



KEYWORD TARGETING

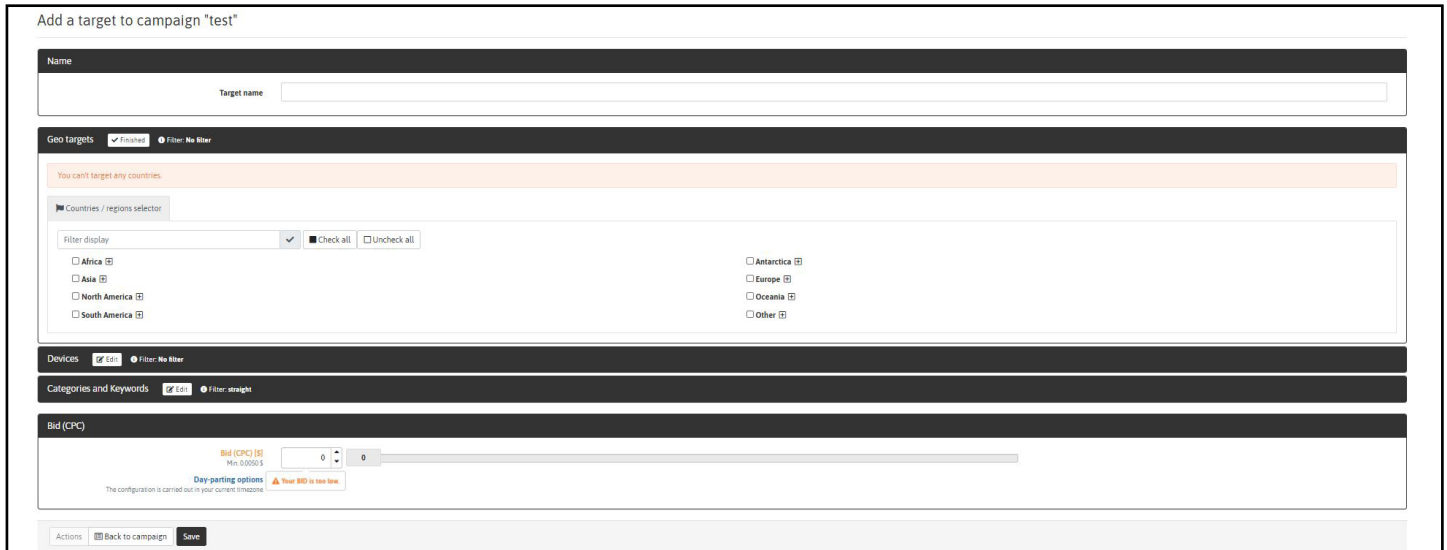
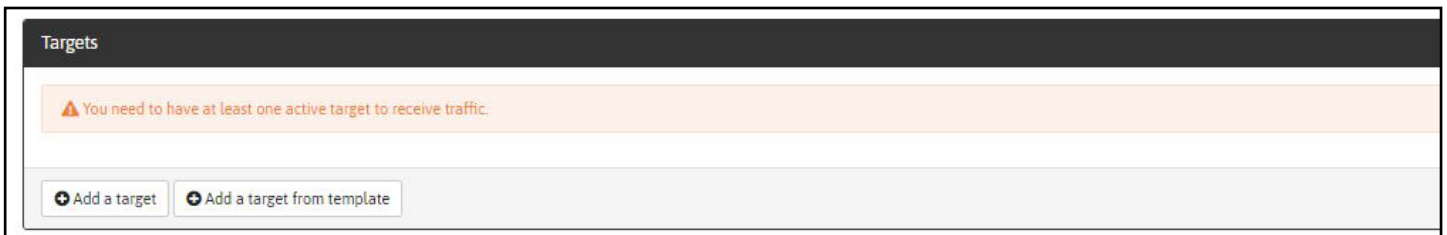
Traffic Factory is pleased to announce that a new targeting feature is now available to all our advertisers - KEYWORD Targeting.

This will now allow advertisers to target keywords rather than set categories if they wish.

Please be aware that if an advertiser selects to use the current set categories, they will not be able to select their keywords and vice-versa.

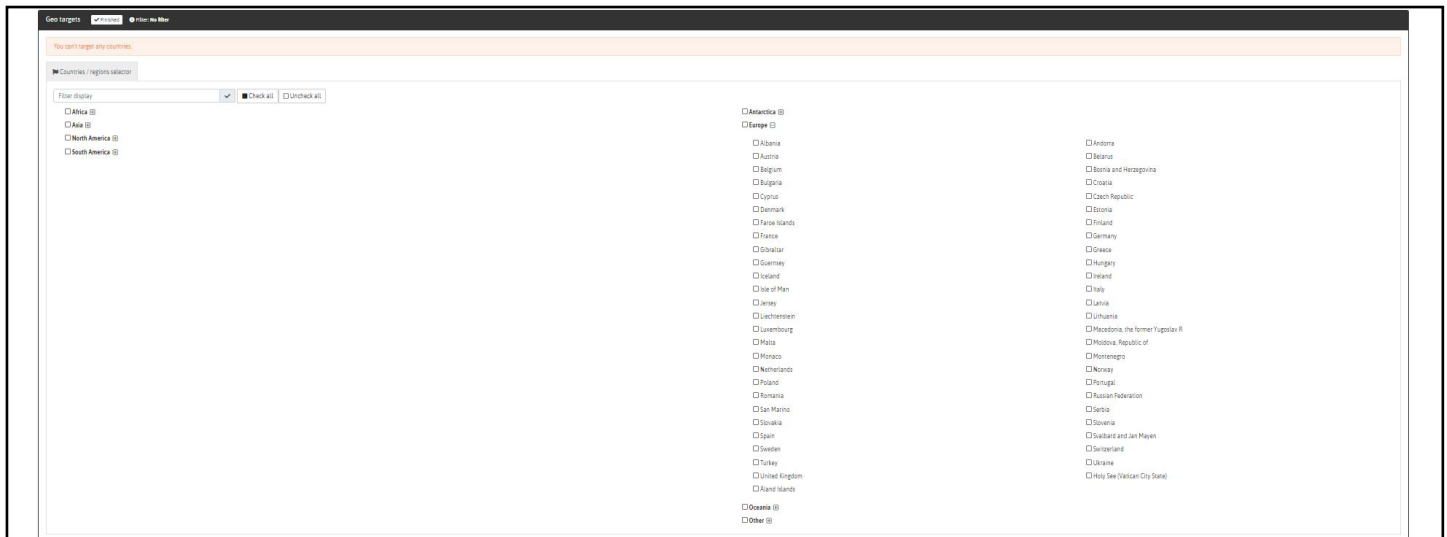
STEP 1 : Set your targets

Click on "Add a target" to set your targets. Then give a name to your target choices.



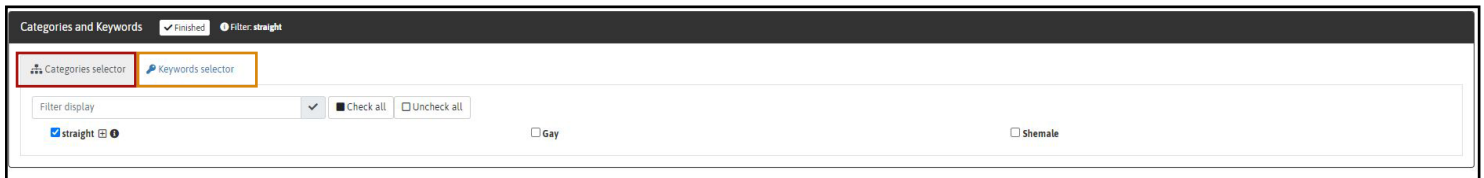
STEP 2 : Set your Geo Target(s)

Choose the countries you want to target by clicking on « Edit », then by selecting the location(s). You can select 1 or more:



STEP 3 : Set your CATEGORIES and KEYWORDS

Select CATEGORIES SELECTOR **or** KEYWORDS SELECTOR

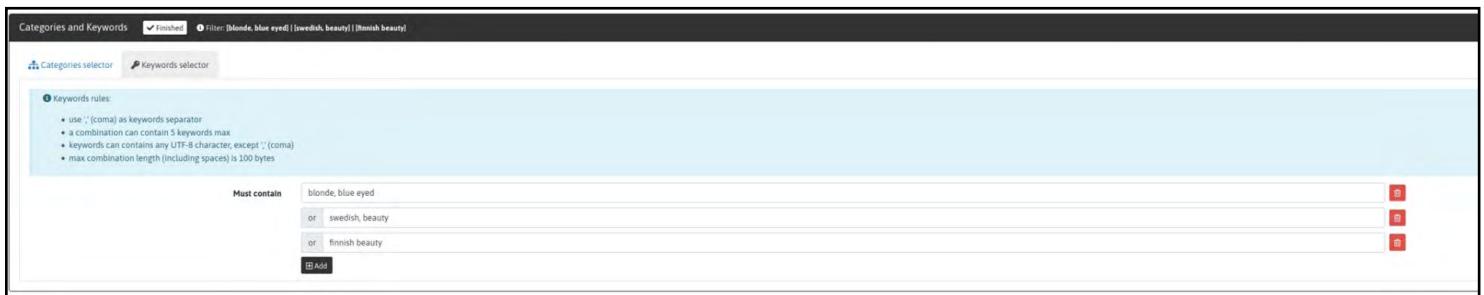


CATEGORIES:

- Set your Category Target(s). Straight (56 sub-categories available) / Gay / Shemale

KEYWORDS :

- Set your Keywords in the MUST CONTAIN window
- Words can be separated by commas to add additional words in a row
- Additional rows of keywords can be added



Keywords added in the same row will be used as a combination of words. Below is an example of these combinations using the example keywords above:

keywords

[Blonde, blue eyed], [swedish, beauty], [finnish beauty]

Please note:

- 1 - Each row is a different set of matching keywords
 - 2 - Each row may have several keywords separated by commas. A keyword may contain spaces.
 - 3 - The number of rows is limited to 10 rows.
 - 4 - Maximum 5 keywords per row.
 - 5 - Do not add brackets - once your keyword list is complete and you have saved the target - the system brackets these individual combinations in your campaign target section.
 - 6 - The system will not auto-correct typo errors so please be sure to have the correct spelling. "Pron" will not be changed to "porn"
 - 7 - You can add single words per row. The system will then match all possible combinations.
- Example - "Amateur" - this will target all possible AMATEUR combinations - Amateur Girl, Amateur Couple, etc

Example Keyword Targeting Setup:

- Row 1: blonde, blue eyed
- Row 2: swedish, beauty
- Row 3: finnish beauty
- Row 4: amateur, teen, beauty

Explanation:

- Row 1: The system will locate content with keywords "blonde" AND "blue eyed"
- Row 2: The system will locate content with keywords "swedish" AND "beauty"
- Row 3: The system will locate content with keywords "finnish beauty"
- Row 4: The system will locate content with keywords "amateur" AND "teen" AND "beauty"

