

Email has always been one of the most effective marketing channels for publishers. However, while most successful publishers understand the value of email for connecting directly with their audience, expanding reach, and leveraging first-party data, many are frustrated by the additional platforms, cost, and complexity for delivering ad campaigns in that channel.



OAO Email Ad Connector (EAC) is a proprietary technology developed to work with Google's Ad Manager 360 (AM360) to help streamline ad ops workflow for publishers who serve ads in newsletters.

OAO EAC brings AM360 back to serving ads into newsletters, empowering publishers to serve, manage, and report on ad campaigns with ease while retaining existing workflow and eliminating the need and cost of managing an additional platform.

OAO EAC was developed as a "Google Ad Manager first" solution, meaning it reports campaign clicks and impressions to Google Ad Manager in near-real-time, so campaign reporting maintains a single source of truth and is always up to date.

Key Benefits for Publishers

Keep it simple and use what you know

OAO EAC leverages the same AM360 ad server your team already uses. It isn't integrating a new system into your workflow, or training on a new process, or pulling your campaign reports from another source. It's essentially Google Ad Manager for newsletters and there is a built-in efficiency and cost savings with that approach.

Newsletter ad inventory should be sold however you want

OAO EAC supports sponsorships, impression-based rotational ads, SOV, house ads, and programmatic fill through our relationships with select demand sources. The technology also supports native ads and first party data targeting.

Support for publishers' unique needs

OAO EAC can easily be modified and customized to meet publisher needs, from custom API access to pre-rendering of images and HTML response formatting.

Contact us to learn how OAO EAC can help you increase inventory and maximize revenue!

OAO is a U.S. based, full-service ad operations agency and Google Certified Publishing Partner (GCPP). Please contact us to learn more.