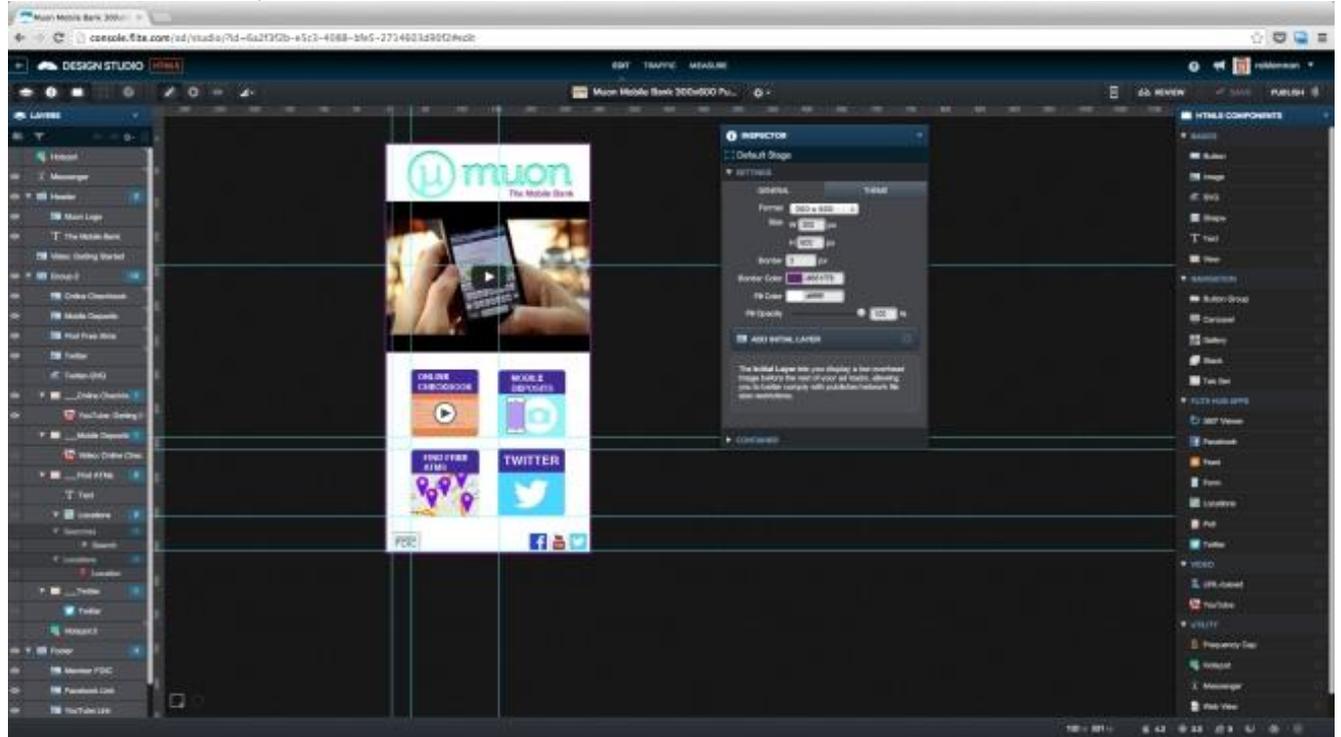


Facebook's Atlas Solutions Announces Integrations With Flite, Innovid

David Cohen on March 5, 2014 1:49 PM



Ad server and measurement platform [Atlas Solutions](#), which Facebook acquired from Microsoft last February, announced an integration with cloud-based multiscreen advertising company [Flite's Flite Design Studio](#), as well as its selection of [Innovid](#) as its technology platform to deliver video advertising.



Flite became one of the first companies to integrate with [Atlas](#) via a direct [application-programming interface](#), and Atlas advertisers will now have access to Flite Design Studio and its Web-based design tools for building HTML5 and Flash ads for desktop and mobile.

The two companies said the integration will provide advertisers with:

- Seamless integration between Flite Design Studio and Atlas' ad server and [analytics](#).
- Multiscreen support with HTML5 ads that work across mobile and desktop.
- The ability to easily stream dynamic and social content including [videos](#), Facebook and [Twitter](#) posts, and [image galleries](#) into ads.
- Live updates to ads without having to retraffic tags.
- Comprehensive reporting, including deep engagement metrics.

Flite CEO Will Price said in an interview with AllFacebook that the seven-year old company views advertising as a content-publishing mechanism, and it focuses on licensed content available for branding and marketing purposes.

Vice President of Engineering Toshinari Kureha offered more details on the integration with Atlas, saying that Flite Design Studio will send metrics to Atlas in real-time for inclusion in Atlas' deep analytics, and adding:

If you actually have to change your ad in Flite, you don't have to do anything else. There is an integrated sales team, marketing team, support team, account management team, billing system — (advertisers are) dealing with a one-solution company, through joint sales calls and joint marketing collateral.

Price said in a release announcing the integration:

We're excited to bring Flite's creative studio to Atlas' robust trafficking and analytics platform for advertisers. The integrated offering empowers marketers to embrace the most effective approaches, including real-time marketing, for delivering engaging, content-rich digital advertising for a multiscreen world.

Atlas Head [Erik Johnson](#) added:

Our partnership with Flite combines Atlas' ad-serving and comprehensive analytics with Flite's innovate, rich ad formats and creative tools. Working together will allow our clients and agencies to employ richer ad experiences, as well as streamline both work flow and operations. We look forward to working with Flite to drive value to the advertiser, agency, and, ultimately, the ecosystem.

And Flite President of Product and Technology Giles Goodwin said:

Today's agreement brings us closer together in a way that benefits Atlas and Flite, particularly with the agency and marketer clients we serve. Atlas, with the momentum and market footprint of Facebook, is poised to massively disrupt the digital advertising ecosystem. We're thrilled to be their rich media partner.



As for Innovid, the integration of its end-to-end video-ad platform will combine its addressable and interactive video ads with Atlas' analytics capabilities, and the two companies said Atlas clients will be able to easily deliver and measure interactive, dynamic, and standard pre-roll experiences into all screens, and Atlas will be able to provide those clients with unique video metrics such as awareness, engagement, and time spent.

Innovid and Atlas added that billing has also been integrated, eliminating the need for clients to deal with multiple platforms.

Johnson said in a release announcing the partnership between Atlas and Innovid:

Agencies today are struggling to find the true return on investment of a marketing action across their different channels, while also lowering costs. Adding Innovid's advanced video platform to Atlas' server will address this challenge head-on by providing agencies with meaningful analytics across all platforms in advanced formats, all on one centralized platform.

Innovid Co-Founder and CEO Zvika Netter added:

With the proliferation of connected screens delivering TV content and ads, advertisers are in need of a platform that will harness the power of digital video advertising while mitigating its complexity. In the spirit of constant simplification, we are excited to partner with Atlas to provide its clients with advanced video capabilities over the same platform they have been using.

And Innovid Co-Founder and Chief Technology Officer Tal Chalozin said:

We are honored and thrilled that our technology will help Atlas' agency clients sift through the convoluted digital marketing world. Our platforms are a perfect match to deliver the engaging, relevant, and contextual advertisements that drive consumers' attention today.

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