

PROGRAMMATIC CONTENT MARKETING IS HERE!

THE AMPLIFY API: DRIVING INNOVATION

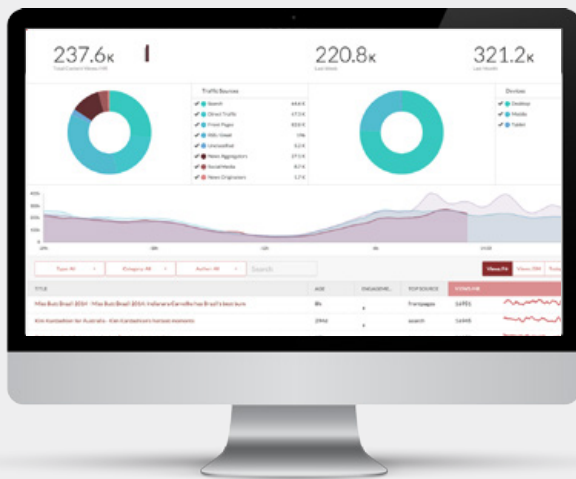
Welcome. You now have open access to the Outbrain platform with our Amplify API. That means programmatic access to the world's largest content marketplace – and an audience of more than 550 million potential prospects each and every month.

HOW IT WORKS

The Amplify API adds an automation layer to the creation, management and reporting of content campaigns. It enables technology and media partners to build proprietary solutions to promote content, manage it in real-time, and simultaneously track data from multiple media partners or clients.

KEY BENEFITS:

- Manage campaigns programmatically based on preferences and performance.
- Add content to campaigns; test titles and images with ease.
- Measure performance in real-time and synchronize it with your dashboards.



MANAGE CAMPAIGNS AND MEASURE THEIR PERFORMANCE VIA YOUR PREFERRED DASHBOARD

To learn more or apply to be a partner in the program, visit developer.outbrain.com/amplify or contact partners@outbrain.com



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MANAGE CAMPAIGNS

The Amplify API enables complete management of your Outbrain campaigns at both the campaign and the article levels.

Campaign level: Modify campaigns, budgets, CPC, and flights; enable or disable campaigns.

Article level: Add new articles to a campaign; enable or disable current articles; test headlines and thumbnail images.

MEASURE PERFORMANCE

The Amplify API enables integration of campaign performance information into your own tools or existing solutions.

Settings Data: Total vs. spent budget, flight dates, links, titles, status, and cost-per-click.

Performance Data: Measure impressions, clicks, CTR, costs per-click, per-acquisition and per-conversion; itemize daily or monthly.

137%

Growth of U.S. display ad spending, transacted by API*

* according to eMarketer estimates, October 2014.

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