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Wave2 Announces a Digital Spec Solution for Advertising Sales Professionals Launches Partnership with AdCellerant

Westborough, MA February 22, 2016 – Wave2 Media Solutions announces the release of an exciting new solution AdPortal Programmatic. Based on the standard AdPortal platform, which is already in use by hundreds of community publishers, it is used internally for both spec digital display ads and sold digital ad campaigns. It offers a very simple user experience for sales reps and CSRs and supports audience extension campaigns. The production of any number of digital display ads within a single workflow and integration with popular DSP's like theTradeDesk are key parts of the solution.

The standard AdPortal platform was streamlined and rebranded so a typical media sales rep can use it internally to create multiple high quality digital specs. Specs can be emailed to prospects directly from AdPortal and then upsold and converted into a sold campaign. It also allows the rep to manage all of the account's campaigns using the AdPortal dashboard. AdPortal offers customized packages which include retargeting features and dynamic integration into a DSP. A media company can expand it into a self-service solution as well which is a Wave2 exclusive.

“We've been publishing digital display ads for years. With the emergence of audience extension sales strategies we needed to step up our game”, said Brian Gorman, Vice President of Sales at Wave2, “There were two key developments; first, we added the ability to build multiple IAB sizes using the same content in a single workflow; and second, we added support for HTML5.”

Wave2 was looking for a digital agency partner to assist in taking AdPortal Programmatic to market. They selected AdCellerant of Denver, CO because of their wealth of experience in the digital agency space and a similar organizational culture. Both companies are lean fast moving progressive organizations dedicated to product innovation and strong customer support.

“Creative is one of the most important parts of making Programmatic advertising effective for small business owners and it's also one of the hardest things to scale on a local level”, said Brock Berry, founder and CEO of AdCellerant, “Wave2 and their platform solves both of these problems better than any similar provider in the market.”

Adportal Programmatic is available immediately with a new per transaction licensing model. This offers a low point of entry and turnkey configuration enabling a media company to be up and running within a week.

AdPortal Programmatic will be on display at the Mega Conference February 22nd – 24th in Austin, TX and then the following week at the Borrell Conference February 29th – March 1st in New York City.

About Wave2:

Wave2 provides self-serve e-commerce solutions that enable community publishers to sell any ad anywhere on any device. Wave2's industry leading AdPortal platform offers an easy to use workflow for building SWF and HTML5 digital display ads for audience extension campaigns creating multiple IAB sizes in a single workflow. With more than 2 million ads generated worldwide across 300+ web sites every year, Wave2 is the leading provider of self-service advertising solutions in the community publishing industry today. www.wave2media.com

About AdCellerant:

AdCellerant is an Ad Technology and Digital Marketing Services company that specializes in executing small business programmatic display, mobile, tablet, video, native, email, and search marketing campaigns on behalf of local media companies. AdCellerant integrates with partner media companies to help train their sales team, sell creative marketing campaigns to their clients, and execute/report on what has been sold to create a dynamic, compounding digital revenue stream. www.adcellerant.com

For More Information:

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