

Is TRAFFIQ an Ad Exchange or Network?

No, TRAFFIQ is neither an ad network nor an exchange. TRAFFIQ is a direct-to-publisher platform where you make individual deals with sites to purchase their inventory. We do not buy and resell the inventory on the platform. TRAFFIQ simply provides an extremely efficient, web-based method of managing your digital media. You and the publisher use TRAFFIQ to negotiate placements, rates, flighting, frequency capping, and all other ad details. TRAFFIQ's technology simply enables you to find, negotiate, and buy premium digital display media at scale.

Are you a DSP?

We are kind of a DSP. Demand Side Platforms are an advertiser-facing technology that enables direct access to digital inventory. While TRAFFIQ fits that definition, we offer much more. We are the only platform that enables agencies to handle all of their guaranteed display, real-time display, and search engine marketing through a single interface. TRAFFIQ users can create their own vendor relationships and buys through our marketplace with 100% deal point control, and even choose to manage their RTB buying through our single platform. If that makes us a DSP, that's fine. We prefer to be thought of as an advertiser's digital media technology partner.

What is the TRAFFIQ Private Marketplace?

With TRAFFIQ, agencies can buy in two different ways: from the TRAFFIQ Marketplace, or by creating their own Private Marketplace of publishers. In the TRAFFIQ Marketplace, agencies only pay for the cost of media, and TRAFFIQ earns a commission from the publishers. Agencies may also create Private Marketplace relationships, in which they can buy from their existing vendors. In this case, the agency gets to retain their own sales representative, and the publisher does not have to pay a commission on any media sold through the platform. To enable this feature, agencies must have a contract with TRAFFIQ, and pay a CPM-based fee for platform access. Buyers can buy from both marketplaces seamlessly on a single campaign.

If TRAFFIQ Marketplace is free to use, how does your company make money?

For buys within the TRAFFIQ Marketplace, our company makes money through a revenue share with our publishers. TRAFFIQ takes a variable commission on every sale executed through the platform. TRAFFIQ enables publishers to monetize their unsold premium inventory at higher prices (often 500% more than network CPMs), and the platform exposes publishers to over 700 registered agencies and direct advertisers, making us an attractive sales channel for quality sites. Agencies and advertisers who buy from the TRAFFIQ Marketplace will never have to pay for ad serving, or a fee for our workflow tools. However, advertisers who need private publisher relationships and access to our ad server or real-time bidding service pay TRAFFIQ fees associated with those services. For a rate card, please contact Chris O'Hara at cohara@traffiq.com.

How will TRAFFIQ affect my pre-existing publisher relationships?

It won't. Any existing relationships with publishers may be retained by creating Private Marketplace connections with your existing publisher representatives.

What if TRAFFIQ doesn't have a publisher I want to buy on?

No problem. There are two ways to go about this. If you do not want to have credit terms and separate terms & conditions with a publisher, our publisher development representative will attempt to onboard any publisher you need

and get them selling within the TRAFFIQ Marketplace. In the event that a publisher *does not* work with third-party platforms, you may invite them into a Private Marketplace relationship, provided that you have a signed contract with TRAFFIQ.

How does TRAFFIQ impact performance?

Your ad performance will be based on the publishers you choose, the quality of your creative and placements, and other factors that you control through the platform. We can help you make your campaign perform better, though. By enabling you to buy deeply into the web, optimize using real-time performance data, and reallocate your spending based on conversion metrics, TRAFFIQ can help make your campaigns much more effective. In the event that you need advanced media optimization assistance, TRAFFIQ can connect you with our professional services team, who specializes in digital media performance and optimization for a negotiated fee. For those services, please contact Lori Goldberg, SVP of Client Services, at lgoldberg@traffiq.com.

How do I use TRAFFIQ to optimize?

Because TRAFFIQ enables you to monitor performance in real time, you will have the ability to carefully track key performance indicators, and opt out of underperforming media buys. TRAFFIQ makes it easy to reallocate budget in line items that are outperforming your goals—or quickly use its, “Find Similar Inventory” functionality to reallocate budget to other publishers. In the event you are using the TRAFFIQ Trading Desk, our real-time bidding technology performs automatic optimizations based on your KPI goals—and benefits from our team of trading specialists, headed by Trading Desk Director, John Yang. For more information about our optimization techniques, please contact him at jyang@traffiq.com.

What about behavioral and contextual targeting — and re-targeting?

In addition to thousands of high-quality sites, TRAFFIQ has a very wide variety of contextual and behavioral network partners, and many sites that have in-stream optimization technology. In addition, TRAFFIQ works with over 30 high-quality data partners that enable targeting based on all kinds of criteria. For a complete list of our data partners, please visit the TRAFFIQ DataTree at www.traffiq.com/datatree. The TRAFFIQ Trading Desk provides every flavor of targeting currently available today (semantic, contextual, behavioral, social, keyword-based) as well as retargeting, and creative optimization.

I already use an ad server. Do I have to use TRAFFIQ's?

No. TRAFFIQ offers a powerful ad server that you can use for any campaign. However, TRAFFIQ is interoperable with DART, Mediaplex, MediaMind, Eyewonder, Pointroll, Zedo, Spongecell, and all third party ad servers. Note that TRAFFIQ's embedded ad server is only free on buys with within the TRAFFIQ Marketplace; buyers utilizing Private Marketplace functionality pay a negotiated fee for TRAFFIQ ad serving. Agencies deploying their own third-party ad server within TRAFFIQ *never* pay an ad serving upcharge or fee.

Is there a minimum spend?

Buying media in TRAFFIQ requires a minimum of \$10,000 campaign minimum. Beyond that, publishers determine their minimum buy size, ranging from \$1,000 to up to \$30,000 per buy. Publishers will frequently use TRAFFIQ as a yield management tool and will provide access to premium inventory below their minimum spend, making the platform a unique way to utilize/test new publishers without making large, up-front commitments. For agencies and direct

marketers not under contract with TRAFFIQ, we have a \$15,000 non-refundable campaign minimum, which is redeemable in media over a 12-month period. After account approval, prospective TRAFFIQ applicants must furnish a credit application, or pre-fund their account to be active in the platform.

Can I expect more favorable rates within TRAFFIQ?

It depends. In the TRAFFIQ Marketplace, publishers set their own prices, and negotiate on a deal-by-deal basis, just like in “traditional” media negotiation. Some sites sell at published rate card prices within TRAFFIQ, while others use TRAFFIQ as a yield management tool to extract more value from their unsold premium inventory. Typically, you will be able to buy media at or below market rates. In your Private Marketplace, there is no revenue share between TRAFFIQ and your publisher. You set your rates, and keep your earned rates on media, as well as your preferred sales rep.

How does billing work?

When you advertise through the TRAFFIQ Marketplace, you agree to terms and conditions with TRAFFIQ. TRAFFIQ maintains separate terms and conditions with publishers. Therefore, whether you advertise on one or 100 sites, you receive one bill from TRAFFIQ. You will be able to pull billing reports from TRAFFIQ, fully itemized by publisher and placement. TRAFFIQ bills on a monthly basis. Agencies on credit terms pay on a 30-day net basis. When you buy within your TRAFFIQ Private Marketplace then terms & conditions, billing, and payment are outside of the TRAFFIQ application and are set between you and your vendor.

What about sequential liability?

When using the TRAFFIQ Marketplace, TRAFFIQ is responsible for all publisher-related contracts and publisher compensation. In TRAFFIQ Private Marketplaces, sequential liability is just the same as buying media as you normally do (in other words, liability is based on your mutually agreed upon terms).

What kind of support does TRAFFIQ offer?

All registered agencies can benefit from our Client Services team. Our managed services offering gives you access to a team that includes an Account Manager, Media Planner and Media Buyer, and a Publisher Development representative to help onboard publishers you need to access within the platform. You can also benefit from the full services of our Ad Operations team to traffic and QA your tags; and our billing professionals. Please contact Lori Goldberg (lgoldberg@traffiq.com) for a current copy of our rate card. TRAFFIQ also provides live online training (facilitated through GoToMeeting) and onsite instruction for our dedicated agency clients. TRAFFIQ also offers phone and e-mail based customer service support.