Traff OÜ: effective online marketing platform

Combining an advertiser, a website owner and core audience into an integrated mutually beneficial entity. Due to AdExchange advertising platform designed by our own, an advertiser catches the relevant audience attention; a site owner earns ready money, and website visitors find out about products they are really interested in.

TRAFF

About Us

Traff OÜ has been managing on the market of advertising services since 2015. Along the way we moved so far forward, starting from software interface and ending with our staff personnel.

Traff Company provides a full range of services on the internet technologies sphere offering the best solutions and rendering a great range of services on the web development and complex promotion on the Internet.

Our key issue is effective assistance in a brand, company or product promotion with the help of marketing internet technologies. Applying the latest analytical methods and specially designed filter tools, we have made the traffic purchase easier and increased the security of conducted operations.

165 million	**236 countries**	**3.8 million**	**360 thousand**
unique visitors a day	and regions	conversions a month	app installations a month

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AdExchange traffic is purchased on the basis of the CPM model (cost per millennium), but due to the flexible analytic tools, it is possible to provide traffic by the following models:

- **CPA - cost per action**
- **CPV - cost per visitor**
- **CPC - cost per click**

The one may choose any convenient model of the traffic purchase and specify a target value for it. Thus, the system will automatically target an advertising campaign on those resources that fit the value and the rest ones will be filtered.

We also propose a range of targeting options:

- Targeting by a list of domains (permission or prohibition to view ads on certain sites. For example, a purposive view on competitor sites)
- Targeting by geography (country, region and city selection for permission or prohibition to view an ad)
- Targeting by frequency cap (ad view frequency selection during a certain period)
- Retargeting (advertisement redirection to an interested user)
- Targeting by audience segments (advertising based on the user data)

Types of Ad View

Banner Ad

A premium format may be static, dynamic and interactive. A wide range of available sizes will allow to capture any advertising message creatively.

Teaser Ad

It is the most common format. It consists of a picture with a thought-provoking text that catches your attention and inspires for target actions.

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Video Ad

15-30 second advert video. The main advantages are: high clickability, wide audience coverage.

Social nets

Banners and context placements in social networks on a paid basis.

Context

Ad block with a text is shown to users whose interests potentially coincide with a theme of the advertised product.

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Analytics

We will show exactly where your advertisement is displayed and how it works. No longer any hidden traffic sources or any costs for an ad that fails to hit a user.

Traffic tracking

Timely reporting
Reports are generated instantly in a real time mode regardless of traffic volume.

Up to 30 indicators
To provide you with optimization opportunity, all the standard reports contain 20 standard and up to 10 customized indicators about your site visitors.

Users' conversions
Using this tool, you'll be able to track all the actions users undertake during an ad life cycle. It will help to optimize your campaigns in order to maximize their lifetime value (LTV) and increase your profit.
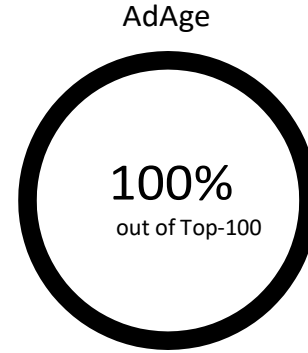
Tracking pixel
It allows to collect data from direct and live visits. In some networks it can provide better results and a wider overview of your digital marketing.

Postback mechanism
Using this mechanism we transfer conversion data to the tracker.

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According to **comScore** и **AdAge** statistics, it can be seen that the leaders already went over to the online marketing platform.

comScore

90%
out of 200 best digital publishers

AdAge

100%
out of Top-100

Who cooperates with AppNexus by regions:

The USA

Google   Microsoft

Canada

RBC

CIS

СБЕРБАНК   Alfa·Bank

Europe

vodafone   NOKIA

IKEA   LEGO   BMW

Nestle   Red Bull   Shell

Asia

TOYOTA   SAMSUNG   tsmc

ICBC   AIA THE REAL LIFE COMPANY

AdExchange Advertising Platform

AdExchange advertising platform has to be paid special attention. It is designed in order advertisers and website owners could purchase ad views at the best price and show them to users corresponding to their request. Choosing cooperation with **Traff OÜ**, you will get the opportunity to promote quickly in the market thanks to detailed advertising campaign.

- **Audience analysis and targeting** – your ad will be viewed by the most interested and cash users

- **Making out-of-the-box idea** – a designed concept will catch attention of a wide range of potential customers

- **Selection of the best ad method** – a selected ad method (banner, video, teaser, etc.) will deliver the desired message to the other side of screen

- **Optimization and campaign launch** – an ad will be placed on the websites with a high conversion level at the best traffic price

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AdExchange Scope

Project site analysis

The system uses an accurate algorithm for traffic estimation that allows to assess which publisher provided good or bad traffic.

Filtering

Determine fraudulent traffic and filter it at an early stage

Payment

Should, however, fraudulent traffic passes by, it is not due to be paid

An advertiser is a key figure in our platform; therefore everything in a personal account is designed extremely simply and clear. 5 minutes will be enough to study a personal account.

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To Advertisers

We can offer:

- Access to a target audience
- The best price for one view
- Ad campaign performance
- Personal manager coordination, assistance in promotion design and implementation
- Any cooperation models with traffic seller

To start with, the one need to choose a cooperation model (payment per view/action/visitor/click), afterwards we will sign an agreement where a minimal month media budget will be specified. According to the contract terms, campaigns will be carried either by our specialists (a manager from our side specified in the agreement will assist an advertiser) or we will issue an account and the works will be performed by an advertiser.

We will find your audience in any corner of the Internet

More than 12 types of ad view	**More than 35 agencies**	**More than 70 brands**
	Representatives of more than 35 agencies trust us including the biggest ones in CIS and Europe countries.	Complex expert review of more than 70 brands
Currently we provide more than 12 types of ad view		

Our experts will help you to make and implement absolutely any promotion strategy for your brand regardless of its niche. To start you need to precede some simple actions:

01
Brief creation

02
Tools selection

03
Media plan approval

04
Making creative ideas

05
Tracking and optimization

06
Campaign launch

07
Reporting

TRAFF

Our Happy Customers

Bigbank

Bild

elisa

Manpower

Nordea

Booking.com

THE DAILY CALLER

UPS

MAHLE
Driven by performance

Alibaba Group
阿里巴巴集团

SYMBOL
маркетинг

Plus500

FXCM

МАРАФОН
БЕТ

TRIUMPH
MARKETING

DIE UNTERNEHMENSGRUPPE
TENGELMANN

JobHunter.ru
для тех, кто ищет работу

KONE

INVESTOPEDIA

wiseadvice
Consulting Group

Mr.Wash

OLIMP
SPORT NUTRITION

JONNY M.
Fitness Clubs

SELF
OMNINUTRITION

Business
Kernel

ENGIE

GLS

Inter-HR
The Recruitment Agency
Your Trusted Partner

VRLOGISTIC

JD UNDISPUTED
NEW FLAGSHIP STORE OXFORD ST

ФОРС
ЦЕНТР РАЗРАБОТКИ

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