

TRADEDOUBLER MEDIA TOOLBOX FOR PUBLISHERS



TradeDoubler Media Toolbox for Publishers allows companies to manage all online campaigns and relationships with marketers. The solution is a complete third party tracking and administration solution, which makes it possible to control and monitor online behaviour from impression to sales.

TradeDoubler Media Toolbox for Publishers is a result-oriented tool, built to optimize merchandising with high volumes – rather than traditional banner ads. The tool provides unprecedented opportunities to ensure Return On Investment for both marketers and yourself.

TradeDoubler Media Toolbox strengthens your offering and thus has the ability to increase your revenue substantially. It is easy to use, efficient and flexible to fit all needs. The technology is mature, stable and cutting edge, ensuring that you get the best solution available.

Background

TradeDoubler pioneered performance-based marketing in Europe and quickly became the leading European provider, being able to offer a high quality service with high security with local legislation and languages. Now, based on our great relationships with leading portals and our own sales experience, we have developed TradeDoubler Media Toolbox for Publishers. A custom ASP solution, designed to give portals and large content sites access to our ad serving and tracking technology, with the ability for you to set up your own pricing structures, agreements and supporting technologies.

TradeDoubler Media Toolbox has been designed for advertising sales departments, email marketers, pay-for-placement search engines, bonus systems and information aggregators such as price comparison sites.

What is TradeDoubler Media Toolbox for Publishers?

TradeDoubler Media Toolbox for Publishers is a web-based system for managing on-line ads, tracking of visitors and their behavior through a chain of websites or emails. It is a complete tool for management of customers, implementations, links, statistics, and administration. It is very easy to use, and at the same time provides powerful tools to measure almost anything, while giving complete control and overview. It is easy to integrate into third party systems, to automate generation of tracking links or batching of transactions.

Advantages

TradeDoubler Media Toolbox for Publishers is designed to:

- Increase your revenue opportunities
- Be easy to use – Resource efficient
- Provide a complete administration and management tool to control online ads
- Provide an overview of and facilitate follow up of all campaigns
- Ensure control over links and creative material
- Deliver real time reports and detailed statistics
- Allow continued campaign optimisation, even automatically
- Act as a third party, ensuring traffic integrity
- Build loyalty and long term partnerships with marketers and clients
- Reward loyal customers through EPI - Enhanced Publisher Integration

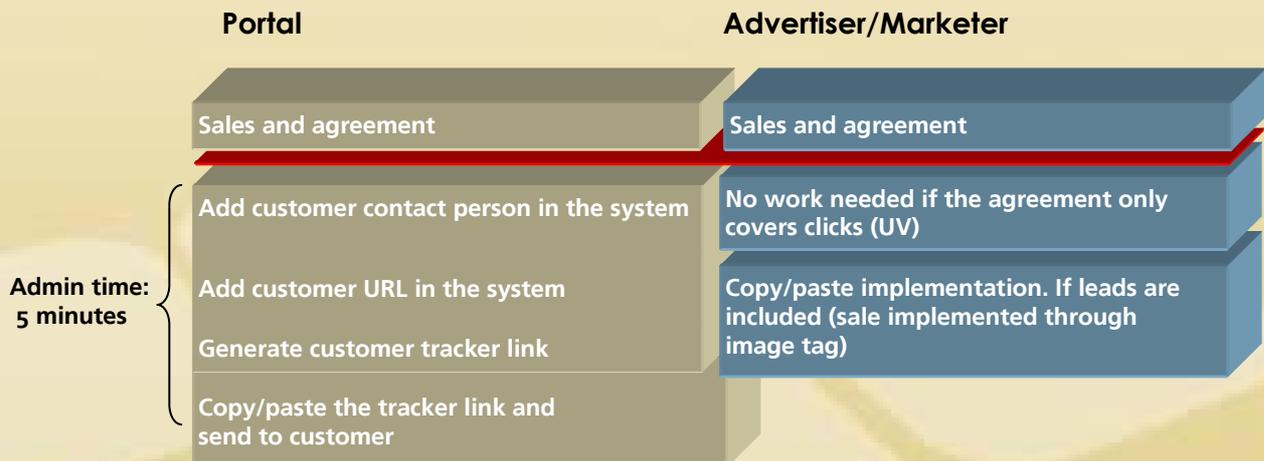
Practical implementation

With TradeDoubler Media Toolbox for Publishers you can set up new tracking links within minutes, implementation on third party sites is through HTML and only requires a minimal level of effort. Measurement parameters on a unique visitor level or click are customizable. Number of days, session only tracking, or tracking without cookies, can all be set on a per relationship basis.

It is possible to give access to third parties, giving them a chance to monitor performance and costs, or add creative material. You can limit functionality to different co-workers within your organization through a flexible authorization interface.

TradeDoubler provides you with support, both on a technical level and a strategic level. You can decide for yourself the degree of support you require and this enables you to have a very cost efficient setup.

Normally, the day-to-day process of setting up new campaigns looks like this:



Output / Reports

TradeDoubler Media Toolbox has a flexible reporting module with about 20 built-in reports. It is possible to get custom made reports to use for example as an appendix to your own invoices. All reports are available in HTML, PDF or EXCEL format. XML or CSV is available upon request.

Access to reports can be set depending on user. For example, access to overall performance reports can be restricted to certain individuals.

CUSTOMER CASE



Kelkoo.com, "the European leading shopping search engine"

Kelkoo uses the Media Toolbox solution in all their European markets as one of their strategic tools to maximise the revenue it generates for the merchants and to benchmark its traffic quality vs. its competitors.

Pricing

Pricing is dependent on volumes and features used. As a guideline, there is a price for a basic setup and a monthly license and support fee. Then you only pay for the volume of transactions you will use each month. A transaction can be a unique visitor, checkpoint, lead or sale.

For more information, please contact:

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