

Epom Adds Roles Permissions Management Functionality

Written by Australian Business

(PRLEAP.COM) Epom, the international ad serving company, has announced the new feature in Epom Enterprise accounts – Roles & Permissions Management.

According to the company's announcement, the added feature enables Epom Enterprise customers to assign particular roles and open access to specific settings for different users within one complex platform account. It also allows the set-up of limitations in access and activities for certain types of account users, including advertisers, publishers and various ad network staff members. These, primarily, presuppose an ability to browse and manage the account, e.g. create, modify, update and optimize advertising campaigns and ad inventory.

The introduced Roles & Permissions Management feature goes with 4 separate default roles for clients. The Network Admins are permitted to configure and control other roles and permission levels for users of the complex unified account. The Network Users roles are assigned to ad network employees, who work with Publishers and Advertisers. The Network Publishers can manage more precise publishers' permissions: the management of invocation codes, ad inventory, ad placements, targeting capabilities, etc. Correspondingly, The Network Advertisers can manage permissions, given to advertisers: action tracking, capping, targeting, types of banners and, certainly, ad unit management options.

"The innovative Roles & Permissions Management feature is, undoubtedly, advantageous for Epom Enterprise clients. It simplifies the ad campaign management routine and enables our customers to take account configuration settings under control via dynamic assignment or varied roles and permissions. We've already got positive feedback from our partners, regarding the feature and are looking forward to introducing more upgrades in the platform soon," Anton Ruin, CEO of Epom claimed.

About Epom:

Established in 2010, Epom develops ad serving and ad management solutions for publishers, multi-site content networks, ad networks, and advertisers.

Epom enables its users to run display, video, mobile ads in one place thus saving time, resources and bringing more profit. Epom is massively scalable platform suitable for any impressions volume that needs to be served.

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For more information, visit <http://epom.com>