

Post-Click Optimization with Pre-Click Information

The Technology

Turning Clicks into Customers through Advanced Technology

Traffiliate, DMG's proprietary platform, delivers a comprehensive solution encompassing the entire value chain – and enables, for the first time, the integrated management of the post-click optimization process. A patent pending technology that utilizes crucial information collected from every click, Traffiliate gathers, measures, analyzes, and evaluates critical data from all stages of the value chain --- pre-click, post-click, and post-conversion. Predicting the best-performing combination of user, landing page, and conversion funnel, Traffiliate continuously maximizes ROI by improving post-click action.

Machine Learning Technology

The continuously learning platform uses information from every part of the optimization process, creating automated optimization rules in order to automatically generate the best decisions regarding post-click optimization. Processing vast amounts of data, the robust and scalable system can add new traffic sources as required - easily handling large scale, high volume campaigns.

Traffiliate's Advantages

Profitability

Traffiliate increases conversion rates by 30%-200% --- creating considerable additional earnings for every campaign.

Early Testing

The efficiency and effectiveness of the conversion optimization process is established at the start of each campaign, enabling early changes and on-the-fly tweaks that maximize ROI.

Designed for Result-Oriented Advertisers

Traffiliate delivers bottom-line success for both web and mobile advertisers that focus on performance.

Proven Success

Traffiliate has been extensively tested - and successfully runs over 500,000 landing pages/day.

Traffiliate's Technical Capabilities

A Powerful Landing Page and Conversion Funnel Optimization Platform

Traffiliate's robust, scalable, continuously learning optimization engine & management tool:

- Combines pre-click, post-click, and conversion data
- Creates rules that predict the best-performing landing page for each visitor
- Automatically serves the best matches
- Processes vast amounts of data
- Easily adds new traffic sources to the system
- Ready to use, requires almost no integration
- Goes beyond traditional tools such as A/B and Multivariate Testing
- Easy to use, intuitive, and user friendly management

Total Control of the Value Chain- from Impression to Conversion



Features Include:

- convenient dashboard
- customized reporting
- advanced conversion tracking
- effective recommendations for campaign improvement
- pixel management system

Solutions:



Web

Turn Maybe into YES, Turn Clicks into ACTION. Complete Optimization Solutions for Result-Based Advertising.



Mobile

Reap the Benefits of Today's Newest Channel of Profitability. Complete Optimization Solutions for Result-Based Mobile Advertising.



Landing Page Factory

Improve your ROI through Smart Designs & Multiple Options - Created by Experts. The Key to Successful Conversion.

Proven Expertise – Strong Backing

Traffiliate was developed by DSNR Media Group (DMG) - a recognized provider of result-based web and mobile advertising campaigns. DMG is dedicated to improving value and maximizing ROI for its clients. To this end, it is committed to the ongoing mastery of the latest online platforms - and to the provision of enhanced aggregation and optimization solutions.

A specialized ad network boosts global exposure for advertisers across top-tier publishers, and enables measurability and accountability in online campaigns.