What issues can zulu5 help publishers with?

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.

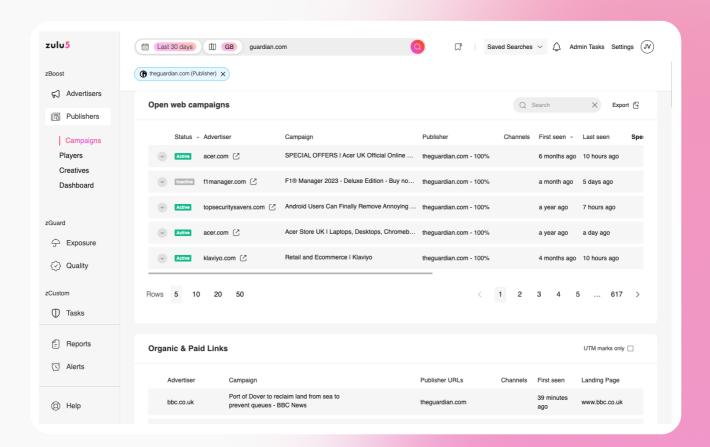
How can I enhance client revenue using Zulu5?

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.

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.



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 brandsafety 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. 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