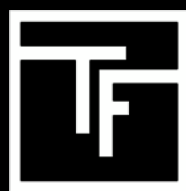


# THE “GO-TO” GUIDE

HOW TO GET **STARTED**  
WITH TRAFFIC FACTORY

---

*- Welcome to our ad network -*



**TRAFFIC FACTORY**  
**PREMIUM AD NETWORK**

# TABLE OF CONTENTS

## **PART 1 : NEW ACCOUNT SETUP**

- 1.1 - SETTING UP YOUR NEW TRAFFIC FACTORY ACCOUNT**
- 1.2 - COMPLETING YOUR COMPANY & BILLING INFORMATION**
- 1.3 - HOW TO FUND YOUR ACCOUNT**

## **PART 2 : MY FIRST ADVERTISING CAMPAIGN**

- 2.1 - HOW TO CREATE A CAMPAIGN**
- 2.2 - HOW TO SET YOUR CAMPAIGN TARGET(S)**
- 2.3 - HOW TO UPLOAD YOUR CAMPAIGN CREATIVE/ BANNER**

## **PART 3 : CAMPAIGN PARAMETERS**

- 3.1 - HOW TO CHANGE CAMPAIGN PARAMETERS**
- 3.2 - HOW TO ACCESS YOUR STATISTICS**

## **PART 4 : USEFUL INFORMATION**

- 4.1 - ADVERTISING SPOT TYPES**
- 4.2 - CREATIVE/ BANNER RULES**
- 4.3 - ADVERTISING RULES**
- 4.4 - CONTACT INFORMATION**

## **PART 5 : GLOSSARY**

# PART 1

## NEW ACCOUNT SETUP

Welcome to the Traffic Factory network!

In the first part of this guide we'll show you how to setup your brand new account and make sure that you are all set to start your advertising campaigns correctly.

We shall cover :

- SETTING UP THE 2 STEP SECURITY VERIFICATION SYSTEM
- FINALISING YOUR IMPORTANT ACCOUNT INFORMATION
- COMPLETING YOUR COMPANY & BILLING INFORMATION
- ADDING FUNDS TO YOUR ACCOUNT

## PART 1.1- SETTING UP YOUR NEW TRAFFIC FACTORY ACCOUNT

After having been granted an advertiser account, your first steps will be to login.

Go to [Traffic Factory](#) and click "LOG IN" at the top of the screen.

Enter your email address and password (If you have forgotten your password, click "Forgot your Password" and follow the prompts to reinitialise that).

Once you have logged in, you will be asked to set up our **2 STEP SECURITY VERIFICATION FEATURE**.

This feature allows you to secure your account by adding an extra layer of security other than just your password. The two methods available are:

- SMS
- TOTP COMPLIANT SOFTWARE

### If you choose SMS:

Please enter your mobile telephone number.

Once entered, a verification code will be sent for you to fill in the field.

### If you choose TOTP:

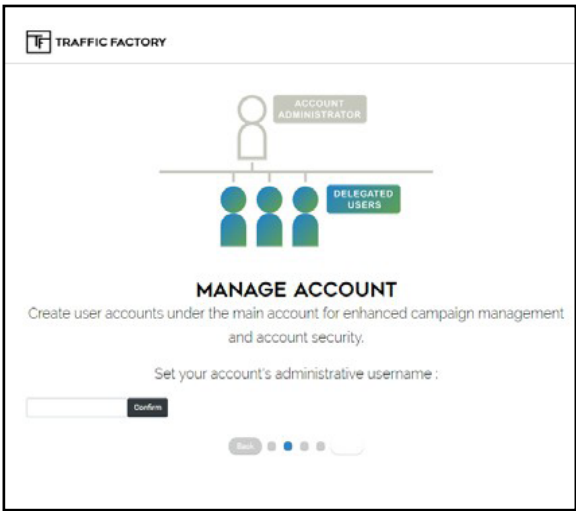
To begin, please install a TOTP compliant software from the list beneath to your **SMARTPHONE**.

- Google Authenticator (Android / iOS)
- Authy (Android)
- TOTP Authenticator (Android)
- andOTP (Android)
- Microsoft Authenticator (Android / iOS)
- OTPAuth (iOS)
- OTP Auth (iOS)
- FreeOTP (iOS)
- Duo (iOS)
- Authenticator (iOS)
- 2FAS Auth (iOS)

Once the software has been installed, scan the QR CODE shown. The software will automatically create a link with Traffic Factory. A code will be generated in the future which you will have to fill into the field upon each login.

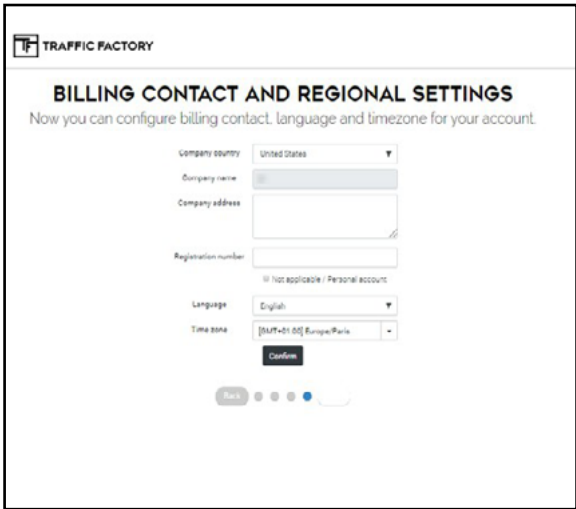
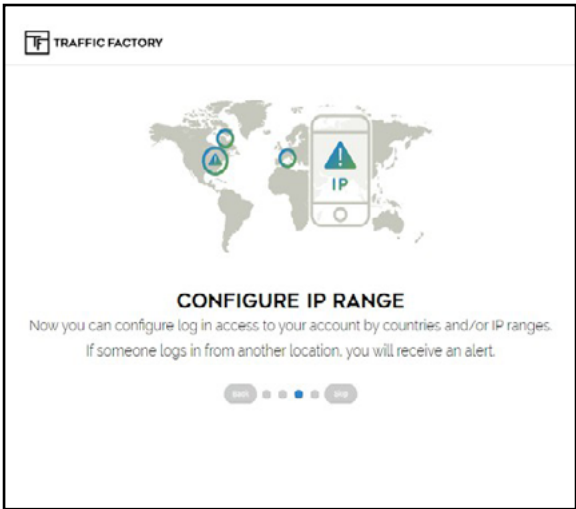
**Tip: Please note that you will be able to change your 2 Step verification method within your account at anytime.**

You will now be prompted to choose a USERNAME for the account.



You will then be asked to “**CONFIGURE IP RANGE**”.  
This is to allow you to choose a set range of IPs that can only access your account.

We would recommend that you do **not** setup this feature if you will be logging into your account **whilst travelling**.



Finally, you will be asked to complete your **CONTACT & BILLING INFORMATION**. Enter all the information as required.

*\* If you are based from outside EUROPE, check “NOT APPLICABLE / PERSONAL ACCOUNT” when asked for a VAT number.*

*\*If you do not have a registration number, check “NOT APPLICABLE / PERSONAL ACCOUNT”.*

*\*It is your responsibility to make sure that your COMPANY NAME / PERSONAL NAME registered within your account matches that of your payment information. PAYMENTS WILL OTHERWISE BE REJECTED.*

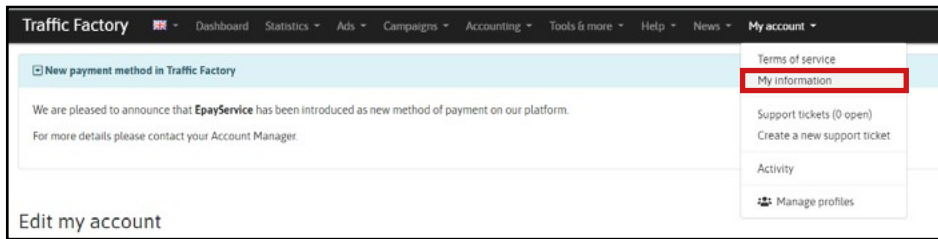
*\*Please note that from 04/01/2018, all invoices sent to European customers without a valid VAT number will be issued with the standard VAT rate applicable to the customer's country.*

**CONGRATULATIONS - You now have access to Traffic Factory's powerful platform.**

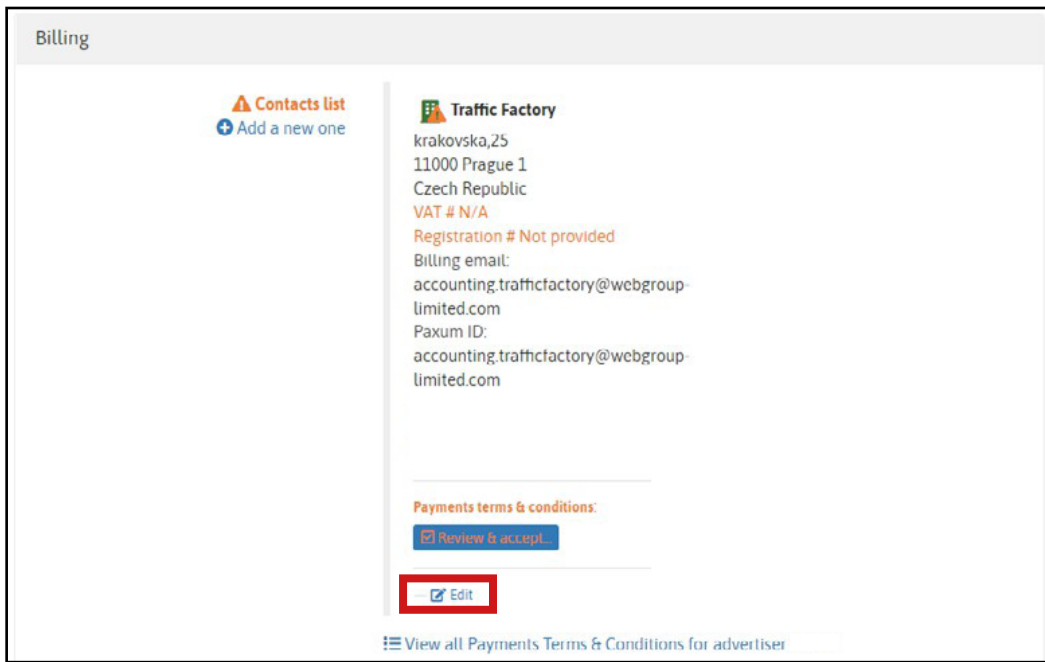
## PART 1.2 - COMPLETING YOUR COMPANY & BILLING INFORMATION

To be able to add funds to your new Traffic Factory account, you will have to make sure that **ALL** your **COMPANY & BILLING INFORMATION** is complete.

At the top of the account dashboard, click on **MY ACCOUNT - MY INFORMATION**



In the next window, you will see several sections.  
Go to **BILLING** on the right of the screen and verify that the information stated is correct.  
If you need to change any information, click on **EDIT** at the bottom of the **BILLING SECTION**.



Make the necessary changes and then click **Submit**

Edit billing contact 'EXAMPLE'

Company name

YOUR COMPANY NAME

Company address

YOUR COMPANY ADDRESS

Company country

United States

Registration number

YOUR REGISTRATION NUMBER

☐ Not applicable / Personal account

Billing email

YOUR BILLING EMAIL

We will use the account email address if this one is not provided.

Paxum ID

YOUR PAXUM ID

Wire ID

YOUR WIRE ID

Submit

Cancel

Once your **COMPANY & BILLING INFORMATION** has been completed, you will be asked to review and accept our **PAYMENT TERMS & CONDITIONS**.

Billing

Contacts list

Add a new one

Traffic Factory

krakovska,25

11000 Prague 1

Czech Republic

VAT # N/A

Registration # Not provided

Billing email:

accounting.traffactory@webgroup-limited.com

Paxum ID:

accounting.traffactory@webgroup-limited.com

Payments terms & conditions:

Review & accept...

Edit

View all Payments Terms & Conditions for advertiser Mr Mr

Click on **REVIEW & ACCEPT**, take the time to read our Terms and Conditions.

Payments terms & conditions

Revisions for advertiser « mr mr »

Create new custom revision for company « Traffic Factory »

This draft has not been saved yet.

T&C information

Applies to billing contact

Traffic Factory

krakovska,25

11000 Prague 1

Czech Republic

VAT # N/A

Registration # Not provided

Billing email:

accounting.traffactory@webgroup-limited.com

Paxum ID:

accounting.traffactory@webgroup-limited.com

Master Payment Terms & conditions

TRAFFIC F, s.r.o Payment terms and conditions

Version dated Mar 11, 2020

RECITAL:

WHEREAS COMPANY has a extensive experience and expertise in advertising and have developed an online marketing program utilizing its traffic service ("Program");

WHEREAS CLIENT desires to participate in the Program;

WHEREAS the PARTIES have agreed to enter into a contractual relationship whereby CLIENT will benefit from COMPANY's expertise in exchange for PAYMENT in accordance with the terms and conditions of this AGREEMENT;

NOW, THEREFORE, the PARTIES agree as follows.

To accept, click on the **ACCEPT TERMS & CONDITIONS OF PAYMENT** at the bottom of the page.

A PDF copy can be downloaded but you will also find your contract at anytime within the **BILLING** section of your profile.

Billing

Contacts list

Add a new one

Traffic Factory

krakovska,25

11000 Prague 1

Czech Republic

VAT # N/A

Registration # Not provided

Billing email:

accounting.traffactory@webgroup-limited.com

Paxum ID:

accounting.traffactory@webgroup-limited.com

Payments terms & conditions:

Effective date Mar 11, 2020

Edit

View all Payments Terms & Conditions for advertiser Mr Mr



## PART 1.3 - HOW TO FUND YOUR ACCOUNT

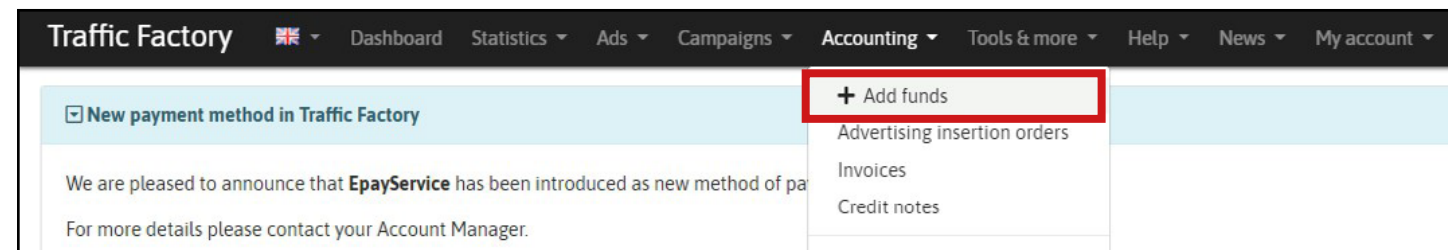
There are 5 methods of adding funds to your account. These are:

- WIRE TRANSFER
- PAXUM
- TRANSFERWISE
- VENDO (Credit Card)
- EPAYSERVICE

All new accounts will only be granted **WIRE TRANSFER**, [EPAYSERVICES](#), TRANSFERWISE and [PAXUM](#) to begin. \*If you wish to use [VENDO](#), please contact your [Account Manager](#).

Adding funds is simple!

Go to **ACCOUNTING** at the top of the dashboard and then click **ADD FUNDS**.



The next window that opens will allow you to fill in your payment parameters.

Please select:

- **PAYMENT PREFERENCE TYPE**  
(Paxum or Wire or ePayService or Transferwise)
- **CURRENCY**
- **AMOUNT**

In the **USER** section, select the account that is sending the payment.

If you have a **PROOF OF PAYMENT**, this can be uploaded in the **PAYMENT PROOF** section.

Once finished, click on **SAVE**.

The next step will ask you to verify and confirm your payment details. This will create an **INSERTION ORDER** for your payment records.

Once verified, click **CREATE AN INSERTION ORDER**.

The next window confirms the creation of the **INSERTION ORDER**.

A unique **INSERTION ORDER NUMBER** has been created.

**Tip:** Make sure to reference/ indicate this unique number within the notes of your payment method when sending funds to Traffic Factory.

Open the PDF of the **INSERTION ORDER** shown to the right.

On the last page will be the relevant banking information to transfer your payment to us.

**Any problems? Contact your [ACCOUNT MANAGER](#).**



# PART 2

## MY FIRST ADVERTISING CAMPAIGN

This second part of our guide will introduce you to creating and getting your campaign underway.

We shall cover :

- THE DIFFERENT AD SPOTS FOR A CAMPAIGN
- CREATING A CAMPAIGN
- THE DIFFERENT TARGETS AVAILABLE
- SETTING UP YOUR TARGETS
- BID PLACEMENT
- UPLOADING YOUR BANNER/ CREATIVE
- LINKING YOUR BANNER CREATIVE TO YOUR CAMPAIGN

The **AD SPOTS** available at Traffic Factory are shown below.

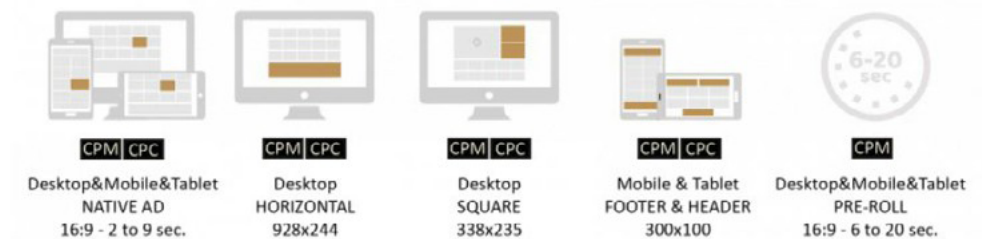
**Tip:** Please note that not all **AD SPOTS** are available on **ALL DEVICES**.

Make sure to adapt your campaign to the **AD SPOT** being used.

### AD PLACEMENTS

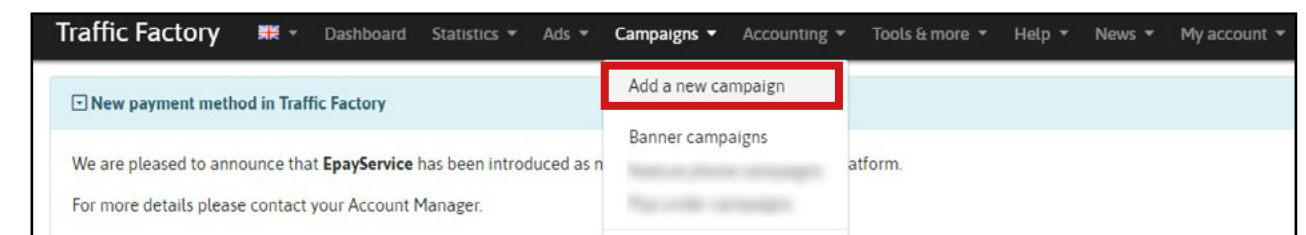
Our ad placements and ad rules are made to provide an optimal user experience. All comply and are up to date with the industry's new advertising rules.

- 5 ad placements available
- 88% Mobile & Tablet traffic
- 12% Desktop traffic



### CREATING A CAMPAIGN

Click **CAMPAIGNS** at the top of the dashboard and then select **ADD A NEW CAMPAIGN**.



## PART 2.2 - HOW TO SET YOUR CAMPAIGN TARGET(S)

The **ADD A NEW CAMPAIGN** page will open.

To begin, choose the **CAMPAIGN TYPE**

- **HORIZONTAL**
- **MOBILE - RECTANGLE**
- **NATIVE**
- **SQUARE**
- **PRE-ROLL**
- **Name your CAMPAIGN**
- **Select the BIDDING TYPE for the campaign (CPC or CPM)**
- **Add the URL that will be used for the campaign (The webpage that the users are directed to)**
- **(OPTIONAL) Enter your DAILY MAX spend for the campaign**
- **(OPTIONAL) Enter your TOTAL MAX spend for the campaign**
- **(OPTIONAL) FIX START & STOP DAYS - Allows you to select the days for which you wish the campaign to run.**
- **(OPTIONAL) FIX START & STOP TIME - Allows you to select the hours of the day for which you wish the campaign to run.**
- **CAMPAIGN FLAG - Pre-select the main category to be targeted.**
- **IS RON (RUN OF NETWORK) CAMPAIGN - DISABLED, ENABLED or ENABLED BUT CAMPAIGN STILL USES BID SYSTEM - Will your campaign been run across the entirety of the Traffic Factory network?**
- **(CPM ONLY) IMPRESSION OPTIONS - Select the frequency cap that a banner can be shown to a unique user. 8hrs will be selected by default.**
- **(CPM ONLY) REIMPRESSION OPTIONS - Select the number of reimpressions of your CPM CAMPAIGN. A discounted rate for the reimpressions can be manually selected.**

Add a new campaign

"Mobile - Header" and "Mobile - Footer" have been merged into "Mobile - rectangle"

**Campaign information**

Campaign type: Horizontal [928x244px] ▼

Name:

Bidding type: CPC ▼

Url:  ?

Daily max: 0 ?  
(0 for unlimited)

Max budget: 0 ?  
(0 for unlimited)

Start/stop day: ☐ Fix start and stop day

Start/stop time: ☐ Fix start and stop time

Once the initial parameters have been selected, click **SAVE** at the bottom of the page.  
**A CONFIRMATION SCREEN** will confirm your **CAMPAIGN** setup.

### TARGETS

At the top of the screen in **RED**, you will be asked to select at least one active target to your campaign.  
Go midway down the page where you will see the **TARGET** section.

Select **ADD A TARGET**.

**Targets**

⚠ You need to have at least one active target to receive traffic.

➕ Add a target

Create a **TARGET NAME**.

Select the **COUNTRIES/ CONTINENTS** that you wish to target.

**Geo targets** ✓ Finished Filter: No filter

⚠ You can't target any countries.

🚩 Countries / regions selector ➕ Add a new geo-fence map

Filter display ✓ ■ Check all □ Uncheck all

<input type="checkbox"/> Africa <span>⊞</span>	<input type="checkbox"/> Antarctica <span>⊞</span>
<input type="checkbox"/> Asia <span>⊞</span>	<input type="checkbox"/> Europe <span>⊞</span>
<input type="checkbox"/> North America <span>⊞</span>	<input type="checkbox"/> Oceania <span>⊞</span>
<input type="checkbox"/> South America <span>⊞</span>	<input type="checkbox"/> Other <span>⊞</span>



**Tip:**  
If you click on the + a list of countries will open in order for you to select.

**ADD A NEW GEO-FENCE MAP - This is ONLY AVAILABLE TO LOCAL OFFERS.**

Contact your [ACCOUNT MANAGER](#) for further information.

Countries / regions selector

Add a new geo-fence map

Filter display

Check all

Uncheck all

Africa

Algeria

Benin

Burkina Faso

Cameroon

Central African Republic

Comoros

Congo, the Democratic Republic o

Djibouti

Equatorial Guinea

Ethiopia

Gambia

Guinea

Kenya

Liberia

Madagascar

Mali

Mauritius

Angola

Botswana

Burundi

Cape Verde

Chad

Congo

Côte d'Ivoire

Egypt

Eritrea

Gabon

Ghana

Guinea-Bissau

Lesotho

Libyan Arab Jamahiriya

Malawi

Mauritania

Mayotte

Antarctica

Europe

Oceania

Other

Next, select the **DEVICE(S)** that are to be targeted.

Then, select your **CATEGORY TARGET(S)**.

Categories

Finished

Filter: straight

Filter display

Check all

Uncheck all

straight

Gay

Shemale

All straight pages

Anal

Ass

BBW

Bi Sexual

Big Cock

Black Woman

Blowjob

Bukkake

Creampie

Exotic

Familial relations

Fisting

Gapes

Heels

Interracial

Latina

Massage

Milf

Orgy

Pornstar

Sex Dolls

Sexy

Amateur

Asian Woman

Ass to Mouths

BDSM

Big Ass

Big Tits

Blonde

Brunette

Celebrity

Cumshot

Facial

Feet

GangBang

Hardcore

Indian

Japanese

Lesbian

Mature

Oiled

Pissing

Redhead

Sex Toys

Shaved Pussy

**BID PLACEMENT**

Now select your **BID**

Bid (CPM)

Bid (CPM) [\$]

0.15

0.15

Use either the slider, the arrows or manually enter your bid amount.

**ALL READY?**

**SAVE** your campaign.

**IMPORTANT :**

Pre-roll has no system to slow down the traffic speed once your maximum budget approaches. Please keep in mind that your campaign may spend more than your budget allocation and we do not recommend that you run with a very small budget setting if your target country has a large amount of traffic or if you have selected multiple countries. We strongly suggest that you should get in touch with your Account Manager before activating your pre-roll campaign to make sure that your campaign setting is appropriate or not.



## PART 2.3 - HOW TO UPLOAD YOUR CAMPAIGN CREATIVE/ BANNER

### BANNERS / CREATIVES

The final part to creating your first campaign will be to set the banner(s) / creative(s) that will be used.

Here is a recap of the different **AD SPOTS** and **BANNER DIMENSIONS** used at Traffic Factory.

### AD PLACEMENTS

Our ad placements and ad rules are made to provide an optimal user experience. All comply and are up to date with the industry's new advertising rules.

- 5 ad placements available
- 88% Mobile & Tablet traffic
- 12% Desktop traffic



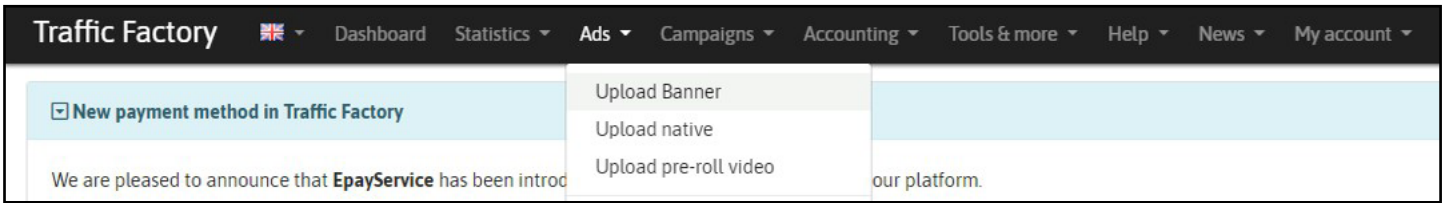
Before uploading your file(s), make sure that you are aware of our rules:

[BANNER ADS GUIDE](#)  
[BANNER GUIDE](#)

To add a banner to your campaign you will first need to **UPLOAD THE BANNER** to the network and then **LINK THE BANNER** to the campaign.

### UPLOAD A BANNER / CREATIVE

Go to **ADS** at the top of the dashboard.



PLEASE NOTE : BANNERS do not become ACTIVE until they are:

1. LINKED TO A CAMPAIGN
2. ACCEPTED BY OUR REVIEW TEAM

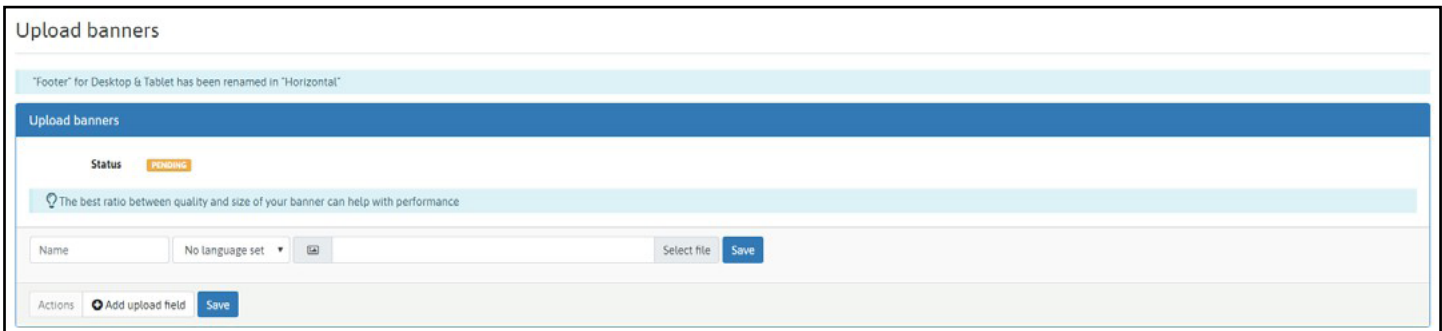
### UPLOAD BANNER - STEP 1

Add a **NAME** to you banner.

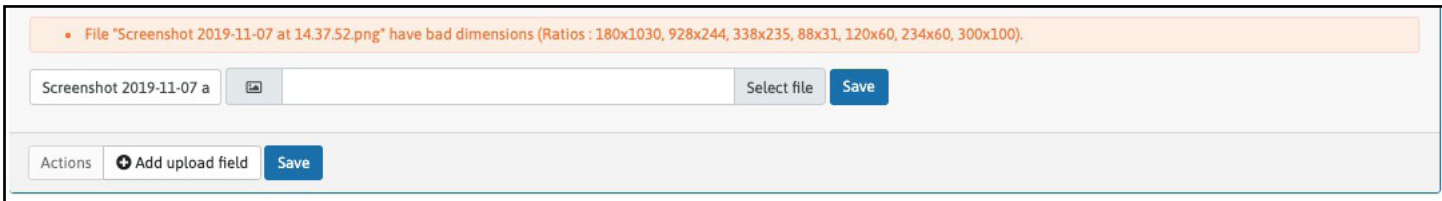
Click on **SELECT FILE** and then choose your file from your device.

Have several banners? Click on **ADD UPLOAD FIELD** and another window will open to name and select other files. You may add as many as you wish.

If you wish for your banner to be identified by its language, make sure to select the appropriate language. This will allow our platform to select the best possible banner to serve in the language of the user's browser.



Once the file(s) selected, **SAVE** them. This uploads them to our server. If there is an error with your banner, a message will be shown.



Any problems? Contact your [ACCOUNT MANAGER](#)

Once you have successfully uploaded the banner you will be shown a message asking you to now **LINK YOUR BANNER FOR REVIEW**.

UPLOAD NATIVE

NATIVE Banners include both a thumbnail and a short video of up to 9 seconds.

PLEASE NOTE : BANNERS do not become ACTIVE until they are:

- 1. LINKED TO A CAMPAIGN
- 2. ACCEPTED BY OUR REVIEW TEAM

UPLOAD NATIVE - STEP 1

Add a **NAME** to you banner, followed by a **TITLE** and the **BRAND** or **CHANNEL NAME**.

You will then need to add both a **THUMBNAIL** file and a **VIDEO** file.

For each of these:

Click on **SELECT FILE** and then choose your file from your device.

Have several banners? Click on **ADD UPLOAD FIELD** and another window will open to name and select other files. You may add as many as you wish.

If you wish for your banner to be identified by its language, make sure to select the appropriate language. This will allow our platform to select the best possible banner to serve in the language of the user's browser.

Upload natives

"Footer" for Desktop & Tablet has been renamed in "Horizontal"

Upload natives

StatusPENDING

The best ratio between quality and size of your banner can help with performance

Name

No language set

Title

channel or brand or product name

Select file

Select file

Save

Actions

Add upload field

Save

Once the file(s) selected, **SAVE** them. This uploads them to our server. If there is an error with your banner, a message will be shown.

File "Screenshot 2019-11-07 at 14.37.52.png" have bad dimensions (Ratios : 180x1030, 928x244, 338x235, 88x31, 120x60, 234x60, 300x100).

Screenshot 2019-11-07 a

Select file

Save

Actions

Add upload field

Save

Any problems? Contact your [ACCOUNT MANAGER](#)

Once you have successfully uploaded the banner you will be shown a message asking you to now **LINK YOUR BANNER FOR REVIEW**.

UPLOAD A PRE ROLL

PRE ROLL Videos are short video promotions played before a user watches a selected video. The user has the option to skip the PRE ROLL video after 5-6 seconds of play so make sure to get as much information within those first few seconds.

PLEASE NOTE :VIDEOS do not become ACTIVE until they are:

- 1. LINKED TO A CAMPAIGN
- 2. ACCEPTED BY OUR REVIEW TEAM

UPLOAD PRE ROLL - STEP 1

Create a NAME for the Video, you can then select the language of the video. Click on **SELECT FILE** and then choose your file from your device.

Have several videos? Click on **ADD UPLOAD FIELD** and another window will open to name and select other files. You may add as many as you wish.

If you wish for your video to be identified by its language, make sure to select the appropriate language. This will allow our platform to select the best possible video to serve in the language of the user's browser.

Upload videos

"Footer" for Desktop & Tablet has been renamed in "Horizontal"

Upload videos

StatusPENDING

The best ratio between quality and size of your banner can help with performance

The domain name of your main URL is displayed throughout the ad and remains clickable even after, in the top right corner of the player.

If your domain name is unattractive you can setup an alternate domain name to display

Choose your alternate domain name wisely, since you won't be able to edit it afterwards. Please note that alternate domain will be subject to approval after submission.

Name

No language set

Alternate domain name (optional)

Select file

Save

Actions

Add upload field

Save

Once the file(s) selected, **SAVE** them. This uploads them to our server. If there is an error with your pre roll, a message will be shown.

Any problems? Contact your [ACCOUNT MANAGER](#)

Once you have successfully uploaded the video you will be shown a message asking you to now **LINK YOUR VIDEO FOR REVIEW**.

LINKING YOUR BANNER CREATIVE TO YOUR CAMPAIGN

**Tip:**  
When you want to link a banner(s) or a video(s) to a campaign, **keep in mind that only banners or videos that fit the required format(s) of the campaign will be displayed.** For example, if you want to link a banner to a Horizontal Campaign, only Horizontal banners will be shown. So if you do not see a banner in the list, this is due to that type of banner not fitting with the particular campaign.

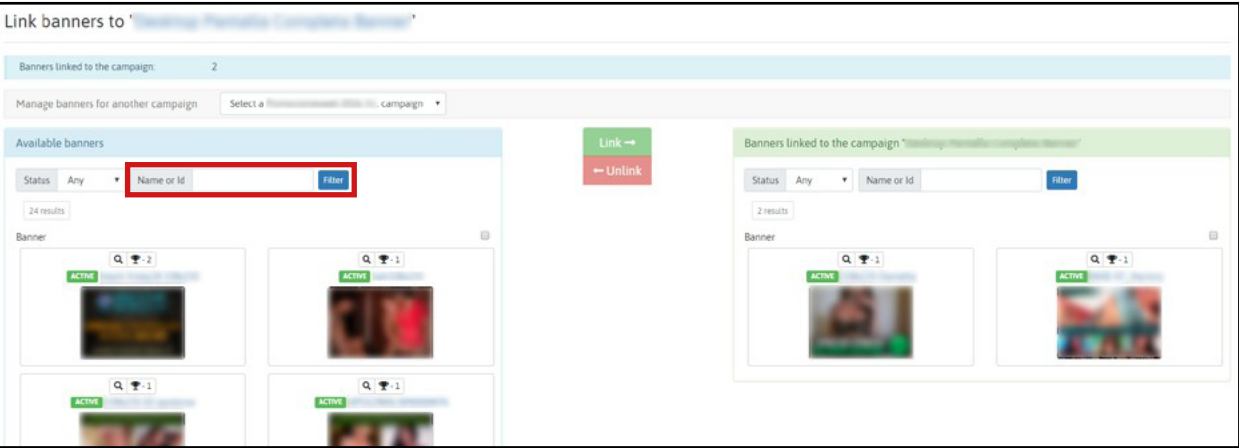
**Step 1:**  
Choose the campaign in your list that requires to have a banner(s) or a video(s) linked. You can also add multiple banners or videos to a campaign that already has a banner(s) / video(s) linked. A campaign can have from 1 to 50 banner(s) or video(s) linked to it.

Banner campaigns												
Filters												
Actions Choose an action Go Add a new campaign												
47 results												
	Status	Type	Name	Daily max	Max budget	Today spend	Total spend	Banners (active/total)	Start/stop day	Start/stop time	Change status	Actions
<input checked="" type="checkbox"/>	ACTIVE	CPM	Pre-roll	\$	unlimited	\$	\$	3 / 3	all the week	all the day	Disable	Link banners Edit Delete Stats Copy
<input checked="" type="checkbox"/>	ACTIVE	CPM	Pre-roll	\$	unlimited	\$	\$	1 / 1	all the week	all the day	Disable	Link banners Edit Delete Stats Copy
<input checked="" type="checkbox"/>	ACTIVE	CPM	Pre-roll	\$	unlimited	\$	\$	3 / 3	all the week	all the day	Disable	Link banners Edit Delete Stats Copy
<input checked="" type="checkbox"/>	ACTIVE	CPM	Pre-roll	unlimited	unlimited	\$	\$	4 / 5	all the week	all the day	Disable	Link banners Edit Delete Stats Copy
<input checked="" type="checkbox"/>	ACTIVE	CPM	Pre-roll	unlimited	unlimited	\$	\$	2 / 2	all the week	all the day	Disable	Link banners Edit Delete Stats Copy
<input checked="" type="checkbox"/>	DISABLED	CPM	Pre-roll	\$	unlimited	\$	\$	3 / 3	all the week	all the day	Activate	Link banners Edit Delete Stats Copy

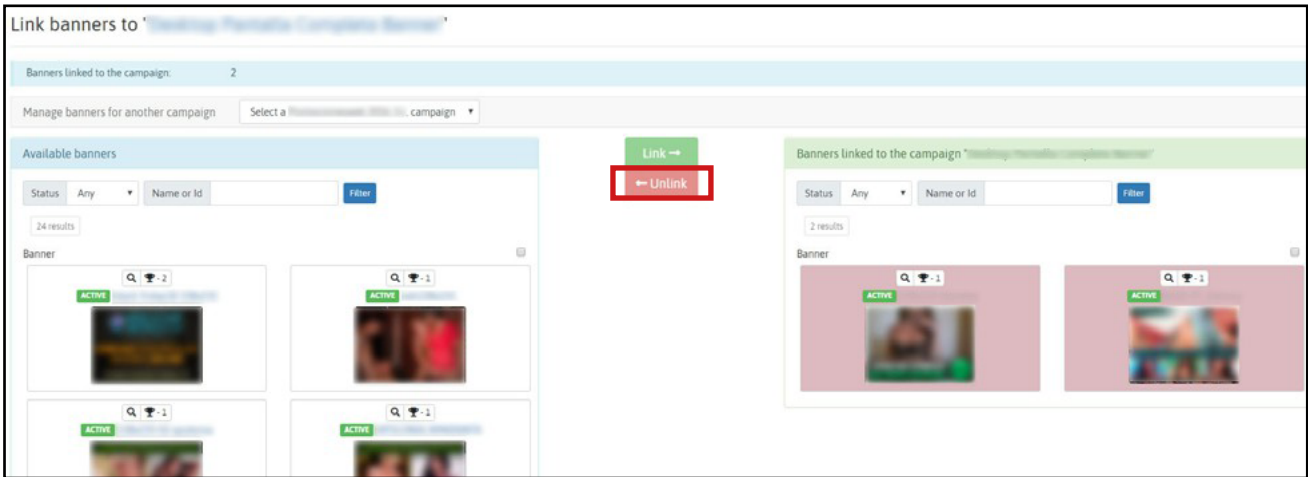
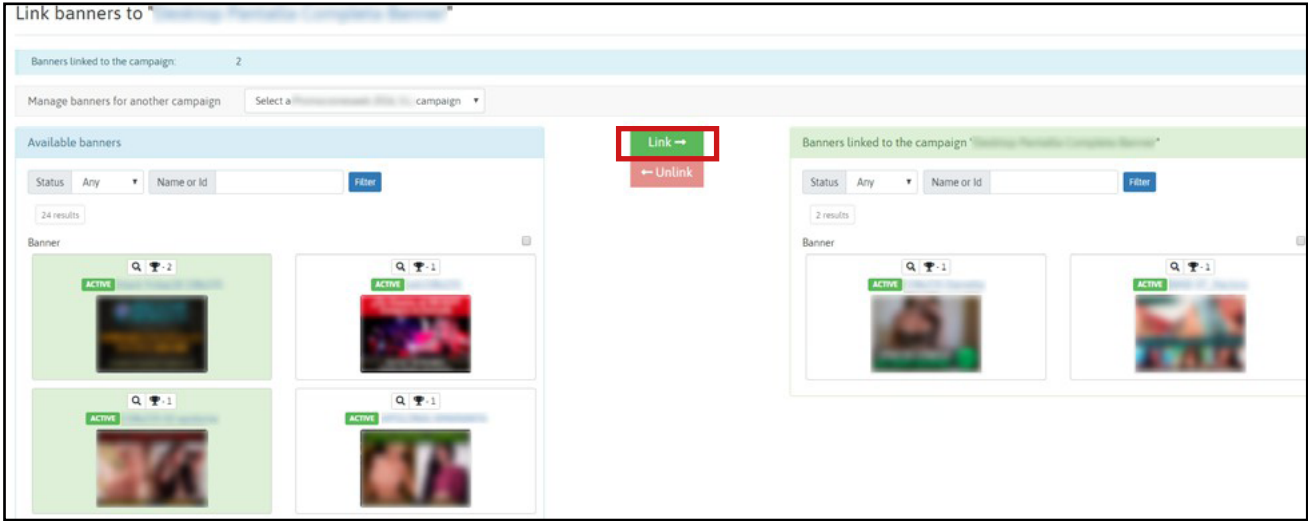
**Step 2:**  
Inside the campaign you have a section called **LINKED BANNERS**(below targets) where you will find **LINK BANNERS** button. Click on it to open your banner or video list.

Targets						
Name	Banner type	Status	Bid (CPM)	Bid efficiency	Filters	Actions
1461579	Mobile rectangle	ACTIVE		Est. daily imp.: N/A Yesterday's imp.: 0 Pos 1: N/A Pos 2: N/A Pos 3: N/A Pos 4: N/A	Geo targets Thailand Devices Any (Mobile & Tablet) Categories Straight	Stats Edit Disable
Add a target						
Linked banners						
no result						
Link banners						

**Step 3:**  
Select your banner(s) or video(s) listed to the left that you wish to use for the campaign, then click on the green button **Link**. You can select any type such as **ACTIVE** banner(s) or video(s) (Already reviewed & approved), but also **RESERVE** (Not yet reviewed). If your banner/video list is too large, you can easily retrieve any specific banner/video by searching with the banner/video name in the **filter banners** field. Once linked, **RESERVE** banner(s) / video(s) will be added to the review queue. Until banner(s) / video(s) are reviewed, they shall remain as **PENDING**.



**Tip:**  
The review process should not exceed 24h during the week, and 72h if submitted just before or during the weekend.  
Once reviewed, your banner(s) / video(s) will be marked with: **ACTIVE** status: your banner has been approved by our Review Team. **REJECTED** status: your banner has been rejected by our Review Team because it is not in accordance with our banners policy.



If your banner/video has been rejected by our Review Team, you can see why on the banner/video page, **Banner Information** section, then **Reject Reason**. If the reason for the rejection still appears unclear, please contact your ACCOUNT MANAGER.

Edit Banner "BASE 4"	
Banner information	
Name	BASE 4
Status	REJECTED
Reject reason	Please remove the "online" logo. Please contact your Account Service Manager if you have any questions about the rejection.
Banner type	Square
Language	No language set
Actions Back to list Delete	



**Step 4:**  
Once approved: your banner(s) / video(s) will immediately start to receive traffic if they are linked to an **ACTIVE** campaign. Banner(s) / video(s) will only receive traffic once your campaign is activated if they were previously linked to an **INACTIVE** campaign.

If your **CPM campaign** has several banners / videos, they will receive traffic based on your display rate.

Targets											
Name	Banner type	Status	Bid (CPM)	Bid efficiency	Filters				Actions		
DESKTOP 1459425	Video	ACTIVE		Est. daily imp: 247 Yesterday's imp: 0	Geo targets	United Kingdom	Devices	Desktop	Categories	Ass to Mouths, Anal, Teen, Ass, and 47 more	Stats Edit Disable Delete
Add a target Add a target from template											

Linked banners											
3 results											
Status	Name	Preview	Size of the banner	Display rate	Banner stats for this campaign			Global banner stats			Actions
					Impressions	Clicks	CTR	Impressions	Clicks	CTR	
ACTIVE	2461173		16.9	~33.3%	4,853	19	0.3915 %	1,005,140	5,494	0.5465 %	3 October 31, 2019 2:03 PM List Banner stats for this campaign Show Unlink Actions
ACTIVE	2480941		16.9	~33.3%	4,739	22	0.4642 %	43,986,125	382,109	0.8687 %	7 November 15, 2019 12:21 PM List Banner stats for this campaign Show Unlink Actions
ACTIVE	2631867		16.9	~33.3%	4,812	18	0.3740 %	2,251,367	22,139	0.9833 %	5 March 5, 2020 9:39 AM List Banner stats for this campaign Show Unlink Actions
3 results											

# PART 3

## CAMPAIGN PARAMETERS

In this third section we will show you how to change multiple campaign parameters to existing campaigns whilst also accessing your various statistics.



- BID
- TARGET(S)
- BANNER(S)
- BUDGET(S)
- DAYPARTING
- FREQUENCY (CPM ONLY)
- REIMPRESSION (CPM ONLY)
- CONVERT A CPC CAMPAIGN TO A CPM CAMPAIGN
- DISABLE/ PAUSE A CAMPAIGN

### Step 1: SELECT THE CAMPAIGN FROM YOUR BANNER CAMPAIGNS LIST

Click **EDIT** to the right of the campaign.















## Step 2: CAMPAIGN INFORMATION



- CAMPAIGN NAME
- URL
- DAILY MAX BUDGET
- CAMPAIGN MAX BUDGET
- DAYPARTING
- START/STOP HOURS
- FREQUENCY (CPM ONLY)
- REIMPRESSION (CPM ONLY)

Click **EDIT** to the right of the **TARGET** chosen to change parameters such as:

- You may also **ADD A TARGET** or **ADD A TARGET FROM TEMPLATE**.

Once all changes have been made, remember to **SAVE!**

Targets						
Name	Banner type	Status	Bid (CPC)	Bid efficiency	Filters	Actions
 JP w 1345323	Native	ACTIVE	 \$0.0100	Yesterday's imp.: 0 Pos 1: N/A Pos 2: N/A Pos 3: N/A Pos 4: N/A	<b>Geo targets</b> Japan <b>Devices</b> Desktop <b>Categories</b> Straight	 Stats  Edit  Disable  Delete 
 JP M 1345325	Native	ACTIVE	 \$0.0100	Yesterday's imp.: 0 Pos 1: N/A Pos 2: N/A Pos 3: N/A Pos 4: N/A	<b>Geo targets</b> Japan <b>Devices</b> Mobile & Tablet <b>Categories</b> Straight	 Stats  Edit  Disable  Delete 

 Add a target  Add a target from template



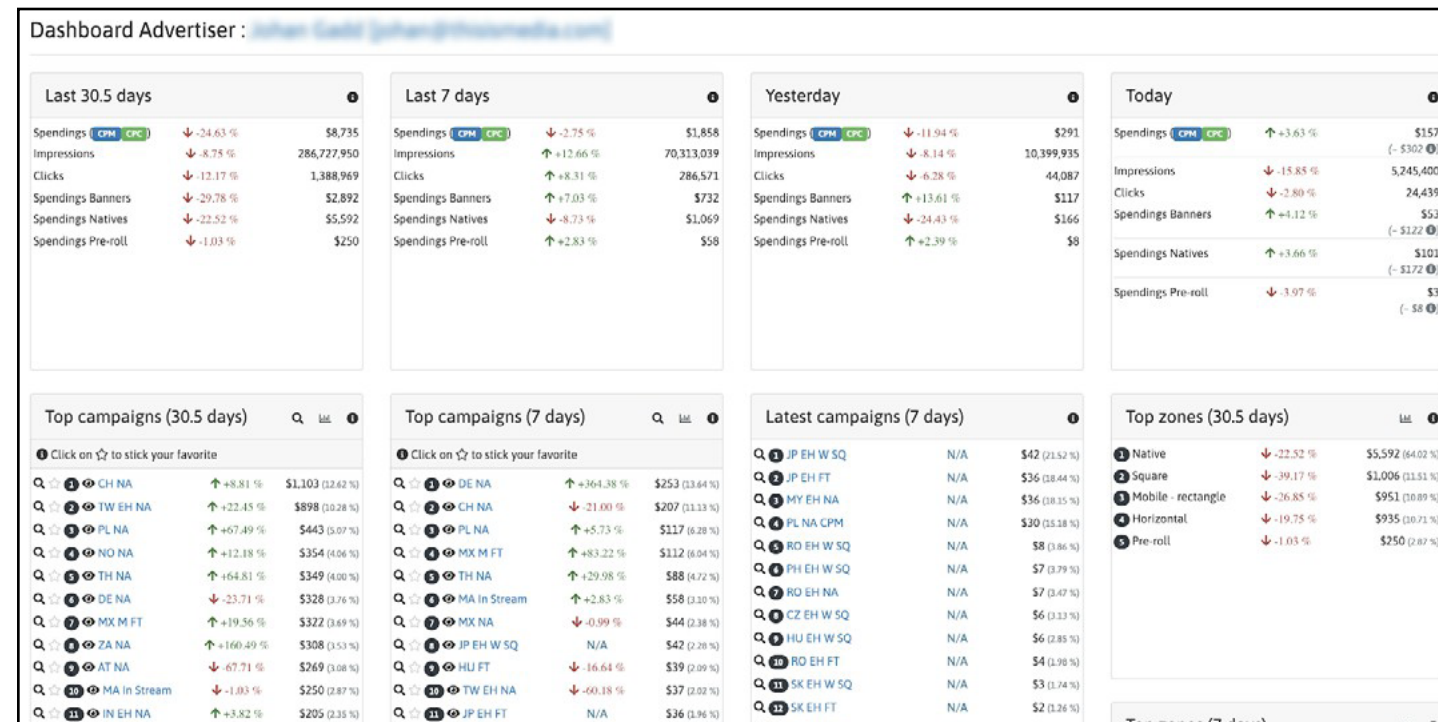
## PART 3.2 - HOW TO ACCESS YOUR STATISTICS

Your **STATISTICS** are shown in **TWO** different areas of the platform.

### 1 - ADVERTISER DASHBOARD

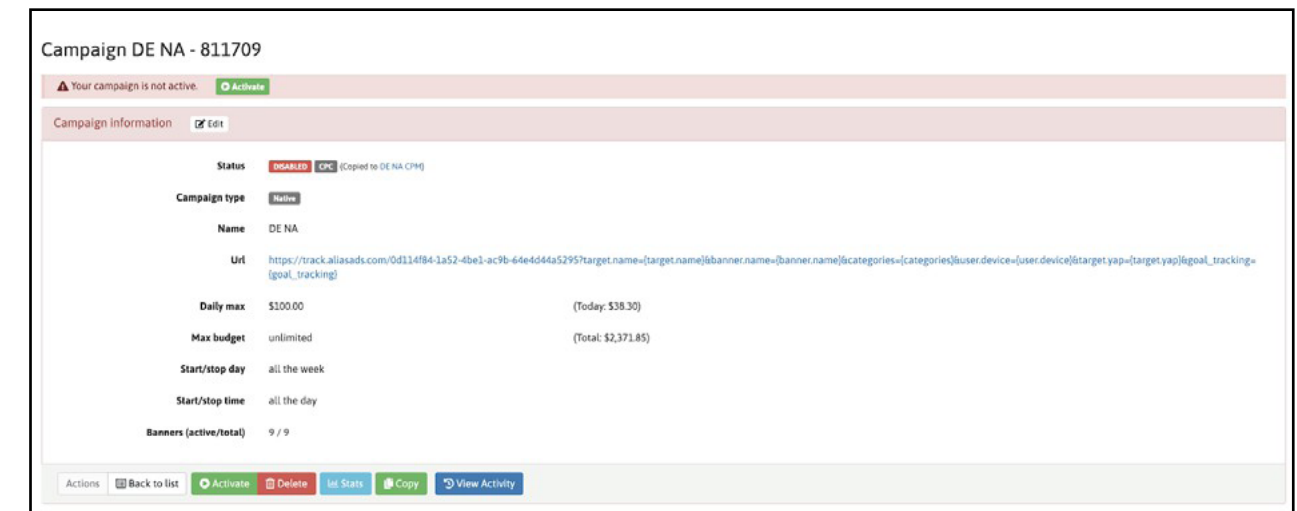
Upon login, the **ADVERTISER DASHBOARD** gives the advertiser a range of different statistics. These include:

- **IMPRESSIONS (4 DIFFERENT TIME PERIODS)**
- **CLICKS (4 DIFFERENT TIME PERIODS)**
- **SPENDINGS - BANNERS, NATIVES + PRE-ROLL (4 DIFFERENT TIME PERIODS)**
- **TOP CAMPAIGNS (2 DIFFERENT TIME PERIODS)**
- **TOP AD ZONES (2 DIFFERENT TIME PERIODS)**
- **TOP COUNTRIES (2 DIFFERENT TIME PERIODS)**
- **TOP DEVICES (4 DIFFERENT TIME PERIODS)**



### 2 - CAMPAIGN STATISTICS

Select & Open a **CAMPAIGN**. Click the blue **STATS** button.



Statistics for the campaign are shown where the advertiser can select different days and periods of time.



# PART 4

## USEFUL INFORMATION

### 4.1 - ADVERTISING SPOT TYPES

#### AD PLACEMENTS

Our ad placements and ad rules are made to provide an optimal user experience. All comply and are up to date with the industry's new advertising rules.

- 5 ad placements available
- 88% Mobile & Tablet traffic
- 12% Desktop traffic



CPM | CPC  
Desktop & Mobile & Tablet  
NATIVE AD  
16:9 - 2 to 9 sec.



CPM | CPC  
Desktop  
HORIZONTAL  
928x244



CPM | CPC  
Desktop  
SQUARE  
338x235



CPM | CPC  
Mobile & Tablet  
FOOTER & HEADER  
300x100



CPM  
Desktop & Mobile & Tablet  
PRE-ROLL  
16:9 - 6 to 20 sec.

### 4.2 - CREATIVE/ BANNER RULES

For further information [CLICK HERE](#)

### 4.3 - OUR TERMS OF SERVICE

Our Terms of Service can be found [HERE](#)

### 4.4 - CONTACT INFORMATION

If there is anything that you are unsure of or if you require further information, please feel free to contact your Account Manager or another member of the Traffic Factory Team.

Contact information can be found [HERE](#)

# PART 5

## GLOSSARY

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### Our Glossary of Frequently Used Terms

- **Ad Network:** A company that connects websites with advertising to sell, then aggregates that inventory for advertisers to buy, usually via programmatic exchanges.
- **Banner:** An online advertising format where the ad (or banner) is made up of an image, audio, video, etc. These are positioned in advertising spots on a webpage.
- **Bid:** This is the value that an advertiser is willing to pay in an auction.
- **Campaign:** A marketing effort used by a company in order to drive a specific intention. A planned set of creatives and parameters used to advertise your product or service.
- **Carrier:** A carrier is an internet or mobile service provider.
- **Contextual Advertising:** Advertising related to the specific content of a website.
- **Conversion:** This is when a user completes an action that is predetermined (e.g a click, subscription, download, lead, sale, etc.)
- **Conversion Rate:** The percentage of users that performed a specific action (Conversion) in relation to the total number of visitors that landed on a website. The formula is:  $N^{\circ} \text{ of Conversions} / N^{\circ} \text{ of Visits} \times 100 = \text{Conversion Rate}$ .
- **CPA:** CPA can stand for "Cost Per Action" or "cost per acquisition". It refers to something more substantial than an impression or click, such as a sale. I.e: You pay when a set action has taken place.
- **CPC:** "Cost Per Click", is the amount you pay for each click of one of your ads on the platform. Your cost per click is determined by several factors, including your maximum bid, your Quality Score, and the ad rank of other advertisers bidding for the same keyword. Your CPC is an important metric because those clicks, and costs, add up fast. If your CTR is too high, you won't be able to achieve a return on your advertising investment (ROI).
- **CPM:** Cost per thousand impressions or technically "Cost Per Mille", is a common calculation in online advertising. You pay a set price for a thousand impressions of your ad/ banner.
- **CTR:** Click-through rate (CTR) is the number of clicks per impression of an ad. The formula used to calculate CTR is  $N^{\circ} \text{ of Clicks} / N^{\circ} \text{ of Impressions} \times 100 = \text{CTR} \%$
- **Dashboard:** The dashboard is the landing page when logging into a TrafficFactory account. It is from here that you are able to control your account.
- **Dayparting:** A feature that allows advertisers to determine the start and end time of their advertising campaigns increasing the likelihood of generating quality traffic during the optimal hours they want.
- **Direct Marketing:** When an advertiser has full control of their campaign and sets up all aspects without assistance.
- **Display Rate:** An option used to determine the rate of distribution between several banners / ads.
- **eCPM:** Effective Cost Per Mille (Thousand). eCPM is the calculation used to measure an ad's monetization performance. The eCPM value is used to calculate page view position for CPC bidding models. The formula for eCPM is:  $(\text{Ad Spend} \times 1000) / \text{Ad impressions} = \text{eCPM}$
- **Feature Phone:** A feature phone is a type of mobile phone that has more features than a standard cellphone, that is internet capable but is not the equivalent of a smartphone.
- **Frequency Cap:** 'Frequency capping' is the process of limiting the number of times a user is exposed to a single ad or campaign.
- **Geo-fence:** This is a geo-target option limited to a small, specific location. The targeting radius of the Geofence can be up to 50 km. [This option is only reserved to advertisers promoting local offers]
- **Impression:** sometimes called a view or an ad view, is a term that refers to the point in which an ad is viewed once by a visitor or displayed once on a web page.
- **Indirect Marketing:** Involves a Media Buyer or Media Buying company. The advertiser will allow full reign of their campaign to be organised and managed by the Media Buyer in exchange of a commission for the work undertaken.
- **Insertion order:** An electronically signed document representing a commitment from an advertiser for a financial credit to their account.
- **IP Filter:** An extra measure of security allowing restricted access from pre-selected IP addresses.
- **Landing Page:** a web page which serves as the entry point for a website or a particular section of a website. The webpage that a user is directed to after clicking on a creative.
- **Native:** Online banner that resembles the publication's editorial content but is paid by advertisers.

