



FENESTRA

ADVERTISERS

DELIVERING **FINANCIAL TRANSPARENCY** THROUGH YOUR PROGRAMMATIC MEDIA SUPPLY-CHAIN.

Fenestra provides its advertisers and agencies with a configurable and secure platform plus a transparent ecosystem, to record, verify and optimise financial transactions throughout their media supply chain.

PROGRAMMATIC ADVERTISING IS **COMPLEX, OPAQUE AND INEFFICIENT**

Fenestra for Advertisers helps advertisers to optimise their programmatic activity to ensure that they get better performance from their media spend.

"HAVING WORKED IN MEDIA FOR OVER A DECADE, WE FOUNDED AIP WITH A NEW SET OF PRINCIPLES. TRANSPARENCY IS CORE TO OUR OFFERING AND FENESTRA DELIVERS IN SPADES. BY MANDATING FENESTRA ACROSS THE AGENCY, WE HAVE CLOSER RELATIONSHIPS WITH OUR PARTNERS AND WE ARE SEEING 30-50% PERFORMANCE IMPROVEMENTS IN OUR CAMPAIGNS."

- SAM FENTON-ELSTONE, FOUNDER & CEO, AIP



SUPPLY PATH OPTIMISATION



EFFICIENCY SAVINGS



FULL CHAIN ANALYSIS



TRUSTING RELATIONSHIPS



IMMUTABLE AUDIT TRAIL

"I'VE BEEN CRUSADING FOR GREATER TRUST IN THE MEDIA BUSINESS ALL MY LIFE. WHEN I MET FENESTRA, I FELT I'D FOUND MY PARTNER AND WE'VE SEEN 30% PERFORMANCE IMPROVEMENTS SINCE."

- JAKE DUBBINS, MANAGING DIRECTOR, MEDIA BOUNTY

THE **FENESTRA** PLATFORM



FOLLOW YOUR MONEY



CROSS PLATFORM ANALYTICS



ACTIONABLE INSIGHTS



INDEPENDENT VERIFICATION

"THE FENESTRA PARTNERSHIP SIGNALS OUR ONGOING EFFORTS TO CREATE TRANSPARENCY THROUGHOUT THE SUPPLY CHAIN AND INVESTIGATE WAYS FOR MEMBERS TO WORK WITHIN A FAIR AND ACCOUNTABLE ECOSYSTEM."

- RICHARD REEVES, MANAGING DIRECTOR, AOP

"FOURCOMMS USED FENESTRA TO TRACK J&J'S NICORETTE WINTER ACTIVITY. WE IDENTIFIED UP TO 49% PERFORMANCE IMPROVEMENTS THROUGH FENESTRA WHOM ALSO GAVE US GREATER SURETY OVER THE DATA WE WERE SEEING."

- RICHARD SPRINGHAM, MANAGING DIRECTOR, FOURCOMMS HEALTH

SOME OF OUR PARTNERS INCLUDE



CONTACT US AT HELLO@FENESTRA.IO

aop iab.^{UK}