 2008-02-04

| Name | Pend conv. | Conv. | Impr. | Clicks | CTR | Rev. | ECPM |
|------|------------|-------|---------|--------|-------|--------|------|
| | - | - | 829,433 | 3,148 | 0.38% | 168.30 | 0.20 |
| | - | - | - | - | - | - | - |
| | - | - | 758,544 | 2,296 | 0.30% | 142.19 | 0.19 |
| | - | - | 70,889 | 852 | 1.20% | 26.11 | 0.37 |

[id5] www.openads.org - Forum Leader Board

Zone history Campaign distribution

Last 7 days From 2008-01-29 To 2008-02-04

| Impr. | Clicks | CTR | Rev. | ECPM |
|--------|--------|-------|-------|------|
| 61,431 | 662 | 1.08% | 21.28 | 0.35 |
| 23,793 | 259 | 1.09% | - | - |
| 6,535 | 70 | 1.07% | - | - |
| 7,634 | 115 | 1.51% | 16.59 | 2.17 |
| 11,770 | 124 | 1.05% | - | - |
| 11,699 | 94 | 0.80% | 4.68 | 0.40 |

[id8] Google AdSense

Advertiser history Campaign overview Publisher distribution

Last 7 days From 2008-01-29 To 2008-02-04

Show Graph of Statistics | Export Statistics to Excel

| Day | Impr. | Clicks | CTR | Rev. | ECPM |
|------------|--------|--------|-------|-------|------|
| 04-02-2008 | 8,554 | 67 | 0.78% | 7.36 | 0.86 |
| 03-02-2008 | 11,631 | 77 | 0.66% | 9.81 | 0.84 |
| 02-02-2008 | 7,329 | 25 | 0.34% | 1.88 | 0.26 |
| 01-02-2008 | 16,271 | 98 | 0.60% | 11.40 | 0.70 |
| 31-01-2008 | 25,991 | 163 | 0.63% | 16.74 | 0.64 |
| 30-01-2008 | 23,668 | 103 | 0.44% | 9.81 | 0.41 |
| 29-01-2008 | 25,617 | 186 | 0.73% | 25.54 | 1.00 |

View by: Day

Control where and when ads are displayed to increase your inventory value



Set ad campaign start/end dates and performance goals.



Select ads based on web page properties like keywords or the section of your website.



Select ads for each visitor based on their location and other user data or search terms.



Prioritise your ad campaigns.

Make more online advertising revenue by:

- Compare ad campaign performance and run the ads that generate the most revenue
- Target ad campaigns to the visitors most likely to respond
- Optimize what each visitor sees to increase the likelihood that they will respond

OpenX is suitable for even the smallest websites and scales for the largest

1. [Learn more about the OpenX ad server](#)
2. [Download OpenX for free](#)
3. [Install on you web server and start serving ads](#)