

Ad-ID: Do You Know Where Your Assets Are?



Advertising Identification
and Management

What is Ad-ID?

Launched in 2003, Ad-ID is the industry standard for coding digital advertising assets and implementing file-based workflows across the entire marketing supply chain.

How it Works

The Ad-ID system generates a unique identifying code for each advertising asset with the ability to apply the code across all media. It is accessible worldwide on a 24/7 basis. Using Ad-ID, greatly improves workflow between agency, advertiser, distributor and medium.

Why Ad-ID?

Ad-ID is the UPC of advertising. A bold statement? We don't think so. If you can't identify it, track it, or measure it how do you know it's working? Many advertisers are leaving piles of cash, time and efficiency on the table every day. Ad-ID requires minimal investment, improves productivity, saves money, improves accuracy and comes with no risk.

Who Uses Ad-ID?

More than 700 advertisers are signed up for Ad-ID, including 81 of the top 100 advertisers, and 68 of the top 100 ad agencies in the United States.

What does Ad-ID do?

Ad-ID helps manage advertising workflow, improves supply chain systems and processes, generates efficiency, productivity and cost savings throughout the marketing supply chain in the same way that UPC codes enhance the total business system.

And, most importantly, Ad-ID provides the critical foundation for industry-wide measurement across all media platforms.

What are file-based workflows and why should I care?

File-based workflows are the process of moving digital files through stages from production to airplay with integration to business systems without tape or significant human intervention. The files contain all required components; the audio/video content, and data which can include format (HD, SD, 3D), aspect ratio, closed captions, or other descriptive information (in the case of advertising, the Ad-ID slate data). As file-based workflows proliferate across the media landscape, they enable a tremendous new level of accuracy, efficiency and cost-savings. In today's increasingly complex production and distribution environment, standardized guaranteed unique digital asset coding is a vital building block of tomorrow's streamlined media industry supply chain.

Want to Learn More?

Learn what 700 other advertisers and agencies already know. Contact Harold Geller, Managing Director, Ad-ID at Harold.Geller@ad-id.org or Ad-ID customer service at 704-501-4410.

