



Know What's Working for You....

Make Intelligent Campaign
Decisions Based on Actual ROI!

The screenshot shows the Traffiliate dashboard with the following elements:

- Navigation tabs: Dashboard, Accounts, WAP - Client, Rotation.
- Sub-navigation: Dashboard, Details, Landing Pages, Cost, Pixels.
- Filters: Period: Last 30 Days, From: 2010-05-30, To: 2010-06-29.
- Grouping: Group by: [dropdown], Then by: [dropdown].
- Table with columns: Landing, Revenue (\$), Profit (\$).
- Mobile phones: One displays an ad for 'Goedkope Ringtones?' and the other displays a list of ringtones.

www.traffiliate.com

ABOUT

DSNR Media Group (DMG) is an established provider of result-based online and mobile advertising solutions. DMG is dedicated to complete value chain optimization for maximum profitability. Based on extensive industry experience, the company runs cross-platform campaigns worldwide. Utilizing advanced proprietary technologies and methodologies, DMG offers enhanced aggregation and optimization options. A specialized ad network boosts global exposure for advertisers across top-tier publishers.



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The Next Level in
Mobile Advertising



Real-Time Visibility of All Campaign Data
Tracking • Targeting • Optimization • LTV • ROI

Go Mobile with Traffiliate !

A Powerful Platform for Total Control of Mobile Campaigns



Real-Time Visibility of All Campaign Data

A Complete Campaign Picture

Traffiliate for Mobile provides the first true result-based platform that delivers real-time, comprehensive, in-depth VISIBILITY of your mobile campaign across the entire value chain. SEE what's actually happening at every minute. Gain instant insights into your current campaign - and valuable knowledge for future campaigns.

Tracking of all Parameters in One Place

With Traffiliate, you get a complete picture - from one central location - of all your campaign process parameters, including: Carriers, OS, Device Make & Model, Publishers, Geo, Creative, Browser, WIFI, etc.

Unified Reporting

Aggregating information from multiple platforms and traffic sources, Traffiliate provides unified reporting - consolidating all data into one easy-to-read performance brief with KPI for overall mobile campaign results.

Minute-to-Minute Campaign Control

This unparalleled level of detail - including advanced user profiling and conversion tracking - available at every moment during your mobile campaign - allows you to make on-the-fly changes in your campaign strategy that enable precise targeting and real-time ROI-driven optimization.

Traffiliate brings you the power of end-to-end campaign visibility PLUS unprecedented optimization to achieve maximum ROI.

Sophisticated Optimization

End-to-End Optimization of Campaign Value Chains

Traffiliate's unmatched level of visibility and tracking enables real performance-driven optimization of the entire campaign process - from impression to conversion - across multiple sources - simultaneously.

Fast, Smart Decisions

For the first time, advertisers can see everything that is happening - and optimize instantaneously - across the value chain - and down to individual clicks and user parameters.

Serves Best-Matched Landing Page for Every User

Based on cutting-edge profiling of your traffic - Traffiliate automatically serves the most conversionable landing page for every user in every campaign.

Unparalleled ROI

Advanced Conversion Tracking Impacting Your Bottom Line

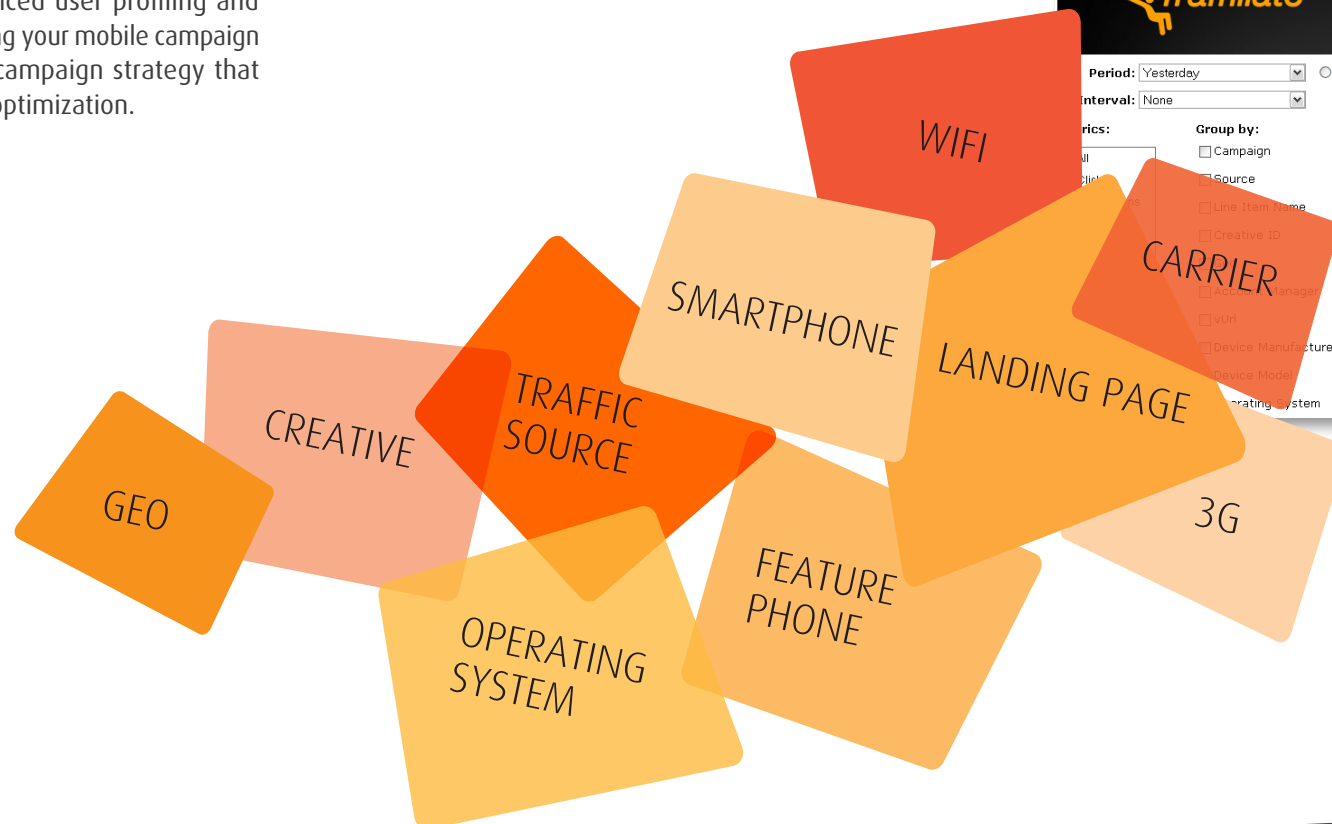
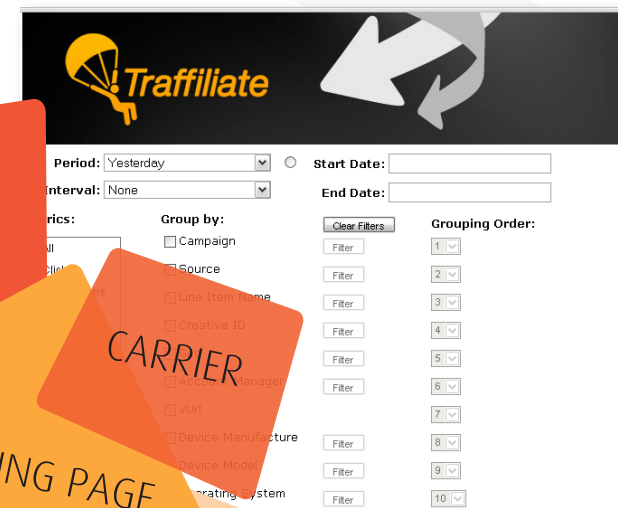
Traffiliate for Mobile brings true result-based advertising to the mobile realm ... directly and continuously impacting on the number and the quality of conversions in your campaigns.

Result-Based Budget Allocations

Allocate your budget focusing on the best-performing mobile channels - and spending only where you reach your pre-determined goals and highest value conversions.

Higher Value for Every Dollar Spent

Traffiliate's unique ability to track the lifetime value (LTV) of each user enables smart decision-making that can be based on actual campaign ROI - not on initial cost, ensuring maximum monetization for every mobile campaign.



Benefits

- Increasingly improved ROI
- Maximized budget value
- Maximum data from every click
- On-the-fly changes based on real-time insights
- Unified reporting
- Easy to use, customizable, needs almost no integration
- Supports easy additions of new traffic sources