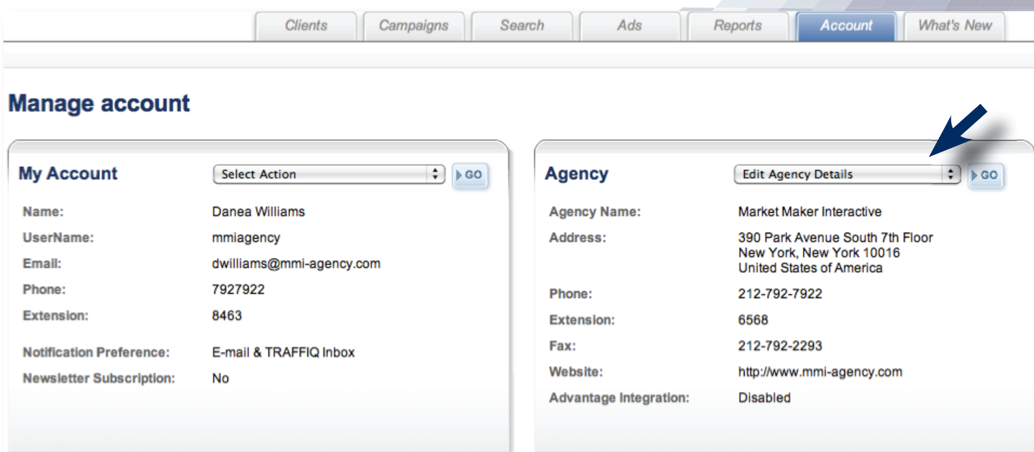
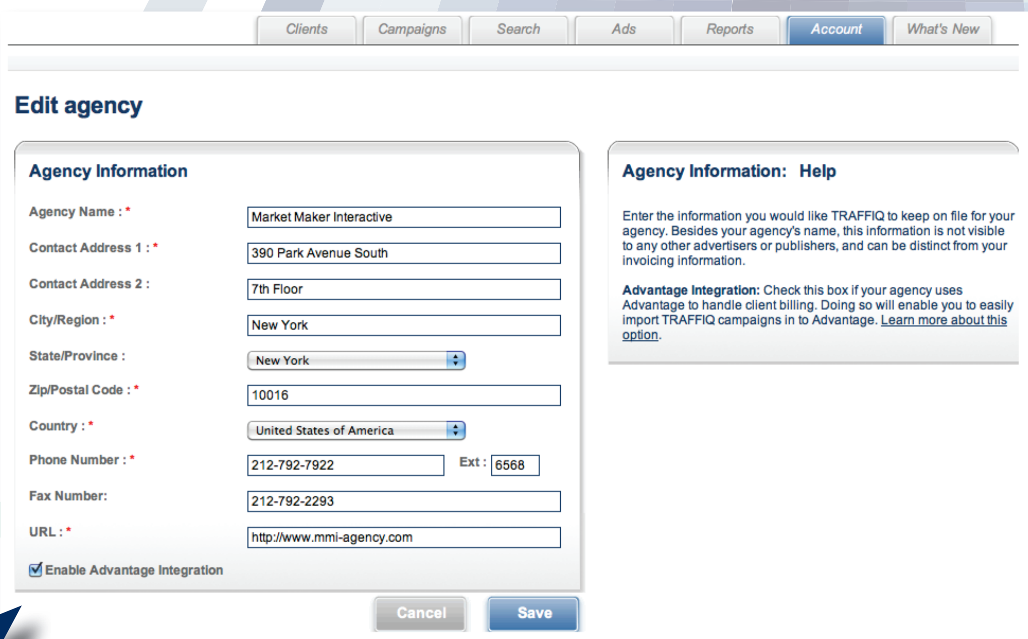
TRAFFIQ® provides direct access to our partner, Advantage® and their ad industry-leading billing system. With a single click, agencies can export a file that details cost data for an entire campaign and import the file directly into Advantage. This dramatically reduces the time it takes to process media buys and invoices and eliminates errors of manual data entry. TRAFFIQ users registered as an Agency have the option to export their clients' campaign data into the Advantage billing system. Follow these steps for set up:

Step 1

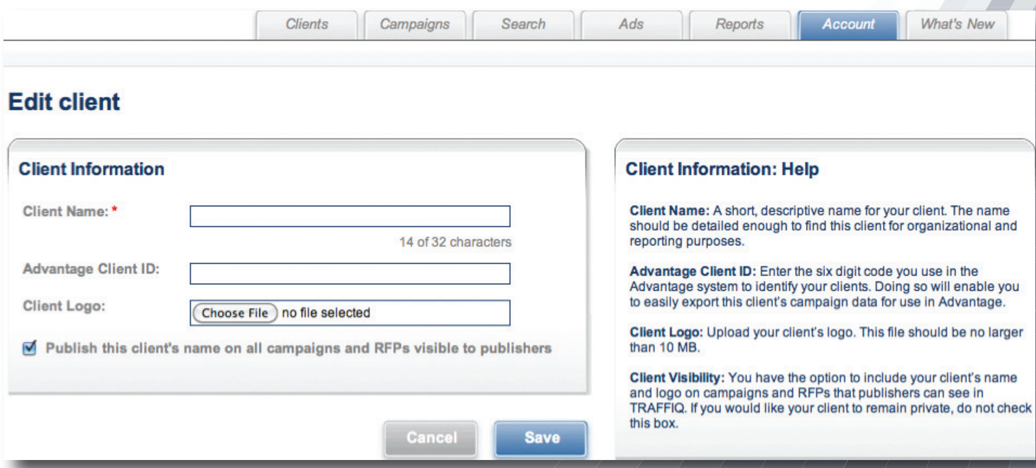
After logging-in, go to the "Account" tab at the top of the page (6th tab).
Click the "Account" tab and go to the drop down menu beneath the "Agency" tab.
Select Edit Agency Details from the drop down menu and click Go. At the bottom of the Agency Information form, check the box to enable Advantage Integration.





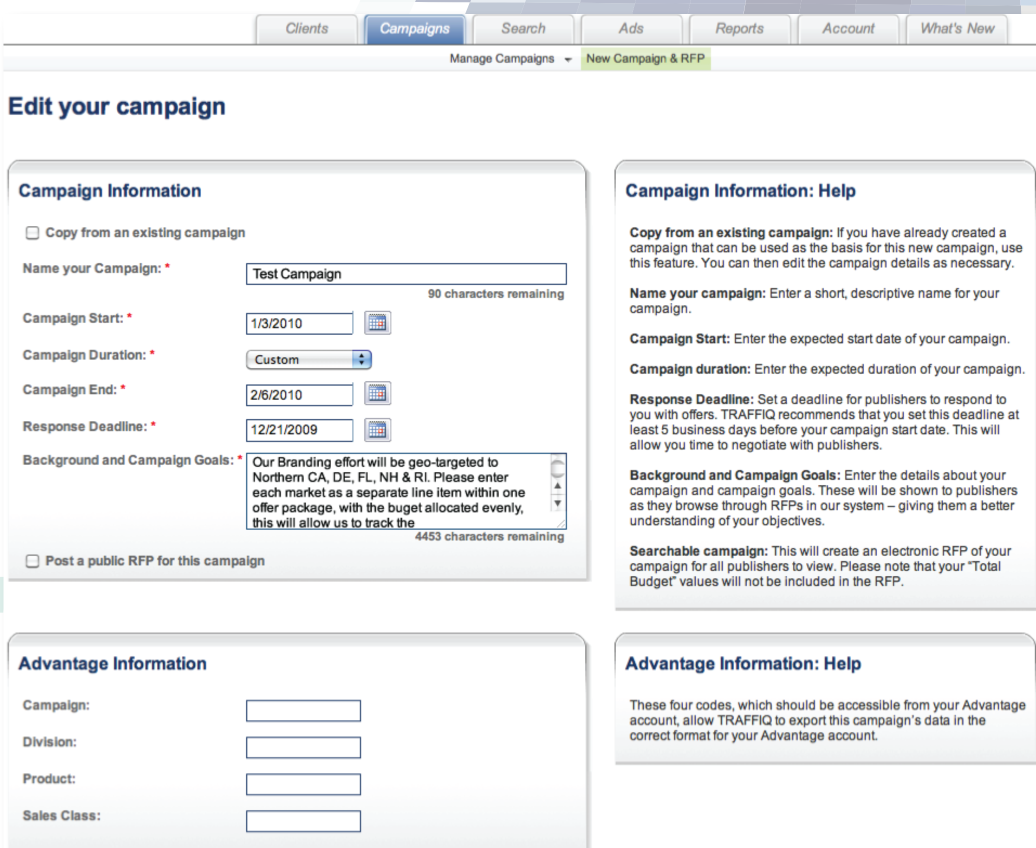
Step 2

Now you can add your Advantage Client ID to your TRAFFIQ clients. Click on the “Account” tab again. At the bottom of your account dashboard, find the client you wish to manage and select Edit Client Details from the drop down menu, and then click Go. On the Edit Client page, enter your six (6) digit code you use in the Advantage system to identify your clients. ***NOTE: You can enter this code when setting up new clients in TRAFFIQ.***



Step 3

Add the Campaign, Division, Product, and Sales Class codes to your TRAFFIQ campaigns. Click on the “Campaign” tab. In the table at the bottom of the page, find the campaign you wish to add codes to, and click on the campaign’s name. In the “Campaign Summary” section, click on the link to Edit Campaign. In the “Advantage Information” section, enter Campaign, Division, Product, and Sales Class codes you use in Advantage to identify your campaigns. ***NOTE: You can enter these codes when setting up new campaigns.***



Step 4

Export Campaign CSV. Click on the "Campaign" tab. In the table at the bottom of the page, find the campaign you wish to add codes to and click on the campaign name. This will link you to the "Campaign Details" page. On the "Campaign Details" page, select the Export to Advantage option from the drop down menu at the bottom of the "Campaign Summary" section. This will export a CSV containing all campaign data. The CSV can then be imported into your Advantage account.