



“Agencies need to be strategic partners to marketers in today’s dynamic advertising landscape. Let’s get past the days of manual input and fixes, and get the benefits of more automated processes.”
— Nancy Hill, President and CEO, 4A’s

Ad-ID: The Ad Identifier for Your Agency and the Industry

Why Ad-ID is Valuable for Agencies:

- **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 by allowing the performance of ad assets to be compared across mediums
 - ▶ 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
- **Production Inventory Management**
 - ▶ Provides consistent, universal, and unique identification for all assets across all forms of media within your existing digital and media asset management systems
 - ▶ Eliminates costly errors associated with inconsistent use of advertising asset identifiers throughout the advertising supply chain
- **Scope of Work Planning and Project Management**
 - ▶ Greatly increases accuracy when establishing an agency’s creative capacity
 - ▶ Allows the creation of accurate, competitive, and profitable scopes of work
 - ▶ Enables the tracking of assets throughout the production process
- **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
- **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 statistics 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 and agencies.
- Ad-ID can increase confidence in campaign effectiveness at a time of 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 or contact Chief Growth Officer, Harold Geller – Hgeller@ad-id.org