# Self-Service Advertising Use Cases

Adnuntius provides publishers with an easy, quick and affordable way to give advertisers, especially SMBs, the chance to register, and to create, pay for and manage their campaigns. Here are five ideas for what you can use it for.

Why Self-Service?

Small and medium-sized businesses keep increasing their digital ad spending. However, few publishers have systems and processes in place to monetize this huge segment, and most SMBs spend their money with Facebook and Google. One publisher noted; "we have a great ad product for local advertisers, but small business owners are busy running their businesses during daytime; and when our sales people have gone home, that's when they have time to do some marketing".

Adnuntius Self-Service was created to help level the playing field; it's a tool that reduces the job of introducing an effective self-service, publisher-branded, advertising portal from months (or rather years) to days. Publishers determine the products they want to offer, the formats they want to sell, and have full control over the ads that are being published.
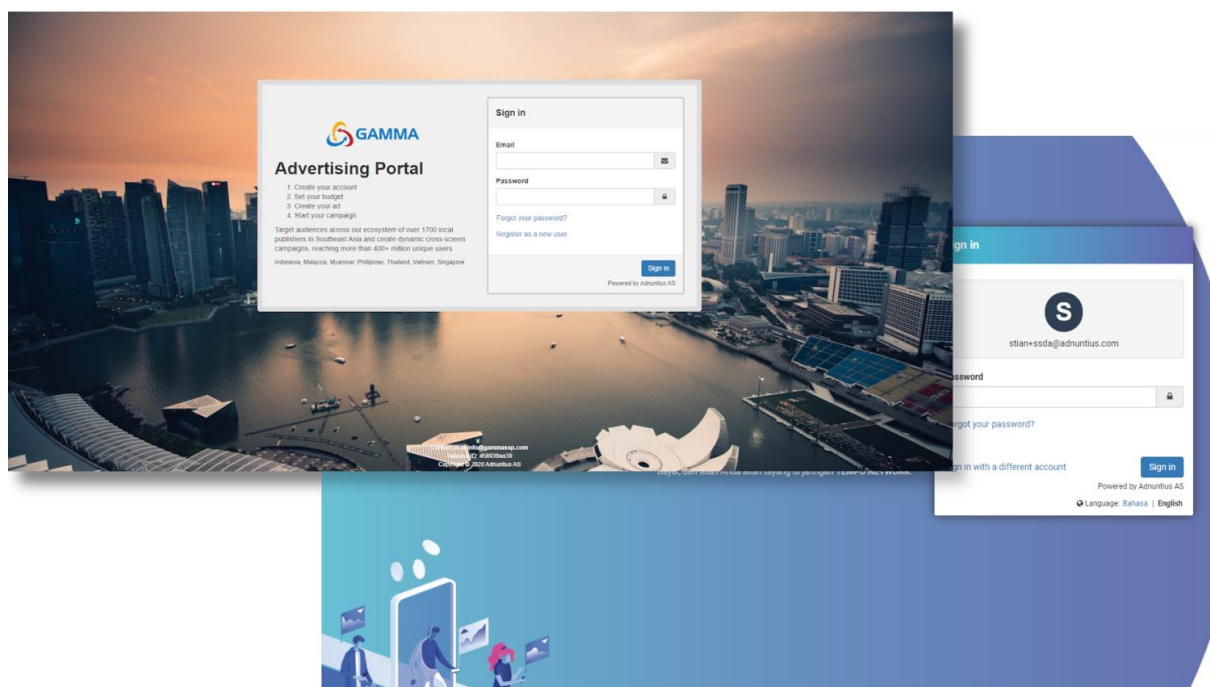
Your brand, your domain, your design and your language. Adnuntius delivers the technology and workflow, you build the relationships with your customers.

Use Cases

Ok, so you can have your own self-service portal, but what would you offer? The answer is anything, since Adnuntius supports any format you'd like to sell. But since that's not much creative help, here are a few examples.

Display ads. Let's start by getting the basics checked off. Display ads is an incredibly easy way to get started, as most publishers have placements set aside and a business model in place to support them. And with Adnuntius you can connect using your existing ad server in minutes; we support multiple connection methods such as prebid, openrtb and third party tags, so getting started is fast and inexpensive.

If you also want to backfill self-service placements with programmatic ads, no problem; you can easily plug in programmatic sources and let them either compete with self-service ads or come after them.

Native ads are popular with advertisers as they are often highly effective compared to display ads. And thanks to our Layouts you can design products that offer advertisers a range of designs that all align nicely with your editorial content. Moreover, you can safely place the ad units (or placements) to blend with your editorial content:

- In the event that there are no ads to serve on a given page, the ad unit will automatically collapse so that your editorial content can be shown there instead.

- If ad blockers are a concern, no need to worry; Adnuntius can be technically whitelabeled to make life hard for ad blockers.

Classified ads are easily supported, as you can build any template and put a number of pricing conditions on different products. Separate easily between cars, homes, jobs and anything else you wish to offer, and let people start selling and buying through your website.

Search Ads. If you have considerable search activity on your website then why not capitalize on it? With Adnuntius you can create placements placed on search result pages, that automatically pick up search queries and make these available for targeted advertising. No development is needed, just a click of a button and all ad requests will make sure that if users search for, for instance, "sports cars", then ads targeted to "sports cars" will be able to show.

With Products you can also pre-package the most popular search terms in order to make things easier for advertisers; if top queries within cars include sports cars, SUVs and motor homes, while top queries within food and drink include chardonnay and salmon, then you can pre-package these search terms into the search categories Cars, and Food & Drink.

Parallax. Parallax ads have become a popular format especially for mobile devices, as they're big, good-looking and eye-catching. Adnuntius makes it easy to introduce formats like these without any custom coding; ad tags can be deployed as usual, while the rest is taken care of inside the user interface. Now you have a powerful tool to serve any format you want without having to change anything on your page.