

1. What is adMarketplace?

adMarketplace is a pay-per-click advertising platform that delivers high-performance traffic, based on real-time decisions driven by proprietary aggregate data.

2. What makes adMarketplace different?

adMarketplace delivers measurable performance to online advertisers through its proprietary filters and pricing technology. As a cost-effective alternative to Google, adMarketplace delivers exclusive traffic from thousands of premiere sites.

3. How many advertisers are in the adMarketplace network?

Since adMarketplace launched in 2000, the company has delivered performance-driven traffic to more than 100,000 advertisers and created returns for over 250,000 publishers. Currently, more than 10,000 advertisers use adMarketplace. Because these advertisers measure quantifiable return on their ad spend, adMarketplace has an astounding 90% retention rate.

4. Who advertises with adMarketplace?

Advertising clients include Yahoo, Geico, Shopping.com, Superpages, Expedia.com, YellowBook, freecreditreport.com and Kayak, among others.

5. How does adMarketplace make sure traffic is clean?

adMarketplace developed an exclusive technology called ClickWatch, which runs each click through dozens of filters before delivering traffic to advertisers. ClickWatch ensures that the traffic delivered is of the highest-possible quality.

6. Is adMarketplace global?

Yes, with its headquarters in the U.S. 25 percent of adMarketplace's business is conducted in Europe and five percent in Australia.

7. How much volume does adMarketplace handle?

Each day, adMarketplace aggregates, filters and prices more than 450 million pay-per-click advertising opportunities.

8. What is pubMarketplace?

pubMarketplace provides revenue-generating ad units to Web publishers and bloggers. These ad tag clouds, search boxes and text ad boxes generate revenue for publishers while delivering quality traffic to advertisers.