**How is an ad server used for advertising?**

* An ad server is a common advertising platform that holds a separate login for advertiser and publisher. The advertiser can upload the creatives or ads, organize, and distribute the advertisements on desktops, mobile websites, and mobile applications.
* The ad server is capable of delivering the advertiser ads to the desired customers based on the targeting features applied by the advertiser.
* The ad server provides separate options to add multiple ad zones and creatives by the publishers and advertisers respectively.
* The ad server provides up to date reports on the performance of the ad campaign, payments of the advertiser, and revenue of the publisher.
* An ad campaign is a storage unit of one or more advertisements added by the advertiser. The user can set targeting features, budgetary options for each ad campaign.
* The advertiser can rotate a number of ads on the same advertised ad zone without the interference of publisher.

**Advantages of advertisers**

* The impression, click, and lead of the advertisement are generated as reports in the advertiser login.
* The frequency capping feature in the ad server prevents the number of times an ad is delivered to a particular visitor.
* The advertiser can monitor the performance of publishers and modify the budget according to the progress of every publisher.
* The ad server assists the advertisers to choose the suitable pricing model (CPM, CPA, and CPC) for the ad campaign and help to change it over the period of time.

**Advantages of publishers**

* The publisher will earn the income for every impression, click, and lead of the advertisements.
* The publisher revenue and inventory reports are generated on a timely basis.
* The publisher can advertise house ads or self-promotional ads when there is no advertiser ad for publishing.
* The publisher can add multiple websites and zones on the ad server and advertise on desktop, mobile websites and applications.

**Introduction of an ad server provider**

dJAX adserver technology solutions is a leading provider of ad server software and consulting services for advertisers, publishers, and ad agencies. Our ad servers are programmed with PHP scripts to offer dynamic advertising and faster ad distribution on desktops, mobile, and tablet devices.

**Products of dJAX**

* dJAX display ad server
* dJAX mobile ad server
* dJAX video ad server
* dJAX affiliate ad server
* dJAX enterprise ad server
* dJAX ad exchange framework
* Consulting services for programmatic advertising