

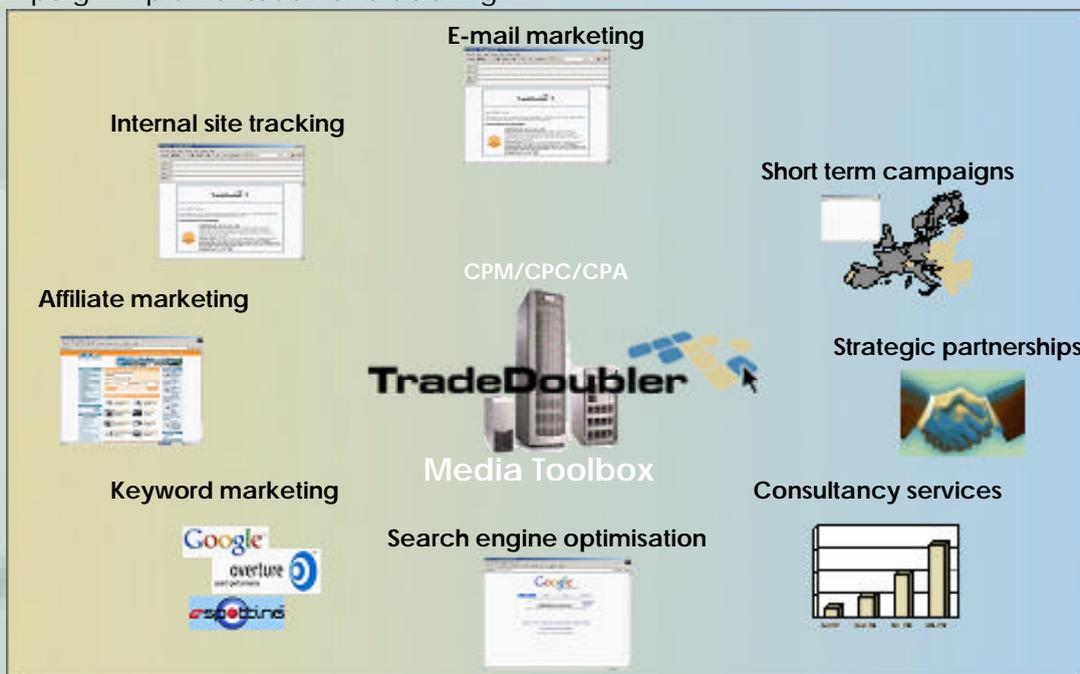
MEDIA TOOLBOX FOR AGENCIES



The Media Toolbox for Agencies is a complete online marketing management system for ad serving, as well as tracking, administration, management and optimization of your clients' campaigns and long-term partnerships.

With the Media Toolbox you can manage and control the whole process from generation of attention, interest, desire to action through extensive tracking of impressions, clicks, unique visitors, checkpoints, leads, sales and post-impression leads and sales. Reports can be tailor made and are all in real time. This tracking and reporting enables and facilitates true optimisation, measurement of your clients' return of investment, your own account management and control of data and research. All reports are available in HTML, PDF or EXCEL format. XML or CSV is also available upon request.

Plan, set-up, execute, manage and optimise all online marketing activities efficiently in one system regardless of the purpose of the activity, for example brand building or sales generation. You can use flexible remuneration methods and pay publishers per impression, click, lead, sale, post-impression leads/sales or hybrids thereof. If you require, TradeDoublerr can also facilitate publisher support and payments. Most major pan-European advertisers are TradeDoublerr compatible, which ensures smooth and effortless campaign implementation and tracking.



The Media Toolbox allows you to track and manage all online marketing activities in one interface on equivalent key metrics. All kind of pricing can be applied, such as cost per impression (CPM), cost per click (CPC) and cost per action (CPA).

It is possible to give access to your clients, providing them with the ability to monitor performance and costs, or add creative material. It is also possible to limit functionality to different co-workers within your organization through a flexible authorisation interface.

BUILD YOUR OWN NETWORK

Furthermore, there are possibilities for you to build and manage your own partner network of publishers/media within the Media Toolbox. If you require, TradeDoubler can facilitate your publisher support and payments. Through product feed functionality you can automatically connect your clients' product databases to hand picked strategic partners and publishers, enabling them to promote and sell these products in a more targeted way.

You can also offer TradeDoubler affiliate marketing solutions to your clients and tap into the largest and most powerful affiliate network in Europe. You can integrate your clients quickly, efficiently and outsource affiliate marketing administration such as affiliate support and payments to TradeDoubler.

TECHNOLOGY

The Media Toolbox is an ASP and web-based solution that is used by some of the largest and most successful advertisers and publishers. Advertisers and publishers that maintain some of the highest security demands and standards present in the world today choose TradeDoubler as their ad serving and tracking provider. Advertisers within the financial services industry have conducted thorough technology due diligences on TradeDoubler and its systems before starting a partnership. KPMG has also made a technological verification of TradeDoubler according to ISO 17799.

TradeDoubler offers local support in 16 European markets and an easy one-time implementation for you and your clients. Implementation on third party sites is completed through HTML and only requires a minimal level of effort. Measurement parameters, for example for click levels, are all customizable.

BENEFIT FROM TRADEDOUBLER'S KNOWLEDGE

With years of Pan-European experience within online marketing and a results oriented approach, TradeDoubler can minimize time to market, increase revenues and keep you up to date within the most effective online solutions. TradeDoubler can provide as much or as little support as you need on a strategic, technical or operational level.

PRICING

Pricing is dependent on volumes and features used. As a guideline, there is a price for a basic start-up project, a monthly license and support fee and for the number of transactions that you generate. A transaction can be defined as a click, lead, sale or impression-lead or impression-sale.

CONTACT INFORMATION

Contact us for more information: mediatoolbox@tradedoubler.com

TradeDoubler AB
Barnhusgatan 12
SE 111 23 Stockholm
www.tradedoubler.com