

How Can Post-Click Capture More Conversions?

DMG Co-CEO Tsafir Peles Proves that New Post-Click Optimization Technology Adds Up. And Up.

Speaking at DMEXCO Cologne and Ad-tech, London, Peles demonstrates how the guesswork can be taken out of the value chain

Ra'anana, Israel, 13 September, 2010 -- Result-based Interactive advertising is adding a new dimension of measurability and accountability for advertisers on both online and mobile platforms.

Now this is being taken a major step forward, according to Peles, Co-CEO of [DSNR Media Group-DMG](#), the trailblazer in result-based advertising for online and mobile.

DMG's post-click optimization technology, [Traffiliate](#), is leading a transformation in the measurability and effectiveness of the conversion funnel. The machine-learning technology expresses a new integrative, holistic approach to optimization. It is applied at the most critical point—where the actual conversion is carried out.

Through an additional optimization layer, DMG matches visitors' interests and preferences with advertisers' call to action. As a result, the most effective landing page is served—and sharp rises in profitability are also delivered! The entire process is significantly streamlined, and CFOs welcome the optimized ROI.

Peles' presentation "Beyond Post-Click" is being given at:

[DMEXCO Cologne](#):

Congress Hall: Elevator Speech, 15:30 hrs, September 15

Seminars/Academy: Seminar 3, 14:00 hrs, September 16

Exhibit: Stand #C-013, Hall 8

Ad-Tech London: [Measure and Analyse Theatre](#), 15:50hrs, September 21

Exhibit: Stand #200



About DMG

DSNR Media Group-DMG delivers result-based advertising solutions for online and mobile campaigns.

Operating in the global arena, DMG's experienced teams partner with advertisers and premium publishers. DMG's proprietary Traffiliate post-click optimization technology, and integrative approach to value chain optimization, consistently yield higher profitability. As multi-platform interactive advertising becomes the funnel of choice, DMG is setting the standards for sustainable results.

For further information visit us: <http://www.traffiliate.com>;
<http://www.DsnrMG.com>

Connect with Us: [LinkedIn](#), [Facebook](#), [Twitter](#), [Our Blog](#)

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