



# Adobe & Ad Ops

Introducing Project Adthenticate

Validate your online ad units and ad tags against specs

Improve your efficiency, predictability, and profitability



# Visit Adobe's exhibit at IAB Ad Operations Summit and enter to win **Adobe® Photoshop® CS5**

## Project Adthenticate from Adobe

- ▶ **More thorough QA in less time:** Automatically validate ads against custom specifications, enabling more complete testing in less time and with fewer resources. Reduce costs and improve predictability of schedules.
- ▶ **Increased fill rates and yield:** Have more campaigns ready to fill inventory with predictable deadlines and maximizing yield.
- ▶ **Reduced risk:** Lower exposure to malvertising via static and dynamic analysis of ad code. Use Adthenticate to reduce errors and make-goods.
- ▶ **Improved quality of life:** Experience fewer late night and weekend fire drills. Streamline the trafficking process and reduce QA churn.

Learn more and try out Adthenticate at [adobe.com/go/adops](http://adobe.com/go/adops).



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