

Experience the future of ad management



Founded in April 2016, the AdTech Factory has reinvented ad management. Why? Because processing is becoming increasingly complex and, therefore, more expensive. The AdTech Factory offers a new booking and CRM architecture for all media genres and advertising materials that is flexible, independent of individual publishing companies and marketers, and compatible with existing systems. But the best thing is that sharing resources in this area reduces costs and provides access to the latest technologies.

The AdTech Factory's services and solutions combine technology with efficiency. Its services range from advert development and production, ad operations, master data maintenance, page planning and placement through to creation, ad special innovation, production and technology. Tailored to individual tasks and requirements. Better quality, higher productivity.

For the first time, the entire process chain – from identifying customer potential to customer contact, drawing up a quotation through to booking, layout, production and settlement – is bundled in one integrated platform, whether for print or digital contracts. This provides our customers with unparalleled transparency for their sales pipeline.

Ready to fulfil your requirements and set for the future, our cloud-based CRM and layout system brings together all sales channels and booking/settlement models. Our premium partners [Salesforce](#), [BrightGen](#) and [Jitterbit](#) provide the IT power, while the AdTech Factory provides the industry expertise. This is the future of ad management.

Links: [AdTech Factory](#)



Michael Fischer
Managing director

After studying business, Michael Fischer began his career in 1996 as a management consultant for various notable companies. In 2009 he became CFO of BCN, where he later worked as Director Finance & Operations. He founded the AdTech Factory in 2016 and, as well as its managing director, is a source of ideas, a passionate perfectionist and a numbers freak.

Facts

Company	AdTech Factory GmbH & Co. KG
Managing director	Michael Fischer
Headquarters	Hamburg, Munich and Offenburg
Number of employees	50