

A photograph of a man and a woman in a professional setting. The man is on the left, smiling and holding a black card. The woman is on the right, leaning in and looking at the card. They are both dressed in business attire.

Case Study

Aol.

Company Profile

www.aol.com
www.patch.com

AOL's business spans the Internet with online and local content, innovative products and valuable services for consumers, publishers and advertisers.

Industry

Internet

Adility Solutions

Adility Connect™
Adility Gateway™
Adility Cloud™

Business Situation

As companies like Groupon and LivingSocial grabbed more and more market share in the new emerging offer space, AOL was looking to expand to provide local offers to consumers as a new advertising complement.

The Problem

AOL worked with two separate technology platforms to serve local offers. One was built in house, while for their Patch property AOL chose NimbleCommerce, a white label offers platform.

AOL quickly realized the need to acquire local offer content in multiple cities for their launch for both initiatives.

Solution

AOL started to use Adility to source and provision local offer content and was able to provide their audience relevant local offers with real time redemption capabilities at retail. The Adility team provided the AOL engineers who managed the homegrown offers platform a development environment and API keys to quickly integrate the Adility transaction capabilities for real time prepaid offer sales and redemption code provisioning.

The Patch team was up and running even faster.

NimbleCommerce, like many other white label deal platforms, had already been integrated into the Adility Gateway™ to connect retailers, brands and merchants to their publishers. All Patch needed to do is to create an account at www.adility.com to start leveraging the existing integration to Adility.

“

Adility's lean-in, proactive attitude is fantastic.

You guys have been great to work with on our strategy!

”

Bud Rosenthal

SVP of Paid Services, AOL



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Benefits

Adility's well documented RESTful API and sample codes enabled the AOL team to finish the integration within two weeks and provided instant offer content and real time redemption to fuel the expansion into new cities.

The Adility Gateway™ allowed AOL to be platform independent and leverage Adility across multiple divisions within their organization.

AOL increased their ROI by decreasing expenses for advertising sales reps and by relying on Adility to manage the content requisition.

With Adility, AOL is now plugged into the Adility Commerce Network™ and can instantly connect to brands, retailers and local merchants to create and define online promotions and provide their advertisers secure connections to the point of sale leveraging on the Adility transaction and redemption platform.

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