

# MEDIA KIT 2016

## ADVERTISER

**WOWTRK**  
EARN MORE & INCREASE TRAFFIC



# Advertiser Benefits

We at WOW TRK believe in offering you the best for your money, that's why you only pay on performance! Simply pay for the leads, clicks or sales our affiliates deliver directly to your website.

- ✓ **NO FIXED MONTHLY FEES**
- ✓ **NO SETUP FEES**
- ✓ **NO LONG TERM CONTRACTS**
- ✓ **PAY ON PERFORMANCE**



## FRAUD DETECTION

We have developed multiple automated and manual checks to combat fraud.



## GLOBAL REACH

Through our affiliates we have a massive global reach in over 30 countries.



## ACCOUNT MANAGER

Personal dedicated support to help you get setup and grow your business.



## ADVANCED TARGETING

Easily target your campaign by country, region, device and browser.

# How it Works

Getting started with WOW TRK is extremely simple and only takes a couple of minutes. Simply create an account and you can then begin setting up your affiliate campaign. Unsure what to do? Your account manager will be happy to get you setup.

1

## SIGN UP

Create an Advertiser account instantly on the WOW TRK platform here: [wowtrk.com/signup-advertiser/](http://wowtrk.com/signup-advertiser/)

2

## SETUP CAMPAIGN

Create your first campaign from the dashboard or speak to your account manager. Your account manager will be on hand to help and setup your campaign if you are unsure on the setup process.

## RESULTS

Track the performance of your campaign with our powerful reporting tools, in real-time.

4



3

## PUBLISH

Once your campaign is setup, your offer will be published on our platform for our 10,000+ Affiliates to see. They can then start sending traffic to your website.

# Advertiser Cost Models

As an Advertiser you can choose the cost model you wish to work on for your advertising campaign, on the WOW TRK affiliate network. Below are the cost models you can choose from for your campaign.

| Cost Model |                 | Overview                                                                                                                                                                                                                        |
|------------|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>CPA</b> | Cost Per Action | You are billed for each conversion sent to your website from our Affiliates. A conversion might be an insurance quote, a newsletter sign up, loan request, trial request or website registration.                               |
| <b>CPC</b> | Cost Per Click  | You pay for each click delivered to your website from our Affiliates. CPC campaigns are in high demand and tend to receive a large amount of traffic, very quickly. This can be a great way to push your brand out fast.        |
| <b>CPS</b> | Cost Per Sale   | You pay each time a customer makes a purchase at your website, that one of our Affiliates sent to your site. Generally the CPS cost is an agreed percentage of the order value, however this can be a fixed rate if you prefer. |
| <b>CPM</b> | Cost Per Mille  | You are billed per thousand views of your marketing material. For example if you have a range of banner ads, each time one of these banner ads is viewed 1,000 times you would be billed the agreed CPM rate.                   |

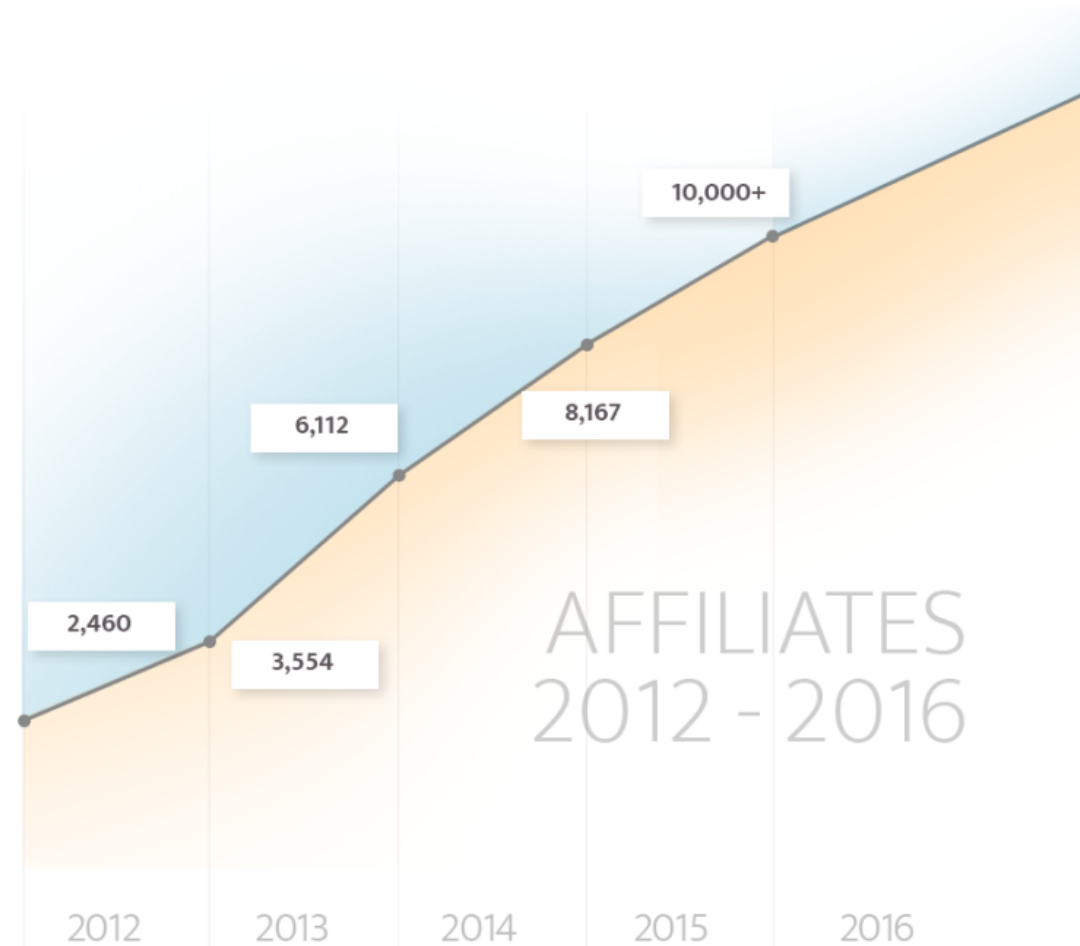
# Our Affiliates

At WOW TRK we pride ourselves on not only having some of the largest affiliates using our network but also the fact that we work with affiliates new to the industry, helping them monetise their traffic with affiliate marketing.

# 10,000 AFFILIATES

## Types of Affiliates




|                       |                      |
|-----------------------|----------------------|
| 34% - Website         | 5% Affiliate Agency  |
| 24% - PPC/PPV         | 1% Incentive Traffic |
| 12% - Social Media    | 1% SMS Marketing     |
| 10% - Email Marketing | 5% Other             |
| 8% - Media Buying     |                      |

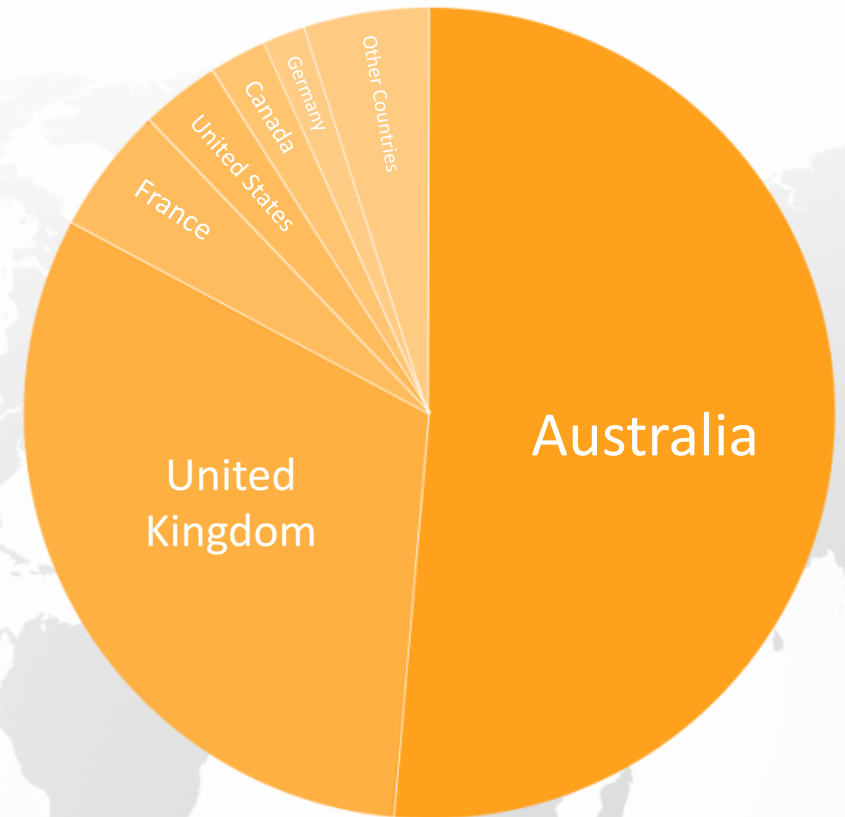


# Traffic Stats

WOW TRK is a fast growing global affiliate network with diverse traffic. In 2015 we increased traffic delivered through our network by 50% compared to 2014.



| Targeting Available                                                                         | Top Verticals                                                       |
|---------------------------------------------------------------------------------------------|---------------------------------------------------------------------|
|  Geo     | Deals & Discounts<br>Gambling<br>Trials<br>Prize Draws<br>Insurance |
|  Device  |                                                                     |
|  Browser |                                                                     |



|                |        |                 |       |
|----------------|--------|-----------------|-------|
| Australia      | 51.44% | Germany         | 1.65% |
| United Kingdom | 31.36% | Ireland         | 1.28% |
| France         | 5.13%  | New Zealand     | 0.80% |
| United States  | 3.19%  | Other Countries | 2.88% |
| Canada         | 2.27%  |                 |       |

# Fraud & Reliability

WOW TRK provides advanced fraud detection and compliance to all our advertisers. We have developed our own custom built fraud detection platform, WOW DETECT. Our fraud detection platform monitors all affiliates activity 24/7.



## Industry Leading Tracking

We use the HasOffers tracking platform to reliably track clicks, impressions and conversions for your advertising campaign.



## Expert Email Compliance

We use LashBack's email monitoring technology to monitor email campaigns sent out for our advertisers.



## Advanced Fraud Detection

WOW DETECT monitors thousands of conversions through our network every day and analyses a range of data points across the affiliates conversions to identify and flag fraudulent activity for review by our team.

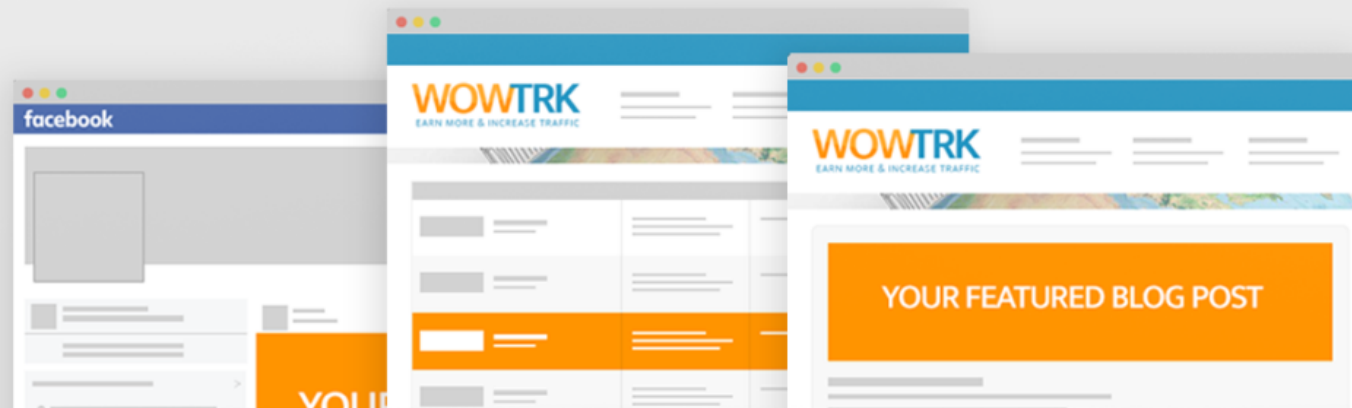


# Exclusive Benefits

Sign up exclusively with WOW TRK as the only affiliate network you promote your brand through and get a number of benefits to boost the performance of your campaign. See the benefits we offer for Exclusive Advertisers below.

- ✓ Featured Social Post
- ✓ Email to Affiliates
- ✓ 'Exclusive' Category
- ✓ Dedicated Blog Post
- ✓ Highlighted Campaign
- ✓ 'Featured campaign' Inclusion

**+ all the standard promotion every advertiser receives.**





# Our Clients

Below are some of the brands we have worked with at WOW TRK. As well as working with large well known brands we have also worked with many SMEs. Start working with us today and join the hundreds of happy advertisers on our network.

