



TRAFFIQ's Professional Services exists for the sole purpose of giving your agency the bandwidth to be more successful. Our experienced staff of digital media experts can augment your staff, and offer the following services:

- Display media planning, buying, optimization and reconciliation
- Creative design and technology development
- Search engine optimization (SEO)
- Search engine management (SEM)
- Affiliate Marketing

Whether you need a full-time outsourced service solution or strategic help on a project basis, our team is available to registered TRAFFIQ users.

IQ: TRAFFIQ Professional Services is effective because our execution is rooted in data, and as a result, our clients come onboard with IQ making us long-term digital strategic partners. Our dynamic, accessible team offers both singular expertise and a unique understanding of your business' needs and goals. We are committed to developing a customized interactive plan for you.

## Display Media Planning and Buying

The IQ team leverages the power of TRAFFIQ to ensure your agency delivers display media plans that perform. Our media team is comprised of digital display experts from top interactive agencies who have planned and bought on hundreds of branding and performance campaigns. With access to state-of-the-art research tools, data partners, and the entire world of available display inventory, our team can help your shop with:

- 1. Research:** The IQ team will work with your planners to understand your clients' goals and use data to create media plans that will perform against your KPIs.
- 2. Plan:** Whether you need assistance on a brief or an actual campaign, our team can leverage its experience building thousands of plans and use historical rate and performance data to quickly deliver a media plan that works.
- 3. Buy:** The IQ team leverages our massive buying power to help you negotiate rates and get you market competitive pricing for your clients.
- 4. Optimize:** We use TRAFFIQ's creative, click, and conversion analytics—as well as Datran's Aperture audience analytics to structure in-flight optimizations that ensure optimal campaign performance.

## Creative Design and Technology Development

IQ: TRAFFIQ Professional Service's design and development team fuses design with technology to enhance every element of your business: building your brand online, increasing site traffic, and generating revenue. We're not just your service provider, we're your strategic partner. What makes us different is our use of a full-scale, full-cycle creative development process that integrates usability and marketability for both websites and display units.

- 1. Define:** Outline the project requirements and objectives based on your current online goals, and through client and user interviews, and brainstorming sessions.
- 2. Design:** Develop your site/creative overall creative concept—its look, feel, and user interface—as well as the incorporation of appropriate information architecture and wireframes.
- 3. Develop:** Develop your assets through the technical implementation of all design elements, including front-end production, development environment, documentation, and data transfer.
- 4. Deploy:** Conduct quality assurance testing and examine data interchange to make sure your assets go live without any glitches.

## Search Engine Optimization

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We make your clients' sites front-page news for users by generating visibility, traffic, and revenue through Search Engine Optimization (SEO), the delivery of "natural," or unpaid, links to users when they type key search terms into a search engine. We enhance your internal and external infrastructure to boost search engine traffic and make your clients' site visible to more users.

- 1. Evaluation:** Our proprietary IQ Scorecard provides an assessment of keywords, competitors, and performance metrics to determine effective tools for success. We utilize this research to develop a targeted and tested keyword list for your clients' site(s).
- 2. Implementation:** SEO strategy is implemented through on-site content optimization, intra-site link building, directory submissions, keyword density evaluations, unique content, URLs, tags, and cutting edge "white-hat" tactics.
- 3. Reporting:** Analytics- driven reporting and optimization make for measurable and actionable results that inform ever- improving iterations in site development.

## Search Engine Marketing

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IQ: TRAFFIQ Professional Service maximizes the effectiveness of your Search Engine Marketing (SEM) campaigns. IQ: TRAFFIQ Professional Service's rigorous SEM process gets you seen in all the right places. We work from the ground up by mobilizing industry research and creating an effective landing page to give your clients' sites a built-in SEM strategy. Our internal expertise and state-of-the-art bid management tool will help you give your clients the edge they need.

- 1. Keyword Review:** In-depth keyword analysis and generation means that your clients will find more keywords to bid on, and lower eCPC across their campaigns.
- 2. Implementation:** We manage search engine keyword submission across Google, Yahoo, and Bing—and use our bid management tool to craft a bidding strategy that meets your budget and KPI goals.
- 3. Campaign Management:** We optimize through daily bid management, creative copy changes, and landing page testing, within your targeted geography, demographic and user behavior specifications.
- 4. Reporting:** Detailed, on-demand, reporting provides key metrics and real-time data of campaign performance to evaluate and improve SEM.

## Affiliate Marketing

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IQ: TRAFFIQ Professional Service's affiliate marketing management is a full-service division that elevates business opportunities by creating a tailored affiliate program for you that will add value to your sales and your brand.

Our Affiliate Marketing Management team does the hard work of establishing and integrating an advantageous program that will track your sales, pay your affiliates, and manage your entire affiliate program.

Your IQ: TRAFFIQ Professional Service manager develops strategy and executes tasks to drive optimal results through your custom program. We create work-plans, manage day-to-day operations, recruit publishers, and ensure quality to optimize all facets of performance marketing.

Benefits of our Affiliate Marketing Management program for your business include:

- Improve your search engine placement
- Establish an automated advertising campaign
- Pay only when sales are made
- Create the ultimate viral marketing strategy
- Gain free traffic