

*Teads*.tv

FORMAT- ADSERVING- ADEXCHANGE

**DRIVEPLAY**

*VIDEO ADSERVING*

**AJOUTER UNE CAMPAGNE** Informations Placement **Campagne**

TYPE: **VIDEO** DURÉE FORCÉE: **30s**

FICHIER VIDEO: **PARCOURS**

APRÈS: **PARCOURS**

CLICKTAG: **PARCOURS**

PREL: **PARCOURS**

RETOUR

**SAUVEGARDEZ VOTRE CAMPAGNE**

**INSTALLATION DE TEADS** Créer un contenu Obtenir le code

**Votre code Teads**

Placez le code ci-dessous dans votre page pour la formation de la baller body

```

<script type="text/javascript">
var teads = {
  url: 'http://www.teads.tv',
  id: '12345',
  duration: 30, //Display in minutes between two advertising
  callback: function(success) {
    if (success) {
      alert("Success of the process");
    } else {
      alert("Cancel of the process");
    }
  }
};
</script>
</script>
</script>
</script>

```

**OCS MAX CINE SERIES**

**VUE D'ENSEMBLE**

174 058 VIGNETTES  
27 512 IMPRESSIONS  
17 996 CLICKS  
65,19 CTR

DATE	CALLS	LOADED	VIGNETTE	IMPRESSION	CTR	CPA	COMPLÈTE	CLICKS	CTR
Mardi 27 novembre 2012	0	0	18 024	2 312	12,78	1 734	1 746	1 747	1,00
Mercredi 28 novembre 2012	0	0	18 024	2 312	12,78	1 734	1 746	1 747	1,00
Jeudi 29 novembre 2012	0	0	18 024	2 312	12,78	1 734	1 746	1 747	1,00
Vendredi 30 novembre 2012	0	0	18 024	2 312	12,78	1 734	1 746	1 747	1,00
Samedi 1 décembre 2012	0	0	18 024	2 312	12,78	1 734	1 746	1 747	1,00
Dimanche 2 décembre 2012	0	0	18 024	2 312	12,78	1 734	1 746	1 747	1,00
Lundi 3 décembre 2012	0	0	18 024	2 312	12,78	1 734	1 746	1 747	1,00

**Aujourd'hui 10 243 clics**  
\$ 442 VU

27 520 clics disponibles

**VUE D'ENSEMBLE**

● AFFICHAGES ● CLICKS

TRACÉ: **41 988**  
CTR: **87,49 %**  
CLICKS: **35 446**

**55 498** Complete videos  
**8 324,70** Euros

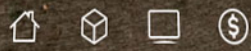
**EXPORTER**

Format d'export: **XLSX** **CSV** **PDF (GOOD)**

Champs affichés dans l'export Excel:

- CALLS
- LOADED
- VIGNETTES
- IMPRESSIONS
- CTR
- CPA
- COMPLÈTE
- CLICKS
- CTR
- REMPLI
- REMPLI

**TÉLÉCHARGER**



# DRIVEPLAY

High performance video adserving by Teads.tv



# DRIVEPLAY, CROSS-DEVICE ADSERVING VIDEO

Manage all your advertising video stream



*inStream*

Pre-Roll  
Mid-Roll  
Post-Roll



*outStream*

inRead  
inPicture  
inFlow

Get Content  
Footer Video



*inBanner*

Classic inBanner  
Expand inBanner



# HIGH TECHNOLOGY VIDEO ADSERVING

VAST and VPAID Compliant





# REAL TIME OPTIMIZATION

- ✓ Impressions
- ✓ Video starts
- ✓ Completion rate
- ✓ Clicks
- ✓ Mute & Unmute
- ✓ Expand & collapse
- ✓ Pause
- ✓ Fullscreen & Reduce
- ✓ Close button

**TRUE  
REAL-TIME  
DATA**

And also...

- ✓ Data export
- ✓ Platform access shared

The screenshot displays the Teads advertising platform interface. At the top, there's a navigation bar with 'Teads' logo and 'CROSS' campaign name. The main dashboard features a bar chart titled 'VUE D'ENSEMBLE' showing performance from 7 sept. 2012 to 12 sept. 2012. To the right, a summary panel shows key metrics: VIGNETTES (15 713), IMPRESSIONS (5 246), CLICKS (4 534), and CTR (86.43%). Below this, a table lists individual vignettes with columns for VIGNETTE, IMPRESSION, CLICS, CTR, and BUDGET. A table titled 'WEBSITE STATISTICS' is also visible at the bottom.

VIGNETTE	IMPRESSION	CLICS	CTR	BUDGET
2 094	1 038	789	74.08 %	115,35 €
2 800	804	752	93.53 %	112,80 €
2 380	710	600	84.50 %	90,30 €
2 591	712	602	84.55 %	90,30 €
2 214	702	607	86.45 %	91,05 €
2 098	689	602	91.35 %	90,30 €
1 836	621	602	96.94 %	90,30 €
<b>15 713</b>	<b>5 246</b>	<b>4 534</b>	<b>86,42 %</b>	<b>680,10 €</b>

ADRESSEUR	APPARITIONS	CLICS	CTR	REVENUS
307	85	83	74.11 %	3,15 €
1	0	0	0.00 %	0,00 €
4	2	2	100.00 %	0,10 €
57	17	15	88.23 %	0,75 €
206	78	70	89.74 %	3,00 €

The 'EXPORTER' dialog box allows users to choose the format for their data export. It includes options for EXCEL, CSV, and PDF. Below the format selection, there's a section for 'Champs affichés dans l'export Excel' with checkboxes for 'APERÇU DE' and 'CTR'. An 'ANNULER' button is located at the bottom left.

The 'AUTORISER L'ACCÈS À CROSS' dialog box is used to manage access to the platform. It features a list of 'Bénéficiaires' with their email addresses and assigned access levels. Each entry includes a 'Supprimer' button. At the bottom, there are 'ANNULER' and 'ENREGISTRER ACCÈS' buttons.

Bénéficiaires	Access Level	Action
or@teads.tv	CONSULTATION AUTORISÉE	Supprimer
ij@teads.tv	CONSULTATION AUTORISÉE	Supprimer
ls@teads.tv	EDITION AUTORISÉE	Supprimer

# OPTIMIZATION PROCESS



*Deliver Campaign Across Premium Publisher Network*

# Teads<sup>.tv</sup>

Find out more  
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