



AUDIENCE MEASUREMENT

Your Audience Decoded

As more and more advertising dollars move online, media publishers need an accurate way to validate their audience to advertisers. Web analytics only provide basic visitor information and traffic patterns. Advertisers need to know who your visitors are and what audience you are actually reaching - demographically, geographically, and behaviorally.

Now there is a more effective and accurate way to measure the true composition of your audience. Datran Media's audience measurement platform, Aperture, is the first and only research tool that delivers consumer profiles across all digital media channels based on verified household-level data.

Unparalleled Level of Customer Insight

Its easy to use, simply insert a tag onto your web page and Aperture will leverage its universe of 100+ million consumer profiles to measure and report the composition of the audience visiting your site.

Precise

- ▶ Access to all known household-level demographics including **age, income, education, marital status**, etc.
- ▶ Behavioral characteristics including purchase behavior
- ▶ Drill down to specific DMAs
- ▶ Data for each and every single unique impression, view or click

Accurate

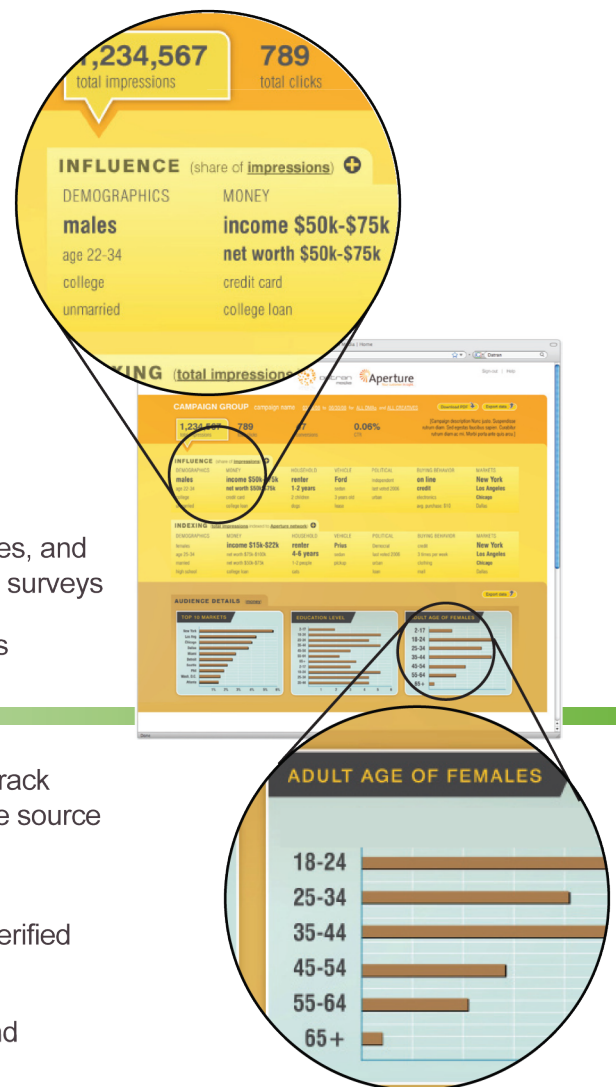
- ▶ Aperture demographic data is derived from multiple offline sources, and therefore more accurate than self-reported data from panels and surveys
- ▶ Aperture aggregates consumer data from multiple sources and is continually adding new data sets

Unified

- ▶ Aperture tags can be placed on any Web page, allowing you to track responses from multiple sources so you are never tied to a single source

Influential

- ▶ Aperture data is statistically significant, leveraging 100+ million verified consumer records
- ▶ This information empowers cross channel business decisions and collaboration



Contact TRAFFIQ:

Main Phone: 212-792-2294 Fax: 212-792-2293 info@TRAFFIQ.com
www.TRAFFIQ.com