Pair the world’s most advanced machine learning with human creativity to maximize your ROI.
Full-Funnel Optimization

Put advanced Machine Learning paired with human creativity to work for maximum ROI boosted by workflows that help you accomplish your goals faster and smarter.

Optimize at All Steps of the Funnel

Models tailored to your needs across every step of your sales funnel paired with real-time learning and adaptation for enhanced performance.

Bid Factors

- Audiences
- Inventory Source and Package
- Domains
- Device ID
- Banner and Banner Size

Refine your decision making while bidding strategically. Leverage bid factors to prioritize the impressions that are most important for an added layer of control that works seamlessly alongside our advanced algorithms.

Actionable Insights

- Rapid campaign health checks & intuitive platform logic
- Dynamic retargeting across user interaction types for advanced storytelling
- Highly customizable UI for enhanced control

We provide you with a user experience that automates your most common behaviors, highlights issues and identifies opportunities as they arise in real time.
Adform is committed to the highest standards for accurate measurement to deliver trustworthy and transparent insights. To support this goal, we are accredited by the industry’s leading 3rd party validation authority, the Media Rating Council (MRC):

- Accredited for Display Impressions and Viewability
- Accredited for Video Impressions and Viewability

**Fraud Resistant and Brand Safe**

Bearskin, Adform’s proprietary verification technology is heavily enhanced by high quality data, and key integrations with market-leading brand safety and anti-fraud providers to give unrivaled protection against threats to your media budget.

- EDAA Trust Seal certified by the European Interactive Digital Advertising Alliance
- Advanced built-in viewability and brand safety
- Unbeatable algorithmic performance

**Measurement You Can Trust**

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- Accredited for Video Impressions and Viewability

**Industry Leading Data Security and Privacy**

- High-Availability IT infrastructure and services
- We never store Personally Identifiable Information (PII) and only process pseudonymous data
- Highly-skilled data and security personnel

Adform has the industry’s top data security certificate and was the first fully certified ISO/IEC27001 full stack advertising technology platform.
We are committed to providing you freedom of choice; this is why we created Advertiser Edge, the industry's only completely modular advertising technology platform built from the ground up to service your unique needs.

Each product is a robust, standalone offering crafted to seamlessly integrate and complement the rest of our platform as your needs evolve.

Use the products on their own, or choose the full platform and gain added benefits such as real-time activation, universal reporting and unified workflows.

The result is the hybrid of flexibility and choice, perfectly positioning you to make every impression count.

Learn how we can help you achieve your goals
adform.com