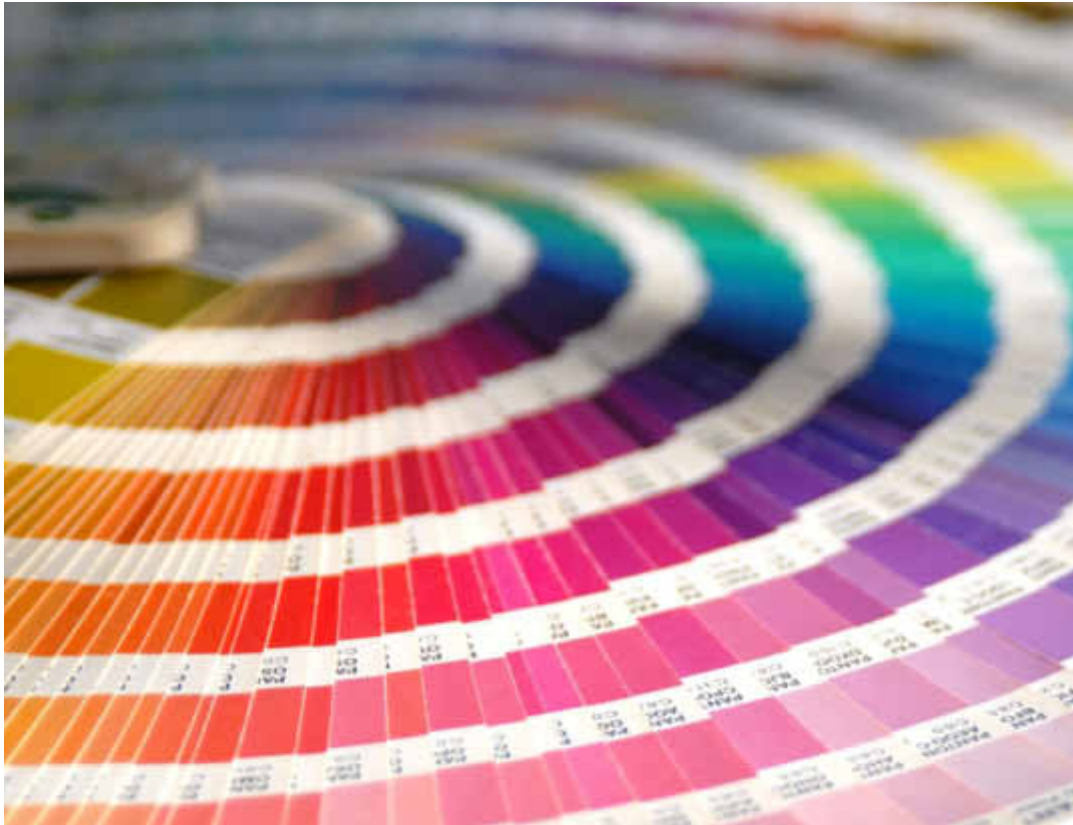




AdMan-AdCept

Web-based Ad Reviews



If you prefer short and fast communication channels, then you should review and release your display ads online. With AdMan-AdCept, you will acquire a web-based tool that not only shortens your workflow significantly, but also rules out any communication problems. This avoids costly customer complaints, and, due to web interaction, the average amount of time and work spent on each ad is also significantly reduced. Because the minute your customer accepts a proof, a production release is automatically triggered in AdMan.



Optimized workflow

Until now, if the ad layout had to be checked, you had to send your customers a proof printout by mail, fax or e-mail – as a PDF attachment – and then wait for a reply. Time delays and misdirected mails are, however, immanent in such procedures and cause unpleasant situations time and again. By using AdCept you can avoid problems like this, since a concept has been developed that allows direct, rapid communication via the internet.

As soon as you have designed an ad in AdMan that needs checking by your customer or ad consultant, an e-mail containing a hyperlink (URL) to this design job in AdCept is automatically generated. The recipient can then open this job – which contains a preview in JPEG and, if applicable, PDF format as a proof – in a standard web browser and make his corrections in a number of different ways. Requests for changes can be entered as a text comment or, using a graphic editor, marked and corrected directly on the proof.

Fully online

To review your ads, you can choose between the integrated AdCept editor – in which case you will remain online the whole time – or a standard design tool such as MS Paint or Adobe Photoshop. If you are using an editor offline, you must ensure that it can handle files in JPEG format.

The review is then imported directly into the AdMan folder, where it serves as a template for the final layout, just like the text comments that are transferred to the design comment of the respective job.

If several proofs are required, repeat proofs are possible.

At the AdMan workstation, users can set the filter to view incoming corrections any time.

Automatic system check

If your customer or ad consultant has no (more) objections, the release for production in AdMan is then triggered through his direct consent. All this is done automatically, so delays are out of the question.

Maximum safety precautions for ensuring risk-free internet communication have naturally been taken. The URL for the job is encrypted. And since only the isolated AdMan server is responsible for controlling the data transfer and managing all the JPEG and PDF files that are generated during an ad review, unauthorized access to your production server via AdCept is ruled out.

Intuitive GUI

This software was designed with a view to easy and intuitive operation, so that you do not have to allow for any time to train your staff. However, should any problems occur, an enhanced online help function will assist you.

ppi Media GmbH
Hindenburgstraße 49
22297 Hamburg
Deutschland

Tel: +49 40 22 74 33-60
Fax: +49 40 22 74 33-666
info@ppimedia.de
www.ppimedia.de

© 2012 by ppi Media GmbH

ppi Media US, Inc.
Chicago, IL
USA

Phone: +1 855 828 0008

ussales@ppimedia.com
www.ppimedia.com



ppi

