

Founded in 2000, **adMarketplace** is a global pay-per-click advertising platform that is a cost-effective alternative to Google, driving real-time performance for advertisers from and through the use of proprietary technology and exclusive traffic from thousands of premiere sites.

With more than 100,000 advertisers and 250,000 publishers in its network, adMarketplace generates high-performance traffic based on real-time decisions driven by proprietary data that it uses to filter and price more than 450 million pay-per-click advertising opportunities daily. Simply put, adMarketplace is, “a media company with a data company tucked inside.”¹

pubMarketplace provides revenue-generating products to Web publishers and bloggers. Proprietary ad units include ad tag clouds, search boxes, and text ad boxes that generate revenue for publishers while delivering quality traffic to advertisers. These are popular options for publishers conflicted between declining Google yields and the use of unpredictable CPA ads.

PerformancePricer technology uses real-time data to maximize advertisers’ highest bidding to ensure delivery of the best and most effective traffic, and to ensure that publishers are properly rewarded for high quality traffic. PerformancePricer uses proprietary algorithms to analyze behavior and traffic data to make accurate pricing determinations.

adMarketplace is focused on advertiser security. **ClickWatch** is an exclusive click filtering system that reviews advertising opportunities and clicks against dozens of filters prior to delivering traffic to advertisers.

To learn more, log on to admarketplace.com.

¹ *AdWeek*