

FENESTRA  
PUBLISHERS

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

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

THE **VALUE** OF ADVERTISING  
DEPENDS ON THE **QUALITY** OF THE  
CONTENT AND THE **ENVIRONMENT**  
IN WHICH IT RESIDES

*Fenestra for Publishers helps quality publishers to optimise the revenue generated from programmatic advertising and provides visibility into the Total Supply Chain (TSC) cost.*



**GREATER NET REVENUE**



**CLEANER SETTLEMENT**



**CLOSER DEMAND - SIDE  
RELATIONSHIPS**



**OPTIMISE YIELD**



**FULL CHAIN ANALYSIS**

## OFFICIAL BLOCKCHAIN PARTNER OF THE AOP

*"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**

## THE **FENESTRA** PLATFORM



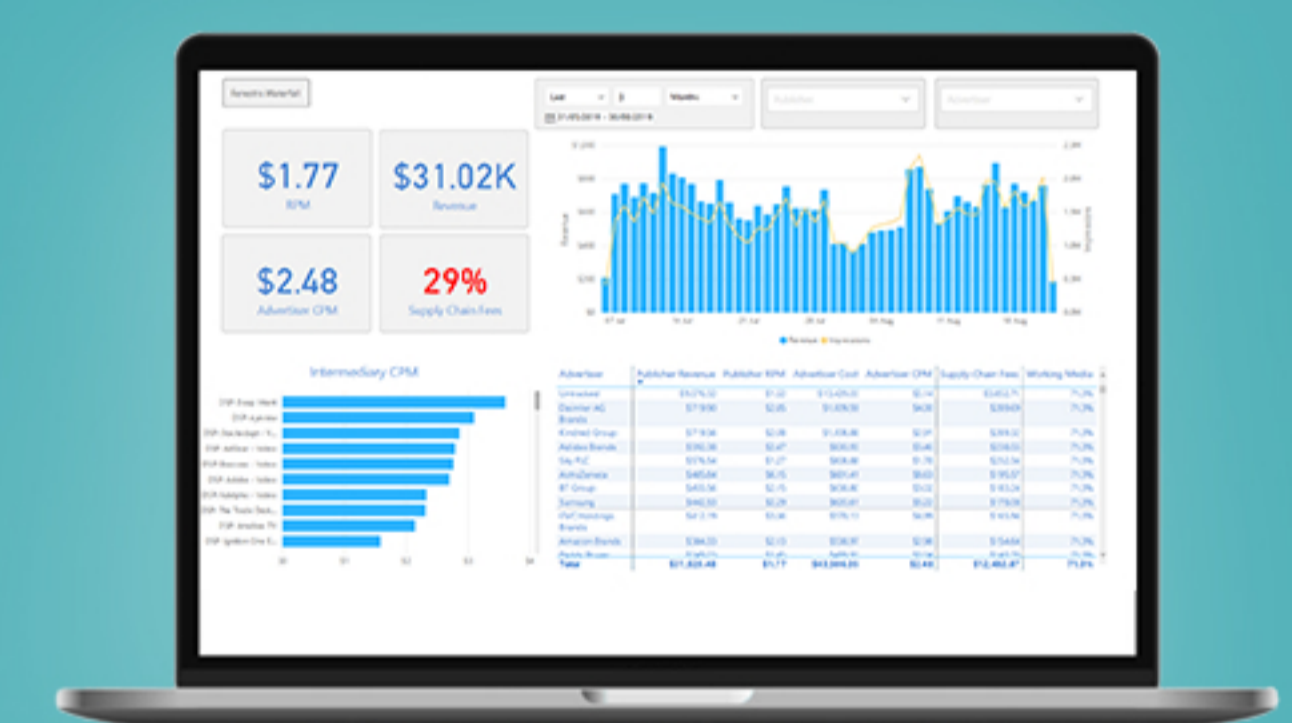
**OPTIMISED SUPPLY PATHS**



**CROSS PLATFORM ANALYTICS**



**ACTIONABLE INSIGHTS**



**INDEPENDENT VERIFICATION**

*"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**

*"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**

*"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



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**aop iab.**<sup>UK</sup>