

## What is TRAFFIQ?

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TRAFFIQ is not an ad network or an exchange. TRAFFIQ is an end-to-end digital media platform that employs a unique marketplace model, fostering a direct relationship between publishers and advertisers. TRAFFIQ enables publishers to engage with advertisers and agencies in a direct and transparent way, giving them a new way to sell their display inventory with total control over pricing and placements.

## How do I get started?

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Simply log onto the TRAFFIQ website ([www.TRAFFIQ.com](http://www.TRAFFIQ.com)) and create an account. After you are registered, TRAFFIQ will take you through the easy, step-by-step process of creating a “storefront,” which is like an online media kit. Simply input your site statistics and audience profile, along with other data, and you are ready to engage with advertisers in the platform.

## How do publishers use TRAFFIQ?

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Once your storefront is created, your inventory will be visible to the hundreds of marketers who use TRAFFIQ to manage their digital advertising campaigns. If an advertiser creates a campaign whose audience needs closely match your inventory, then your site is automatically recommended to the advertiser, and they will have an opportunity to send you a request for proposal (RFP) directly. In addition, you will have the ability to view publicly available campaigns, and respond with an offer. By matching your inventory against available ad campaigns, TRAFFIQ becomes an invaluable extension of your sales force.

## What are TRAFFIQ Private Marketplaces?

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TRAFFIQ’s Private Marketplace functionality enables advertisers and agencies to buy from you directly. When contacted through a Private Marketplace, *the revenue share between you and TRAFFIQ does not apply*. In addition, Private Marketplace functionality enables advertisers to connect with their own publisher rep, meaning your key relationships with TRAFFIQ powered agencies remain the same.

## Who buys media through TRAFFIQ?

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Over 400 agencies and direct advertisers use the TRAFFIQ platform. We have relationships with top-tier agencies; many mid-sized regional agencies through associations with groups such as Worldwide Partners, AMIN, Magnet Global, and TAAN; and direct advertisers such as Sleepys.com, 800-Mattress and more.

## Does TRAFFIQ work with ad networks?

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Yes. Most major ad networks sell within the TRAFFIQ platform, and ad network inventory currently accounts for a large volume of the sales in the TRAFFIQ marketplace.

## Does TRAFFIQ provide a continuous ad feed?

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No. Unlike networks and exchanges that provide a continuous ad feed, TRAFFIQ facilitates sales of guaranteed inventory only. Once you execute a deal within TRAFFIQ, ad tags are delivered for you to implement, using your own ad server. If you would like to use TRAFFIQ as a remnant optimization solution, you may set a floor price for your inventory and participate in our exchange. Please e-mail Alysson TeCarr for more details on this option: [atecarr@traffiq.com](mailto:atecarr@traffiq.com)

## Do I set my own rates in TRAFFIQ?

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Yes. Publishers negotiate directly with advertisers on price, placement, flight dates, out-clause, and all other critical deal points. TRAFFIQ merely provides the technology that facilitates the sale.

## My publishing group has multiple web properties. Can I promote them all under one account?

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Yes. TRAFFIQ's web-based tools make it simple to create different channels that reflect the way you currently package and sell your inventory. For example, if your site has a "Health" section that reaches a different demographic—and commands a higher CPM—you can create a "Health" channel in the platform that enables advertisers searching for health intenders to find you. Each channel is appended with its own demographic data, traffic information, and pricing guidance.

## How do I verify my audience?

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When you build your storefront (and channels, if applicable), TRAFFIQ will ask you to verify your monthly unique visitors, page views, and the demographic profile of your audience. Accepted third party sources include Nielsen, Com-Score, Datran's Aperture, Quantcast, Compete, and Google Analytics, among others. All third party data is verified by TRAFFIQ's Publisher Relations staff prior to being posted live. Publishers are required to log in and update their data quarterly in order to maintain their storefront within the TRAFFIQ Marketplace.

## My publishing group has many different properties with different sales reps. Can they each have their own account to manage?

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Yes. Within the TRAFFIQ platform, you can have multiple accounts within the same organization representing different properties. In TRAFFIQ Private Marketplaces, buyers will be able to invite their existing sales rep.

## Can I set my own minimum CPM's and overall deal sizes?

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Yes. Having total control over your inventory means selling at the rates you want—and only accepting the deals you want to take. In TRAFFIQ, you have the option to specify your CPM and CPC pricing ranges, and set a minimum acceptable deal size that you will accept. For example, if your accepted CPM range is between \$3 - \$8, and you need a minimum of \$5,000 to begin a negotiation; this information will be prominently displayed within your storefront. You may also choose to leave that information blank.

## What fees are associated with participation in the TRAFFIQ platform?

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TRAFFIQ collects a flat fee of 30% of sales, and publishers keep 70% of the business they find on the platform. There is no risk to join the TRAFFIQ platform, just opportunity. In TRAFFIQ Private Marketplaces, terms & conditions exist outside of the TRAFFIQ platform and the revenue share is NOT applicable.

## How does payment work?

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Publishers receive payments from TRAFFIQ on a 60-day net basis, paid monthly. This process simplifies collections for publishers since TRAFFIQ manages the collections from advertisers and agencies and bundles it all into one monthly payment.

## Does TRAFFIQ share my data?

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No. TRAFFIQ is not in the business of using, reusing, repurposing, or reselling campaign data for future campaign optimization. Campaign data is available only to the publisher, advertiser, and TRAFFIQ staff. Occasionally, TRAFFIQ will publish rolled up data from the entire marketplace, but that data is never campaign-specific.

## What kind of support does TRAFFIQ offer?

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Although we built TRAFFIQ as a self-serve platform that is free to register for and use, we also provide live online training (facilitated through GoToMeeting) and offer 24/7 phone and e-mail support.

## What are some tips for success on the TRAFFIQ platform?

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Being successful within the TRAFFIQ marketplace means having inventory that advertisers want, and then working to make that inventory visible and accessible within the platform. Here are some tips from successful publishers:

- It is important to keep your site statistics and demographics up to date and as accurate as possible.
- Whether you're an ad network or a single site with multiple categories, create as many channels as you have in your site or network.
- List as many properties as you have and be thorough in your site descriptions. The more visibility you have in the platform, the more share of voice you have.
- Copy other members of your team on messaging from the TRAFFIQ platform, ensuring all communications are received by key organization individuals. Include your ad operations contact information.