WHAT IS LIQWID®?
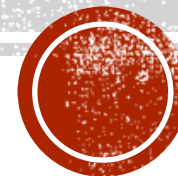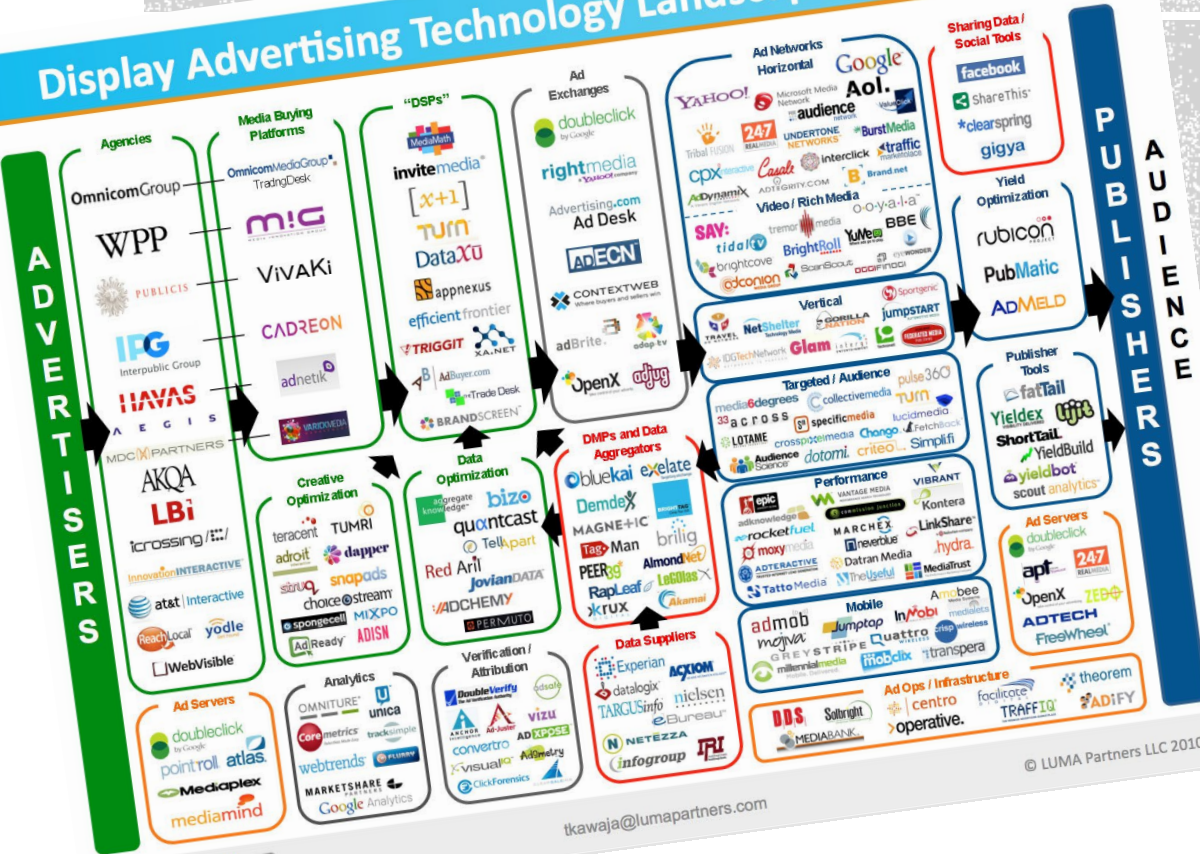
We are a digital "farm-to-table" marketplace for publishers and marketers.

Premium Ad Formats are here. Now Advertisers and Publishers can build direct relationships.

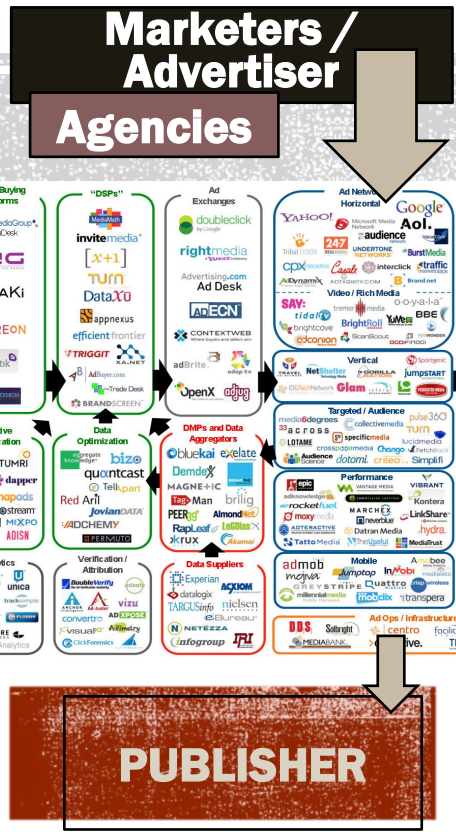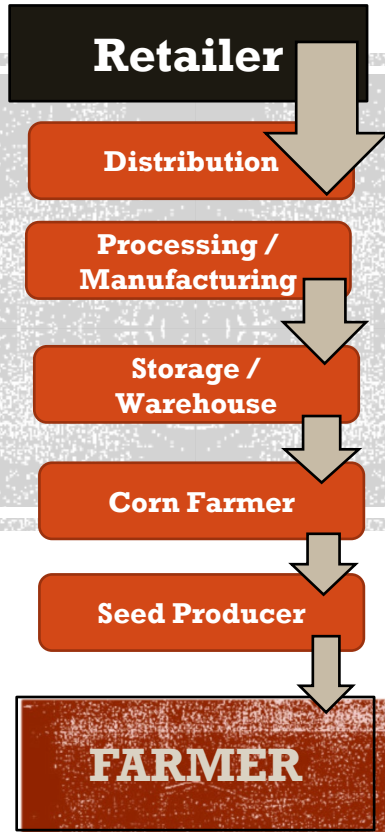All-in-One-Tag Advertising Engine

The challenge....

Display Advertising Technology Landscape

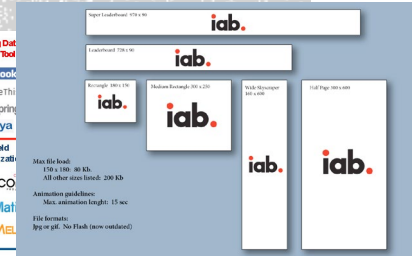© LUMA Partners LLC 2010

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1. The digital landscape has a lot of layers making it difficult for marketers to reach premium inventory while driving publishers to accommodate technically intense and laborious implementations.

2. It is especially challenging for marketers to be able to buy efficiently and publishers to create and manage premium type of ad formats enabled for major national brands programmatically.

3. The digital ecosphere offers marketers and publishers very limited IAB standard formats with no way to see and manage where their ads run or their relevance to the content.

Corn vs. Digital money flow

Buyer pays $0.42 per ear of corn

Buyer pays $10

Retailer

- Distribution
- Processing / Manufacturing
- Storage / Warehouse
- Corn Farmer
- Seed Producer

FARMER

Marketers / Advertiser

Agencies

PUBLISHER

Farmer receives about $0.07 per ear of corn

$8.10 per bushel*

600% markdown

Publisher receives $0.50 - $1 *** source

Over 90-95% of the revenue is siphoned off before it reaches publishers!

Digital FTT ("farm-to-table") marketplace

Liqwid combines the functionality of DSP, SSP, Ad Manager, and Inventory manager for Programmatic-direct and Direct into a single transparent platform.

LIQWID
making something from nothing®

$7

$4.9

Marketers / Advertiser

AGENCIES

$10

$0.5-$1

PUBLISHER

AUDIENCE

Media Buying Platforms

"DSPs"

Ad Exchanges

Ad Networks Horizontal

Sharing Data / Social Tools

Video / Rich Media

Yield Optimization

Vertical

Targeted / Audience

Publisher Tools

Creative Optimization

Data Optimization

DMPs and Data Aggregators

Performance

Ad Servers

Analytics

Verification / Attribution

Data Suppliers

Mobile

Ad Ops / Infrastructure

Our patented LIQWID Ad Technology® allows Marketers and Publishers to preview, approve, and negotiate directly with each other any specific ad campaign and deliver it with ease programmatically!

LIQWID®

making something from nothing®

Ad Formats Preview Links on Live Websites >

Marketers / Advertiser

AGENCIES

PUBLISHER

AUDIENCE

LIQWID offers incredible benefits for both, the Marketer and Publisher!

Marketer/Agency

- Premium, guaranteed, hi-impact, 100% viewable, display & video inventory
- Complete transparency
- Greater share-of-voice (SOV)
- ROI tracking
- Buy on vCPM, CPC, or Flat Daily Price
- Target ads to specific Placements on specific domain(s), website sections or pages, audience categories, or entire domain network
- Simplified, unified creative specifications for sophisticated HTML5 creative and complex ad formats
- Optimization ease
- No ad operations required

Publisher

- One tag solution, all ad formats : display, video, rich media/hi-impact, native, sponsored packages/Takeover, native weblinks, product catalog, video player and playlist. No coding required
- Complete inventory control and campaign moderation
- Compatible with any Ad server, or no ad server at all
- Increased inventory eCPM without increasing the market price
- Simplified, unified creative specifications
- Sell direct for FREE
- Ad Operations available
- Ad delivery, on-the-fly, div free
- No ads.txt file needed

LIQWID®

making something from nothing®