

Traffiliate White Paper

Introduction

Optimization is a key component in any successful online advertising campaign. Current best practice focuses on pre-click optimization, striving to define a winning combination of copy, layout, graphics, creative and media placement which will spur the customer to take action.

Post-click or landing page optimization has the potential to vastly improve the results of any advertising campaign. The post-click stage is where the actual conversion or "transaction" takes place. This final, crucial point of the branding or customer acquisition funnel should be optimized to enhance the effectiveness of the advertisement. However, this phase of the advertising cycle is not adequately addressed by current solutions. Currently only 2% of global online advertising budgets are invested in this vital phase. Significantly higher conversion rates can be achieved by tailoring the landing page to the user profile.

Landing Page Optimization – Challenges and Barriers

In order to achieve increased conversion rates, the landing page should leverage pre-click information and activity such as referring site, time and day of visit, IP address, creative design leading to conversion and more. This data must be harnessed to build visitor profiles in order to serve the most effective content for each individual web visitor.

As a result of numerous operational and technological barriers, the industry's adoption of post-click optimization has been limited. Post-click systems must efficiently organize hundreds of data variables. Highly sophisticated machine-learning technology must then interpret these data categories.

Finally, any post-click optimization system that goes beyond A/B or multivariate testing must constantly update itself by measuring its effectiveness and readjust based on new information received throughout the campaign.

Total control of the value chain





The Traffiliate Platform

Traffiliate changes the basic paradigm of landing page optimization by automatically offering the best landing page suited to specific user profiles. Traffiliate is an advanced decision-making platform that serves the most “conversionable” landing page and conversion funnel to each and every user profile based on pre-click profiling. Traffiliate further extends the optimization process by offering a variety of tools to monitor and assess the advertising campaign. The result is a significant increase in marketing and business performance.

Automated post-click optimization

Traffiliate is a fully integrated and unified platform which manages every aspect of landing page delivery for online and mobile campaigns. The platform provides real-time tracking of all campaigns as well as aggregation of a full range of media sources. As a self-contained and self-standing system, Traffiliate can be integrated with any ad server. The system offers control of the post-click optimization process using a single, unified click-through URL – simplifying the incorporation or removal of new landing pages as the campaign progresses. Through the use of post-click optimization, the platform increases conversion rates by an average of 30 percent.

Lifetime Value (LTV) pixel

The Lifetime Value (LTV) pixel records the revenues generated by a user over his lifetime with the advertiser. The LTV is a modified token pixel that advertisers can use to report revenue back to Traffiliate. The importance of the LTV pixel is that it links the value of the user to the campaign that recruited the particular user. This critical information, allows media buyers and campaign managers to purchase media more accurately, adjusting their bids to allow for a higher media spend for users that are worth more to the advertiser.

Real-time analysis and updates

Traffiliate gathers, measures, analyzes and evaluates relevant data from all stages of the value chain (pre-click, post-click and post-conversion). Using patented machine-learning technology, the platform instantaneously processes massive amounts of data in order to predict the best-performing combination of user, landing page and conversion funnel. With processing times of 300 milliseconds only, user profiles are constantly adjusted to reflect the data that is newly generated with every customer conversion cycle, and are then matched to the most effective landing page.

Software as a Service (SaaS)

As a SaaS application, Traffiliate offers low total cost of ownership. Scalable pricing options are available per volume and ad format. Minimal IT intervention is required during installation and operation.

Key Components

Traffiliate's rich array of features provides the account manager with a highly sophisticated tool to deliver significantly improved campaign performance. A description of the platform's key features follows:

- **Automated Patented Machine Learning**
Monitors incoming data while assigning appropriate weight to each parameter
- **Campaign Optimization**
Serves the landing page with the highest conversion probability for a given user profile
- **Powerful Dashboard**
Features key performance indicators (KPI) and alerts
- **User-Friendly, Low Maintenance Tool for Account Managers**
Complete set of easy-to-use tools to manage and maximize landing page optimization
- **Click-through URL**
Fully automated landing page optimization via a single, unified click-through URL per campaign
- **Scalability**
Designed to handle large-scale, high-volume campaigns
- **Multi-Platform Support**
Customizable tool for display, search and mobile campaigns, suitable for any type of media

Automated Patented Machine Learning

Traffiliate continuously predicts and delivers the best-performing combination of user, landing page and conversion funnel. Based on a patented algorithm, the platform constantly monitors incoming data from a wide range of resources while assigning the appropriate weight to each parameter.

Traffiliate's machine-learning engine continues to learn throughout the campaign. The system constantly identifies new user profiles and automatically generates recommendations accordingly. Existing rules are refined to continually improve performance.

By immediately integrating vast amounts of new data and traffic sources, Traffiliate promptly affords account managers with ongoing and changing analysis regarding campaigns. For example, if at a certain stage the system acquires gender information, the algorithm will immediately assess how this input will impact the user profile and landing page.

Campaign Optimization

Traffiliate’s unique capabilities enable unprecedented integrated management of the post-click optimization process. The system integrates pre-click information such as IP address, location, time of day, publisher, section of site, key words (in PPC campaigns), traffic source and creative. The combination of all this information is then used to serve the optimal landing page for that profile. Each visitor is presented with a landing page that is statistically proven to yield the highest conversion probability within his personal user profile group. User profiles are perpetually adjusted to reflect new data generated with every customer conversion cycle.

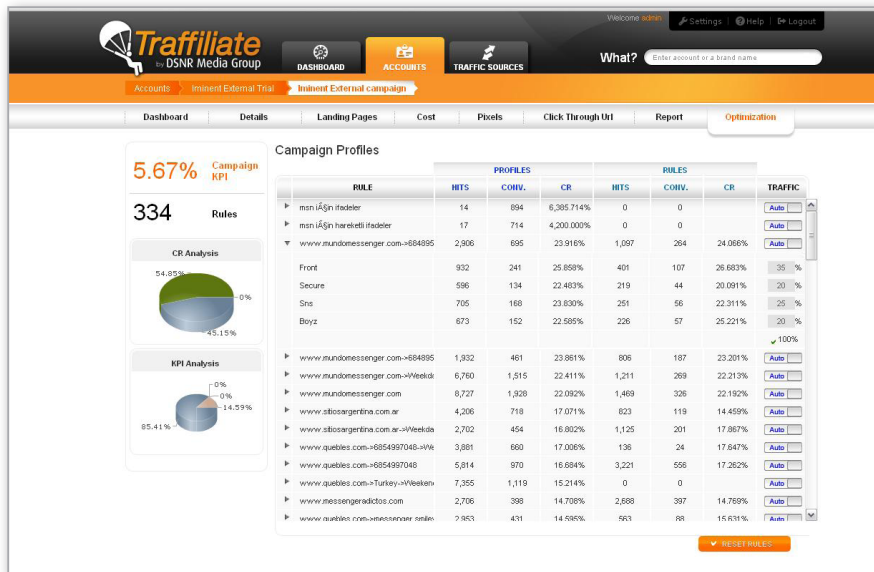


Figure 1: Optimization screen, serving the most “conversionable” landing page to each user profile

Powerful Dashboard

The intuitive, user-friendly dashboard features campaign KPI measurements against monthly profit, top landing pages, top domains and overall performance graphs. These tools provide advertisers with the broad perspective needed for present and future campaign planning. They also compare performance improvements gained from Traffiliate’s implementation for each campaign.



Figure 2: Dashboard showing all KPIs, allows the account manager to easily monitor overall campaign performance



User-Friendly, Low Maintenance Tool for Account Managers

Account managers are forced to cope with multiple and complex technology systems on a daily basis. Traffiliate's "fire & forget" operation method requires only a short setup at the initiation of the campaign, with minimal subsequent intervention.

The intuitive end-user platform enables easy operation, with no need for specialized IT knowledge. The account manager is provided with all of the necessary tools to optimize the post-click stage. The fully-automated platform supplies the account manager with reports to analyze every aspect of an ongoing campaign. Equipped with precise, in-depth data in real-time, the account manager can choose from various models to monitor the campaign, including studying large or small sample sizes, and drilling down to specific parameters such as geography, site, creative, day and time, and keywords.

Click-through URL

Through the use of a single click-through URL per campaign, Traffiliate eliminates the need to enter different URLs for various landing pages in the campaign sections. The system enables the use of one basic address and leaves the logic of landing page display to Traffiliate. In addition to eliminating an error-prone and time-consuming manual process, this revolutionary feature facilitates campaign deployment and simplifies the incorporation or removal of new landing pages as the campaign progresses. It also enables the seamless addition of pages in the future.

Multi-Platform Support

Traffiliate's multi-platform suitability makes it an ideal tool for display, search and mobile advertisers. Through the adaptation of proven online methodologies and technologies, Traffiliate extends ROI-driven, end-to-end control to the mobile advertising arena, allowing advertisers and publishers to fully exploit the potential of anytime, anywhere mobile devices. The platform is the first system to enable effective tracking of ad selection and placement strategy across multiple platforms simultaneously.

Scalability

The system's scalability ensures the rapid processing of vast amounts of data (currently serving millions of pages daily). The platform can handle large-scale, high-volume campaigns and provides advanced conversion tracking while generating near real-time reports for multiple campaigns.

Fast response is a key element when it comes to landing page optimization. Traffiliate is supported by multiple data centers to ensure rapid response and adjustment. The platform's integrated global load balancer ensures optimal resource utilization, maximized throughput and minimized response time while avoiding system overload. Traffiliate's advanced technology ensures that adequate resources are allocated to relevant host regions during their peak hours of activity.



Traffiliate – Landing Page Optimization for Online, Media and SEM Marketing Agencies

As the importance of landing page optimization grows, Traffiliate provides agencies with a smart, fully automated landing page optimization solution to improve the performance of online campaigns.

Online Marketing Agencies

Traffic significantly increases as the advanced system generates multiple landing pages matched to user profiles. Through the use of an IT-free, easily integrated system, account managers seamlessly acquire a comprehensive picture of each of their running campaigns, thus enabling educated and informed decisions in real-time.

Media Agencies

Traffiliate assists media agencies in adding value to their clients' advertising campaigns by increasing post-click conversion rates and enlarging revenue per click or CPM. The in-depth, ongoing reports generated by the system enable the sale of improved conversion media per landing page. The platform's advanced technological solution provides an immediate assessment of the effect of campaign URLs on landing page conversion rates.

SEM Agencies

The Traffiliate platform is ideal for tracking and delivering multiple landing pages in PPC campaigns. In addition to the numerous parameters used to generate accurate, ongoing reports on campaigns in real-time, keywords can also be incorporated as parameters to create post-click audiences for suitable landing pages. In turn, the volume of traffic increases significantly, enabling the delivery of optimal results in each campaign.

Alot Case Study

Multiple landing page campaign attracts substantially more toolbar downloads and traffic

After obtaining inconclusive results from four different campaigns each using a unique landing page, Alot – a toolbar company – used Traffiliate to launch a multiple landing page campaign with four different landing pages. Following a quick installation, Alot achieved a significant performance boost – **with the landing pages recording an average increase of 24% in toolbar downloads.** Moreover, the improved campaign performance resulted in higher traffic allocations by the ad server. Detailed reports provided an in-depth analysis of parameters including sources, creative IDs, dates, location and more. Also noteworthy is that the multiple landing page campaign received substantially more traffic than the four separate landing page campaigns combined.



DSNR Media Group

www.traffiliate.com

Email: Traffiliate@dsnrmg.com

Phone: +972.9.762.6161, Fax: +972.9.762.6110
8 Hapnina Street, Ra'anana 43215, Israel