

What are TRAFFIQ Private Marketplaces?

Agencies and direct marketers all have important relationships with their vendors, including their own dedicated sales representatives and, often, preferred pricing. TRAFFIQ enables advertisers to benefit from the efficiencies of platform buying, while maintaining those key relationships through the creation of Private Marketplaces. You can invite your preferred inventory partners into TRAFFIQ, input your existing representative's contact information, and use TRAFFIQ to manage transactions. Unlike the TRAFFIQ Marketplace, that publisher does not need to pay TRAFFIQ a commission on media sold within the platform.

In Private Marketplaces:

- Terms & Conditions are between you and the publisher
- You receive bills directly from the publisher
- You pay TRAFFIQ a CPM-based Platform Access Fee

How Do TRAFFIQ Private Marketplaces Work?

Invite Publishers:

- Add a new publisher or invite an existing publisher contact to join your private marketplace
- Input the publisher name and contact information and they will be invited to join
- Once the publisher joins the platform, you can buy from them in two ways:
 1. Have publishers receive and respond to an RFP and negotiate within the platform
 2. Input a pre-negotiated buy into TRAFFIQ

Create RFP:

- Click on "Create an RFP" then select the client for electronic RFP distribution
- Select a campaign you'd like the publisher to respond to or easily create a new campaign

Create Buy:

- Click on "Create a Buy" to select a campaign you'd like to add a buy to
- Select targeting attributes (optional)
- Enter your placement and pricing guidelines
- Submit the buy

Please contact your TRAFFIQ representative to learn more about enabling Private Marketplace functionality for your account.

