



Ad-ID Integration

Automated Ad-ID Integration Solution

Extreme Reach integrates directly with the Ad-ID system to make your entire media metadata workflow more efficient. When you create an Ad-ID code on the Ad-ID web platform, the Extreme Reach system will **automatically import** the Ad-ID code—and any media metadata attributes that you set up—directly into your Creative Library. Manually creating media metadata will no longer be necessary, reducing errors and saving you hours of time.

Easy Setup

Ask your Extreme Reach client manager to **integrate Ad-ID** with your Extreme Reach account. Then simply add the Extreme Reach Ad-ID email address (ad-id@extremereach.com) as a read-only user to your Ad-ID group(s). Instructions on managing group access can be found on the [Ad-ID website](#), or you can contact the Ad-ID Customer Support Team for assistance.

How It Works

Simple Management of Assets

Use the Ad-ID web platform to create and edit your Ad-ID codes. The Extreme Reach system will import your new Ad-ID codes and apply any changes, as long as the Ad-ID code and associated asset have not been trafficked in an order.

Seamless Automation

The Extreme Reach system imports your Ad-ID codes and the media metadata is automatically created in your Creative Library.

Continuous Connection

The Extreme Reach system polls the Ad-ID system at regular intervals 24 hours a day, 7 days a week. You never have to worry about an Ad-ID code not getting imported.

Added Benefits

Automatic Notifications

Choose to receive email notifications about the status of your Ad-ID code's creation in the Creative Library.

Bulk Ad-ID Upload

You have the option to create Ad-ID codes in bulk using an Excel template through the Ad-ID web platform.

Bulk Creative Upload

Use the Extreme Reach Media Uploader Application (MUA) to bulk upload your creative spots into your Creative Library, where they are automatically married to your Ad-ID codes and media metadata.