HTL HASHTAG LABS

HTL Debug

Comprehensive ad inspector and debugger Chrome browser extension

Analyzing the network traffic that makes up all of the ad activity on a publisher's webpage is possible, but you normally need to be an experienced web engineer in order to parse any meaning. Enter HTL Debug. HTL Debug provides ad operators with an easy-to-understand and intuitive interface that provides comprehensive information about the ad requests and responses being transacted on a particular page. HTL Debug earned the *Featured Badge* in the Chrome webstore — the Featured Badge is assigned to extensions that follow Google's technical best practices and meet a high standard of user experience and design.

How It Works

Digital ad ops is equal parts engineering and business expertise, but with the right tool set, business experts can deeply understand the tech running within their ad tech stack. Similarly, these same tools can save engineers a lot of time. HTL Debug is one such product. HTL Debug is an intuitive interface that conveniently surfaces details about the ad requests and ad responses on a publisher's page for ad tech's most popular platforms and services.

EASILY IDENTIFY AD ACTIVITY

The core functionality of HTL Debug is built around surfacing the ad code configuration details for requests and responses from ad tech services running on a publisher's page. While these details are always available in the traditional dev console of the browser, HTL Debug provides an interface to these details that non-coders and coders alike can easily understand.

EMPOWER THE TEAM

HTL Debug is a great way to better understand how ad tech on the web is built around HTTP and its request and response architecture is deployed on a publisher webpage. While educating the team about this important protocol is an added benefit, HTL Debug's main value is focused on providing every ad operator, engineer or not, with debugging superpowers. HTL Debug is a tool ad operators can use to inspect and understand on-page ad activity in order to efficiently identify and resolve configuration issues.

Easy as 1-2-3

1. **Visit** the HTL Debug page in the Chrome webstore
2. **Install** the HTL Debug extension
3. **Inspect** ad requests and responses

Key Benefits

- Individual GAM ad slot settings and properties
- Order, Line Item and Creative IDs associated with winning creatives from GAM
- Timing of the ad rendering process lifecycle events
- Slot and page level targeting
- Prebid auction details — including requests, bid responses, and IDs — at the slot level
- Amazon header bidding auction details at the slot level
- CMP settings
- HTL BID configuration settings, if applicable
- Regular support and automatic updates

Add HTL Debug in the Chrome Web Store

HELLO@HASHTAG-LABS.COM

AD TECH AUTOMATION FOR PUBLISHERS

HTL HASHTAG LABS

HTL Exec

Data automation and aggregation built specifically for publishers

With every day that passes, the world becomes more data-driven and running a digital publishing business is no exception. There are more platforms to log into, more data to analyze and less time to do so. HTL Exec is the solution in this ever increasing crowd of data and platforms. It is a specialist system that knows how to automatically pull all of your data into one centralized location reliably and accurately every day. From there, HTL Exec makes your data available in a multitude of ways so your data is accessible whenever and however you need.

How it Works

Accurate and reliable data is key to many critical publisher business functions such as ad optimization and billing. For far too long, getting reliable data has been dependent on manually logging into the third-party systems. HTL Exec automates away the need for manual data aggregation. With a robust collection of software packages known as Data Connectors, HTL Exec can automatically retrieve data from any platform or data source.

AUTOMATE DATA COLLECTION

The core functionality of HTL Exec is built around individual components known as Data Connectors. These connectors know how to access and retrieve data from any platform specified. The platform then enables the user to access, transfer and analyze the aggregated data in a myriad of ways.

BUILD ACTIONABLE INSIGHTS

Data collection is only valuable insofar as it enables actionable insights. The HTL Exec platform provides publishers with the first step in effective data analysis and optimization: reliable data. A user can then analyze the data within the HTL Exec platform or easily export data to any downstream service.

Easy as 1-2-3

1 **Determine** your data-sources

2 **Configure** the data-connectors

3 **Access and analyze** all of your data within one system

Key Benefits

- Automatically retrieve data from any platform and store within one centralized location for analysis and transformation
- Visualize and study the data within HTL Exec or easily export to downstream visualization and analysis services like Google Data Studio, Looker, Excel, email reports and many others
- Over 80 data-connections out-of-the-box with a focus on publisher monetization and analytics providers and platforms
- Modular design that allows new data-connections to be easily created
- SQL editor and templates
- Robust data sharing controls for quickly filtering and partitioning data as needed for different users
- Great for individual publishers, multisite networks or independent ad operators.
- Efficient, usage based pricing model with no minimums

Schedule a Demo of HTL Exec Today

HELLO@HASHTAG-LABS.COM

AD TECH AUTOMATION FOR PUBLISHERS

HTL HASHTAG LABS

HTL BID

Powerful platform for managing publisher ad tech — no code needed

Hashtag Labs Inc. is proud to present HTL BID, the most configurable and comprehensive automation system for managing and deploying publisher ad tech on the market today. HTL BID empowers publishers to take control of a multitude of ad services and bridges the gap between the ad ops and engineering departments. Driven by real world business experience, modern technology frameworks and a publisher-as-the-customer mentality, HTL BID removes workflow inefficiencies, enables advanced ad unit functionality and increases programmatic performance while reducing operating expenses.

How it Works

Publisher advertising technology has become increasingly complex over the past decade requiring publishers to increase the amount of time, technical expertise, and money spent on managing ad tech. HTL BID removes this complexity by providing one comprehensive system that centralizes the management of all ad tech code, products and partnerships. The platform allows you to implement, manage, enhance and run all of your ad services within one system. HTL BID is a tech framework built with a publisher's needs in mind:

SIMPLIFY TECHNOLOGY

HTL BID offers publishers one unified platform and framework to control all aspects of ad unit functionality and programmatic monetization that works hand-in-hand with ad performance goals and direct deal trafficking continuity. With HTL BID, you can turn technologies and partners on and off via the comprehensive user interface without on-page code updates.

FLEXIBLE AND TRANSPARENT FRAMEWORK

Many products that run within front-end code force publishers into using a one-size fits all ad tech stack config that can disrupt direct deal trafficking or other publisher objectives. HTL BID changes the game as it is a fully customizable SaaS system that publishers can configure and deploy according to their exact specifications and goals.

Easy as 1-2-3

1. **Layout** desired ad tech configuration
2. **Implement** corresponding HTL BID code
3. **Control, manage, and optimize** your ad tech config with the push of a button

Key Benefits

- Deploy ad tech with ease — HTL BID is a new way to configure and deploy publisher ad tech without code updates
- Complete header bidding UI for Prebid and APS
- No SSP account ownership requirements
- Robust AB testing capabilities
- Comprehensive UI for managing third-party monetization partners
- Extend, not replace, current ad server functionality for direct deals and programmatic
- Version control system for ad tech providing a centralized, system of record for all deployments and configs
- Great for individual publishers, large multi-site networks, or publisher-service providers all alike
- Access additional services like automated Line Item Generator system

Schedule a Demo of HTL BID Today

HELLO@HASHTAG-LABS.COM

AD TECH AUTOMATION FOR PUBLISHERS