

	AdRiver	DFP Small Business	DFP Premium	DART Enterprise	OpenX Enterprise	OpenX OnRamp	OpenX Source	
Installation type	SaaS	SaaS	SaaS	Used on its own infrastructure.	SaaS	SaaS	Used on its own infrastructure.	
Payments	Depends on the number of impressions. You can pay by showing ads for free. The calculator is available on-site.	Up to 90 million hits per month free of charge.	Depending on the number of impressions. Specific terms negotiated in the sales department.	Licensing terms & conditions are provided on request to Sales.	One-off registration fee plus pay-per-impression. Specific terms negotiated in the Sales Department.	Free up to to 100 million impressions per month, then \$0.03 per thousand impressions.	Completely free of charge.	
Advertising Formats	Traditional* formats plus a variety of proprietary formats.	Traditional formats*			Traditional* formats, video rolls, video overlay.			
Managing advertising traffic and ads delivery	Classification of inventory, compilation of statistics based on modified version of IAB standard. Changes are applied in real time, impressions scheduling supported.	Inventory classification. Impression scheduling. Media Rating Council accreditation for compliance with IAB. Predicting inventory availability, prioritization, frequency capping. Payment models: CPM (cost per thousand impressions), CPC (cost per click), CPD (cost per day).			Payment models: CPM, CPC, CPA (per action), flat rate. Impression scheduling. Support for different devices. Metrics are certified by IAB. Inventory forecast. Reporting. Prioritizing and launching campaigns in real time. Flexible classification of inventory.	Payment models: CPM, CPC, CPA, flat rate. Impression scheduling, prioritizing, frequency capping.		
Partner Relationships Management / Administration	Transfer to advertising agency of rights to view and manage certain parts of inventory.	Easy and intuitive interface, delivery of reports to partners.	The same + role-based access differentiation.		Role management, external authentication, reports on revenue sharing between the ads network and the publisher.	-		
Price optimization	Manual optimization based on the pricing measures presented in the reports.	Automatic optimization based on offers from AdSense, third-party networks and other non-guaranteed advertisers. Participating in the AdWords auction.			Filling of underutilized space by participating in the OpenX Market.			
Targeting	Traditional types† of targeting, retargeting, and behavioral targeting.	Traditional types† of targeting.			Traditional types† of targeting, behavioral targeting, retargeting, custom targeting and third-party rules based targeting.	Traditional types† of targeting.		
Statistics	Based on impressions, clicks, unique views and reach. By site sections, banners, geozones, time periods and advertising agencies. AdRiver's own powerful reporting system - AdRiver Report.	Campaigns, inventory, sales. Flexible customization of reports.			Based on impressions, clicks, revenue breakdown by sites, zones, advertisers, campaigns, and periods of time.			
Scalability	Billions of impressions per month.	Before the limit is reached.	Unlimited.	Scalability is supported but depends on installation specifics.	Billions of impressions per month.	Before the limit is reached.	Supports distributed configuration.	
Integration and functionality enhancement	-	API for all system capabilities.			-	API for all system capabilities.	-	Open source, plugin architecture, partial access to the API
Support	Seminars and training for users. Free support during business hours via email and phone. Response time is not guaranteed.	Documentation, user community.	24 / 7, a dedicated manager.	-	-	24 / 7 email and telephone, a dedicated manager, uptime guaranteed by SLA.	Independent consultants, OpenX community.	
Localization	Full localization for Russia. Geo zones are defined and classified based on their priority for the Russian publishers. Support is provided in English and Russian.	Support of multiple languages and currencies.			Localization of messages in the administration interface.			

* Images, Flash, HTML code.

† By content, location data and user's technical parameters (OS, browser, etc.), display time or custom variables.