

How Does TRAFFIQ Work?

TRAFFIQ[®] is a web-based media management platform built for ad agencies and advertisers alike. We make planning and buying digital media easier and more efficient, letting you grow your business faster with less pain and more control. TRAFFIQ consists of the following six systems, enabling you to:

DISCOVER

- Search sites and audiences from a pool of thousands of publishers and ad networks
 - Advanced targeting via contextual, demographic, behavioral and more
- Find thousands of sites that match your campaign goals
- All data is verified by 3rd parties

Matching Storefronts Gourmet Cookbook 20% Off

Storefront	Views/month	Minimum Deal Size	Supported Targeting	
<input type="checkbox"/> Glam Media	100,000,000	\$1,000	G C B R U O	
<input type="checkbox"/> aarp.org	100,000,000	\$1,000	G C B R U O	
<input type="checkbox"/> AudienceScience	100,000,000	\$10,000	G C B R U O	
<input type="checkbox"/> Gourmet Ad Network	100,000,000	\$5,000	G C B R U O	
<input type="checkbox"/> everydayhealth.com	100,000,000	\$1,000	G C B R U O	
<input type="checkbox"/> usatoday.com	100,000,000	\$1,500	G C B R U O	
<input type="checkbox"/> sciencenews.org	3,900,000	15,000,000	\$1,000	G C B R U O
<input type="checkbox"/> healthcentral.com	8,100,000	65,000,000	\$1,000	G C B R U O

ADVANCED TARGETING

Select the type of targeting you are planning for your campaign:

- G Geographical Targeting
- C Contextual Targeting
- B Behavioral Targeting
- R Re-targeting
- U Registered User Targeting
- O Other Targeting

OK

DISTRIBUTE

- Send bulk RFP's with the click of a button
- Eliminate the inefficient offline RFP distribution process

Consideration Set Gourmet Cookbook 20% Off

Storefront	Uniques	Pageviews	Min Deal Size
<input checked="" type="checkbox"/> Glam Media	6,100,000	400,000,000	\$1,000
<input type="checkbox"/> everydayhealth.com	20,000,000	80,000,000	\$1,000
<input checked="" type="checkbox"/> womenshealthmag.com	1,200,000	1,500,000	\$1,000
<input type="checkbox"/> marieclaire.com	5,200,000	48,000,000	\$1,000

RFP sent to 4 publishers

SEND RFP

ACQUIRE

- Directly negotiate with thousands of premium publishers
- Enjoy one-click negotiation functionally
- Create a master media plan without assembling multiple spreadsheets

Proposal Negotiation Gourmet Cookbook 20% Off

Publisher	Ad Units	Start	End	CPM/CPC	Quantity	Price	Received
Gourmet Ad Network	160 x 600 300 x 250	06/15/10	07/15/10	10.00 CPM	5,000,000	\$50,000	05/26/10
Glam Media	160 x 600 300 x 250 728 x 90	06/15/10	07/15/10	10.00 CPM	6,000,000	\$66,000	05/24/10
cooking.com	160 x 600 300 x 250 728 x 90	06/01/10	06/30/10	12.50 CPM	1,000,000	\$12,500	05/13/10
rachelray.com	160 x 600 728 x 90	06/01/10	06/30/10	14.00 CPM	500,000	\$70,000	05/11/10
everydayhealth.com	300 x 250	06/01/10	06/30/10	13.50 CPM	2,000,000	\$27,000	05/09/10

DELIVER

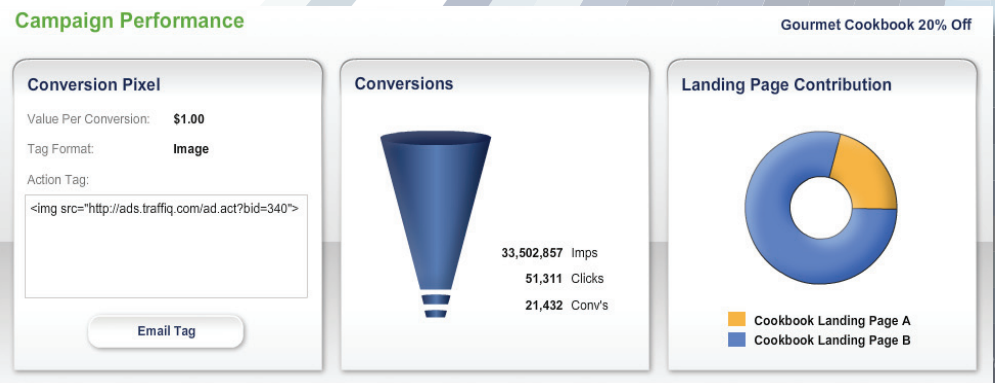
- Utilize TRAFFIQ's free ad server, or use your own and consolidate trafficking through one partner
- Receive real-time line item reporting
- Track campaign pacing with TRAFFIQ's index score and KPI performance tracking



ANALYZE

Gain a deep level of insight and drive campaign performance with TRAFFIQ's:

- Conversion Tracking with path to conversion analysis
- Deep Funnel Reporting
- Launch Datran's Aperture suite or advanced audience analytics



CONSOLIDATE

- Buy on hundreds of publishers daily and receive one bill with placement level reporting
- Build, review and export billing and real-time campaign reports
- Integrate with Advantage billing software

