



# TRAFFIC FACTORY

**PREMIUM AD NETWORK**

WITH 6 BILLION DAILY IMPRESSIONS WORLDWIDE

## WHO WE ARE

The premium ad network specialized in high quality traffic.

Traffic Factory uses the real time bidding system and monetization for different audiences. Through the combination of a market-leading publisher network, precise targeting filters and an added emphasis of premium value.

## AD NETWORK AGENCY

We are an ad network agency that acts as an intermediary between the advertising and publishing worlds.

## EXCLUSIVE & NON-EXCLUSIVE PUBLISHERS

Our experience and reputation has allowed our publisher network to grow. With a selection of both Exclusive and Non-Exclusive publishers, we are proud to assist market-leaders with the management of their digital advertising inventories.



# INTERNATIONAL TEAM

Our Account Managers speak 10 languages and are located across the world in order to serve our clients in their time zone.

By working with Traffic Factory, our experienced and knowledgeable Account Manager Team will be here to help you along the way.

If you are not familiar with the world of online advertising – Take it easy with Traffic Factory!

We offer FREE **training sessions** and **support**.



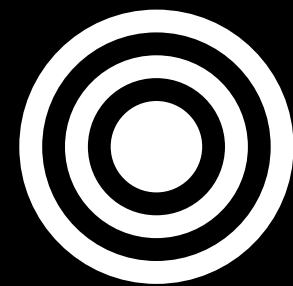
# WHAT WE OFFER

Our advertiser database counts the biggest players in the industry and a variety of **offers available in all countries** across the globe.



## HIGH QUALITY TRAFFIC

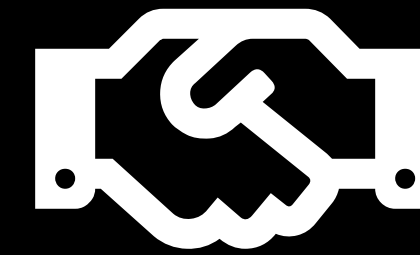
We pride ourselves in having gained the confidence and trust of market-leading publishers allowing the highest quality of traffic possible across our network.



## TARGETING OPTIONS

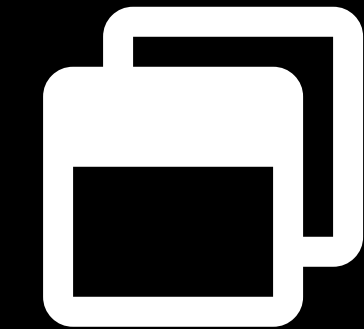
We are an industry leader in creating, maintaining, and upgrading our targeting filters and tracking capabilities.

Target via Category, **Keywords**, Country, Device and Geo-Fencing.



## PERSONALIZED HELP

Our team of Account Managers and Support are spread across the world to assist our growing clientele in their language and timezone.



## VARIETY OF AD SPOTS

A variety of ad spots are available covering the different devices able to target. Standard banner creatives as well as selected video creatives complete the Traffic Factory inventory.

## CPC & CPM BIDDING MODELS

### **CPC** - COST PER CLICK

An advertiser pays for each click of their ad / creative.

### **CPM** - COST PER MILLE

An advertiser pays a set price for a thousand impressions of their ad/ creative, not on a per click basis.



# AD PLACEMENTS

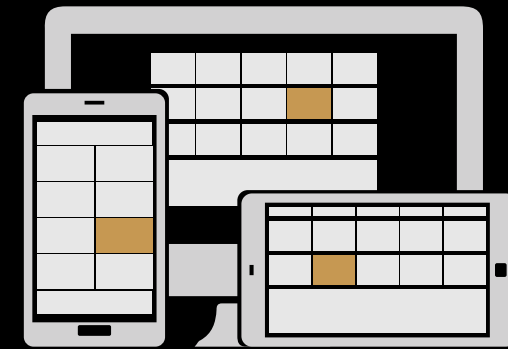
Our ad placements and ad rules are made to provide an optimal user experience. All comply and are up to date with the industry's new advertising rules.

- 8 AD PLACEMENTS AVAILABLE
- 88% MOBILE & TABLET TRAFFIC
- 12% DESKTOP TRAFFIC



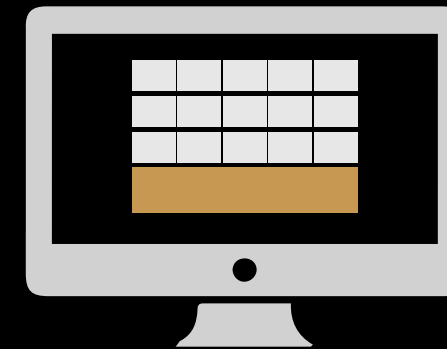
CPM

Desktop&Mobile&Tablet  
PRE-ROLL  
16:9 - 6 to 20 sec.



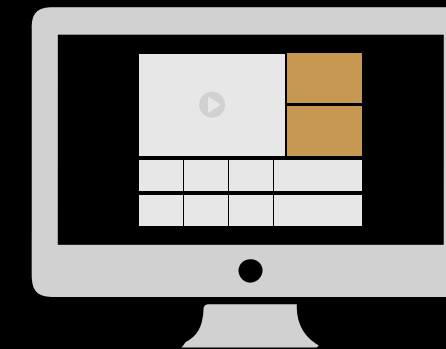
CPM | CPC

Desktop&Mobile&Tablet  
NATIVE AD  
16:9 - 2 to 9 sec.



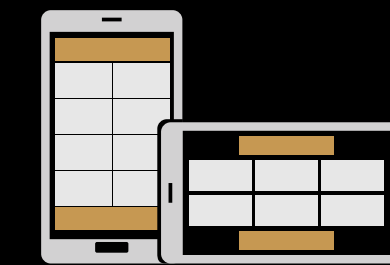
CPM | CPC

Desktop  
HORIZONTAL  
928x244



CPM | CPC

Desktop  
SQUARE  
338x235



CPM | CPC

Mobile&Tablet  
MOBILE RECTANGLE  
300x100

# TARGETING FILTERS



**DEVICE**  
Desktop /  
Mobile&Tablet



**CATEGORY**  
56 relevant  
categories

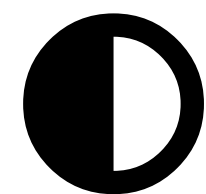


**COUNTRY**  
Global / Continent  
/ Country



**GEO-FENCE**  
Target your  
audience up to 50km  
(physical shop only)

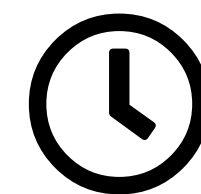
# KEEP TOTAL CONTROL WITH OUR SMART FEATURES



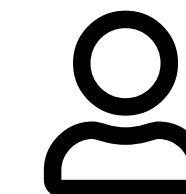
**DAY-PARTING**  
Schedule Days & Hours



**BUDGET LIMITS**  
Control your budget  
per day / campaign



**CUSTOM FREQUENCY CAP**  
Set up your own  
frequency cap  
(ONLY CPM)



**CUSTOM DISPLAY RATE**  
Control your ads  
distribution rate  
(ONLY CPM)



**RE-IMPRESSION**  
Get re-impressions of CPM  
campaigns at a preferential  
rate.

# ADVERTISER PAYMENT SOLUTIONS



We offer an array of different payment solutions to cater for our worldwide clientele.

## WHY THESE **PAYMENT SOLUTIONS**?

- Ease of use
- Short time delays
- Cost of processing fees.



## WHY US

- **More than 10 years experience** providing an extensive and wide ranging network
- **6 billion** daily impressions & **200 million** daily visitors
- Comprehensive targeting technology
- A sophisticated yet **user-friendly** R.T.B Platform
- **Premium** and **market-leading** Publisher Network
- **Optimum ad placements** across a multitude of devices and bidding models
- Dedicated and **multi-lingual support** Account Managers
- **Free Training** and Resources.





**CREATE AN ACCOUNT WITH US TODAY**

**REGISTER**

[www.trafficfactory.com](http://www.trafficfactory.com)

**CONTACT US**

[support@trafficfactory.com](mailto:support@trafficfactory.com)

**FOLLOW US**

