

Flashtalking Unveils Redesign of Its State of the Art Creative Decision Trees

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NEW YORK, Oct. 22, 2019 (GLOBE NEWSWIRE) -- Flashtalking, the leading global independent ad server for sophisticated advertisers, today announces major updates to its state of the art Flashtalking Decision Trees. The sweeping redesign, including streamlined workflows, a refreshed, highly intuitive user interface, advanced decisioning rules and other new features, marks Flashtalking's ongoing commitment to equipping and empowering advertiser and agency teams to deliver complex, rapid creative personalization at scale.

The company introduced the first iteration of the Decision Tree to the market over a decade ago, revolutionizing the setup and deployment of data-driven campaigns through a hierarchical methodology. Flashtalking originally designed the tool to solve the advertisers' challenge of delivering personalized creative at scale and has continued to evolve the solution well beyond what the rest of the market has been able to deliver. In the following years, the product has persisted as the best-in-class creative decisioning interface and standard for competitors to match. The enhancements make the setup and deployment of large-scale campaigns with complex decisioning up to 10X faster.

"Mention Flashtalking to a hundred people in ad tech, and 97% will say: 'decision trees!' Our UI was the first to make complicated logic visual and easy to design. In many ways, our decisioning solution has become industry standard, iconic even," said Flashtalking CEO John Nardone. "Over the years, others have followed our lead and mirrored our approach, but we are always innovating. We're really excited about the latest updates to the UI and some of the more advanced mechanics that further improve workflow for operations teams, and provide better data to analytics teams. Importantly, the new platform is the foundation for even more new innovation planned for 2020."

A Look Inside the Flashtalking Decision Tree - The Industry Standard in Creative Decisioning

- **Streamlined Operational Workflows:** Easily, swiftly deploy large-scale campaigns at scale with sophisticated decisioning. A single master decision tree now deploys targeting tactics across all ad sizes at once. More intelligent branches significantly reduce the number of steps required to construct advanced decisioning strategies.
- **Intuitive Self-Service Interface:** Develop sophisticated personalization strategies within the redesigned visual interface and effortlessly apply decisioning rules across all creative sizes with Flashtalking Concepts.
- **Advanced Decisioning Rules:** Deliver creative based on a customer's circumstance and context, including weather, date, time of day, language, audience segment, past engagement or browsing activity, mobile carrier, browser/OS/device, connection speed, page keyword and more.
- **Intelligent Delivery Methods:** Effortlessly control your desired combination of weighted rotations, sequential messaging, auto-optimization and A/B testing.
- **Custom Reporting Labels:** Create custom labels for creatives to more easily identify performance trends based on decisioning rules.

These new features mark the beginning of a number of ongoing product enhancements to the Flashtalking Decision Tree throughout 2020. For a preview of the redesigned interface and new capabilities, [watch the full promotional video](#).

About Flashtalking

Flashtalking is the leading global independent primary ad server and analytics technology company. We use data to personalize advertising in real-time, independently analyze its effectiveness and enable optimization that drives better engagement and return on spend for sophisticated global brands.

Our platform leads the market with innovative products and services to ensure creative relevance and actionable insights across channels and formats, powered by unique cookieless tracking, data orchestration and algorithmic multi-touch attribution. We support clients at the crossroads where data, personalized creative and unbiased measurement intersect with expertise, service and a deep partner ecosystem to drive successful digital marketing.

Born in the UK, headquartered in New York, established worldwide, Flashtalking spans the globe with offices in San Francisco, Los Angeles, Chicago, London, Leeds, Cologne, Hamburg, Amsterdam, Paris, Madrid, Milan, Sydney and Singapore. For more information visit www.flashtalking.com

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