

Result-Based Online and Mobile Advertising



Online
Advertising



Mobile
Advertising



Post-Click
Optimization

conversion@first impression

The Critical Chain to Measurable Performance

Partnering for result-based online & mobile advertising

Operating in the global arena, DMG's experienced team partners with its advertisers and its premium publishers, to deliver measurable profitability.

DMG's proprietary post-click optimization technology, TRAFFILIATE, and integrative optimization approach encapsulate every link in the value chain.

Serving direct response advertisers, performance agencies and brands, as well as diverse media sources and verticals, the four Cs of DMG's Critical Chain of value-driven results define a vision that is proving to consistently yield higher ROI and optimized monetization.

Global ad network serves over 25 billion impressions monthly

DMG's online ad network is already reaching over 200 million unique users, serving over 25 billion impressions per month, and has made the company one of the top in its field in the EU.

With proven expertise in targeting international audiences, DMG empowers advertisers and publishers to exploit global interactive media.

DMG provides the creativity, knowledge, networks and technology to successfully monetize vast localized global opportunities with minimum risks.

DMG represents over 350 advertisers in a broad range of markets and countries.

Unique monetization vehicles for Publishers

A high volume aggregator, DMG offers unique specialized add-on ad formats and integration with third party platforms for additional monetization of its publishers' existing media properties. Publishers are supported by dedicated account management teams geared towards increasing revenues and volumes.

DMG brings accountability to MOBILE advertising

A trailblazer in online results, DMG now brings its ROI-driven and full control of the advertising process to mobile.

DMG's volume mobile ad network and TRAFFILIATE exploit the potential of always-on personal devices, offering global reach to ambitious advertisers and publishers.

TRAFFILIATE technology creates a new profitable performance driver.

In addition to serving as the only platform of its kind for landing page optimization, TRAFFILIATE is an aggregation platform for conversion tracking in mobile campaigns.

Advertisers have a single interface with unified reporting on their entire campaign's performance on different platforms.

Total control of the value chain



Bottom-up proprietary technology translates into bottom line results

DMG's Traffiliate post-click optimization platform is an unprecedented tool, ideal for large-scale campaigns.

A proprietary platform, TRAFFILIATE transforms the basic paradigm of landing page optimization. It serves the best-performing landing page to each user profile, by drawing on its pre-click information, including geographic, creative, web-site and other metrics.

Landing visitors on the most conversionable landing page dramatically increases campaign success and ROI.

A patent-pending machine-learning technology generates automated optimization rules, TRAFFILIATE empowers the process by continuously learning and refining throughout both online and mobile campaigns.

The astounding results: TRAFFILIATE increases conversion by as much as **200%**

Partnership enforces and reinforces the value chain

Partnership with advertisers and publishers is based on a joint drive to achieve back-end goals. This is expressed in the close cooperation between dedicated DMG teams and each client.

3 Million

Landing Pages Served Daily

25 Billion

Impressions Monthly

200 Million

Unique Users Monthly

5000

Publishers

350

Advertisers Worldwide

Monetizing vast localized global opportunities

Dramatically increasing success and ROI

Powerful machine-learning optimization technology

Working together to make
interactive advertising work for you.

Every impression. Every conversion. Every campaign.

Result-based
Multi-platform
Interactive
Advertising

1 Plan and Create

- Define desired results
- Target your audiences
- Choose the right driver to scale and ROI

2 Deliver and Call for action

- Define actionable implications
- Induce visitors to click their way to the next stage
- Optimize the match between the visitors' interests and the call for action

3 Optimize and Capture

- Gain total control from impression to conversion
- Holistically measure every and all results
- Pinpoint scalability possibilities for different platforms, networks and audience

4 Sustain and Convert

- Create a direct and profitable path to conversion
- Analyze ROI results
- Apply analysis to future campaigns

conversion@first impression

conversion@first impression

CREATE

targeted messaging

CALL

for action at first
impression

CAPTURE

volume audiences

CONVERT

clickers to customers





Result-Based Interactive Advertising

Create new selling channels

Capture wider audiences

Call for action at first impression

Convert visitors to customers and to profitable results

*Interactive sustainable result-driven advertising.
That is what we are about.*



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