

## LookSmart AdCenter API

### Maximize Your Ad Campaigns with Easy-to-Use Tools and Reports

Extend the reach of your online advertising campaigns through our monitored ad distribution network. The LookSmart AdCenter and API are flexible, widely-adopted ad-serving solutions that let you manage and optimize your campaigns at your discretion.



### Manage Large or Complex Campaigns with the LookSmart AdCenter API

The LookSmart AdCenter API is an open interface that allows you to manage large or complex advertising campaigns. It is a powerful standards-based web service that enables advertisers and SEMs to seamlessly connect to LookSmart's AdCenter platform.

<b>Benefits of the LookSmart AdCenter API</b>	<ul style="list-style-type: none"> <li>Efficiently manage thousands of advertising campaigns across multiple ad networks through one API</li> </ul>
	<ul style="list-style-type: none"> <li>Integrate in-house reporting, billing and inventory management databases with LookSmart's ad serving platform</li> </ul>
	<ul style="list-style-type: none"> <li>Securely integrate applications over the Internet without complicated firewall or virtual private network configurations</li> </ul>
	<ul style="list-style-type: none"> <li>Extend the reach of your existing advertising campaigns by tapping distribution available through LookSmart's extensive partner network</li> </ul>
	<ul style="list-style-type: none"> <li>Access and update account and campaign information including:                             <ul style="list-style-type: none"> <li>Account balance and budget</li> <li>Maximum and keyword-level Cost-Per-Clicks (CPCs)</li> <li>Manage active and new accounts, campaigns, ads and keywords</li> <li>Run traffic delivery reports</li> </ul> </li> </ul>

### Standards-Based, Platform-Independent Architecture

The LookSmart AdCenter API web service is built on the platform-independent, standards-based SOAP architecture, giving your developers maximum flexibility to work with our service.

Standards compliance enables seamless interaction with the LookSmart AdCenter in addition to minimizing the specialized knowledge needed to develop on the platform.

