



“Marketers must digitize the entire supply chain to free up \$3 billion of lost productivity and billions more to improve the efficacy of measurement and the industry as a whole. Ad ID is the key to unlocking these benefits.”

—Bob Liodice, President and CEO, ANA

## Ad-ID: The Ad Identifier for Your Organization and the Industry

### Why Ad-ID is Valuable for Advertisers:

- **Improved Audience Measurement**
  - ▶ Enables more accurate and granular audience measurement across multiple platforms
  - ▶ Empowers much faster and more precise identification of high- and low-performing assets
- **Production Inventory Management**
  - ▶ Allows for tracking of all advertising assets across all agencies
  - ▶ Provides consistent, universal and unique identification for all ad assets across different media and disparate systems
  - ▶ Eliminates costly errors associated with inconsistent use of advertising asset identifiers throughout the advertising supply chain
- **Error Avoidance, Risk Management and the Streamlining of Workflows**
  - ▶ Provides a solution to the inefficiencies of the advertising supply chain which cost the industry up to \$3 billion annually
  - ▶ Promotes greater transparency and accountability in the advertising marketplace
  - ▶ Reduces errors and increases efficiency when integrated with other solutions in the supply chain
  - ▶ Allows ad asset information to be entered into the central Ad-ID system and then communicated to different systems without rekeying data, improving efficiency and accuracy
- **Report Generation**
  - ▶ Quickly provides real-time, user-requested information on ad assets, including how many assets have been created for each brand, product or campaign over a given timeframe
  - ▶ Allows metrics to be categorized quickly and efficiently by advertiser, media, length, and many other critical criteria

### Why Now?

- Support for Ad-ID within the industry continues to grow. This includes an expanding list of industry vendors that integrate with Ad-ID, providing additional benefits to marketers.
- Ad-ID can increase confidence in campaign effectiveness at a time of media fragmentation and widespread change and chaos in the industry.
- SAG-AFTRA and the JPC now require Ad-ID for ads featuring union talent. While none of your data will be shared with the union, a list of advertisers not using Ad-ID will be made available to SAG-AFTRA. This list is available to the public on Ad-ID.org.

For more information, visit our website [ad-id.org](http://ad-id.org) or contact Chief Growth Officer, Harold Geller – [Hgeller@ad-id.org](mailto:Hgeller@ad-id.org)