

# What issues can zulu5 help publishers with?

1

## What strategies can I employ to engage with potential customers?

Understand the revenue streams of your competitors. Who's advertising with them, where you've missed out, and what is the relative ad spend on their platforms. Examine programmatic deals in depth and where you might be able to secure direct spend.

2

## How can I enhance client revenue using Zulu5?

Create a compelling point of view of your place in the market. Be able to clearly demonstrate your share of voice with major competitors. Deliver highly valuable insights and intelligence to new and existing clients.

3

## What advantages does the data-driven web-crawler offer to enhance efficiency?

Utilize Zulu5's four-year market data history and real-time data for comprehensive market insights. Guide your sales team in real-time with factual information and relevant leads.

The screenshot displays the Zulu5 web interface. On the left is a sidebar with navigation options: zBoost (Advertisers, Publishers, Campaigns, Players, Creatives, Dashboard), zGuard (Exposure, Quality), zCustom (Tasks, Reports, Alerts, Help), and a user profile icon (JV). The main content area is titled 'Open web campaigns' and features a search bar and an 'Export' button. Below this is a table with columns: Status, Advertiser, Campaign, Publisher, Channels, First seen, Last seen, and Spent. The table lists five campaigns, including 'SPECIAL OFFERS | Acer UK Official Online ...' and 'Retail and Ecommerce | Klaviyo'. At the bottom, there is a section for 'Organic & Paid Links' with a table showing a link from 'bbc.co.uk' to 'www.bbc.co.uk' regarding 'Port of Dover to reclaim land from sea to prevent queues - BBC News'.

Status	Advertiser	Campaign	Publisher	Channels	First seen	Last seen	Spent
Active	acer.com	SPECIAL OFFERS   Acer UK Official Online ...	theguardian.com - 100%		6 months ago	10 hours ago	
Inactive	f1manager.com	F1® Manager 2023 - Deluxe Edition - Buy no...	theguardian.com - 100%		a month ago	5 days ago	
Active	topsecuritysavers.com	Android Users Can Finally Remove Annoying ...	theguardian.com - 100%		a year ago	7 hours ago	
Active	acer.com	Acer Store UK   Laptops, Desktops, Chromeb...	theguardian.com - 100%		a year ago	a day ago	
Active	klaviyo.com	Retail and Ecommerce   Klaviyo	theguardian.com - 100%		4 months ago	10 hours ago	

  

Advertiser	Campaign	Publisher URLs	Channels	First seen	Landing Page
bbc.co.uk	Port of Dover to reclaim land from sea to prevent queues - BBC News	theguardian.com		39 minutes ago	www.bbc.co.uk

# zulu5 Product Sheet

**Desk research to find relevant leads has never been easier.**

**Make better decisions with real-time market knowledge.**

The Zulu5 web crawler scans websites for advertising and detects key campaign data, which flows directly into the Zulu5 dashboard. Never miss new campaigns, trends and quickly find the information that you need.

## Two powerful products powered by exhaustive, real-time data

With zBoost and zGuard you can identify past successes, adapt existing ad campaigns and discover new opportunities to ensure the success of your campaigns and leads.

**zulu5**

### zBoost

Monitor industries and competitors to know where you stand. Strengthen your positioning. Access four years of historical data and improve your strategy and competitive edge.



Refine your Commercial Strategy with Global Insights



Analyze and Compare Campaigns



View Market Activities and Identify Opportunities

**zulu5**

### zGuard

Detect and address brand suitability and ad quality issues swiftly. Protect your brand from harmful exposure. Evaluate the efficiency of your brand-safety tools and refine exclusion lists.



Monitor Brand Suitability



Verify Ad Quality



Set Custom Keyword Alerts

#### Trial access

Experience the power and capabilities of Zulu5 firsthand, by booking a demo with us. For a more comprehensive understanding of our products and services, we offer a trial on [zulu5.com](https://zulu5.com). Our team of experts will walk you through the platform, demonstrate how it will build campaign value and protect your brand, and answer any questions you may have.

**Schedule time with Zulu5 now to see how you can profit from the fastest-growing data analytics software for advertisers, agencies, and publishers >> [zulu5.com](https://zulu5.com)**