

## What Is The TRAFFIQ Trading Desk?

The TRAFFIQ Trading Desk aggregates inventory from all major ad exchanges, and now, registered TRAFFIQ users can take advantage of our real-time-bidding technology. With 8BB+ impressions per day, advertisers have the ability to set their own price and bid on inventory in order to successfully manage performance and brand-oriented display campaigns. With the power of real-time bidding, advertisers maximize their budgets by winning every impression at true market value. The TRAFFIQ Trading Desk also provides a full service account management team that will assist advertisers in managing their campaigns to their determined performance metrics..

ADVERTISER / AGENCY



Your brand's perfect audience.



- Audience Design
- Comprehensive Targeting
- Creative Management
- Custom Optimization

- Conversion Attribution
- Site & Audience Analytics
- Real Time Bidding & Reporting

**DATA PARTNERS INCLUDE:**

*Access and apply segmentation data from any of our integrated data partners.*











## TRAFFIQ Trading Desk Benefits

### Find Quality Inventory

- Access to large and niche publishers worldwide
- Primary ad inventory supplied directly by publishers

### Find Large Audiences

- Reach large or niche audiences at scale
- Reach the largest amount of unique visitors locally and globally

### Target Your Best Prospects

- Buy the audience segment that matches your campaign target
- Target the most responsive consumers based on past web behavior
- Use default targeting options, including geo and domain
- Leverage your own data to target custom segments, (Ex. Retargeting users who have abandoned their shopping carts)

### Take Complete Control

- Use RTB to buy only the impressions you want, when you need them
  - A separate auction is conducted for each individual ad impression

### Pay The Right Price

- Bid what the inventory is worth to you, knowing that you won't be overcharged
- Set the bid price at the instant an ad request comes in
- Advertisers with winning bids are never overcharged

### Get Complete Transparency

- Know exactly where your ads are shown, and at what cost
- View impressions, clicks and costs (total and eCPM) by placement, campaign and creative in real-time