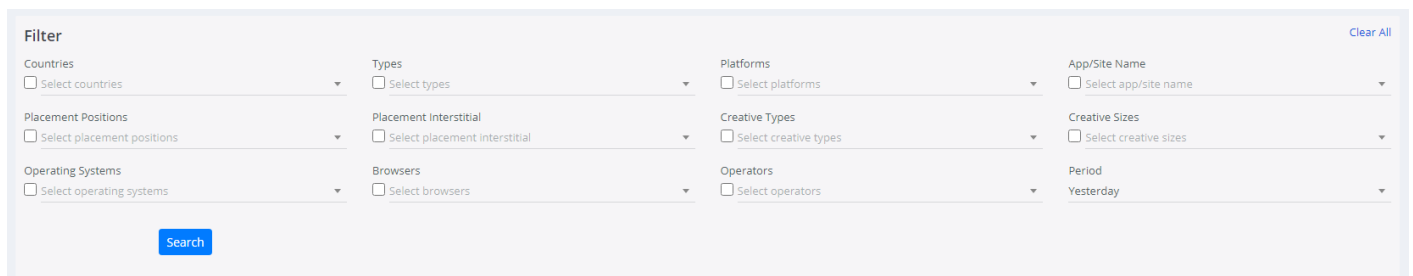


# Traffic Discovery - Introduction

Traffic discovery is a tool, which allows checking the possible inventory based on various filters, such as:

- Countries
- Types (Apps/Sites)
- Platforms (Website, Android, iOS, etc.)
- Packages
- App/Site Name
- Placement Positions
- Placement Interstitial
- Creative Types
- Creative Sizes
- Operating Systems
- Browsers
- Operators

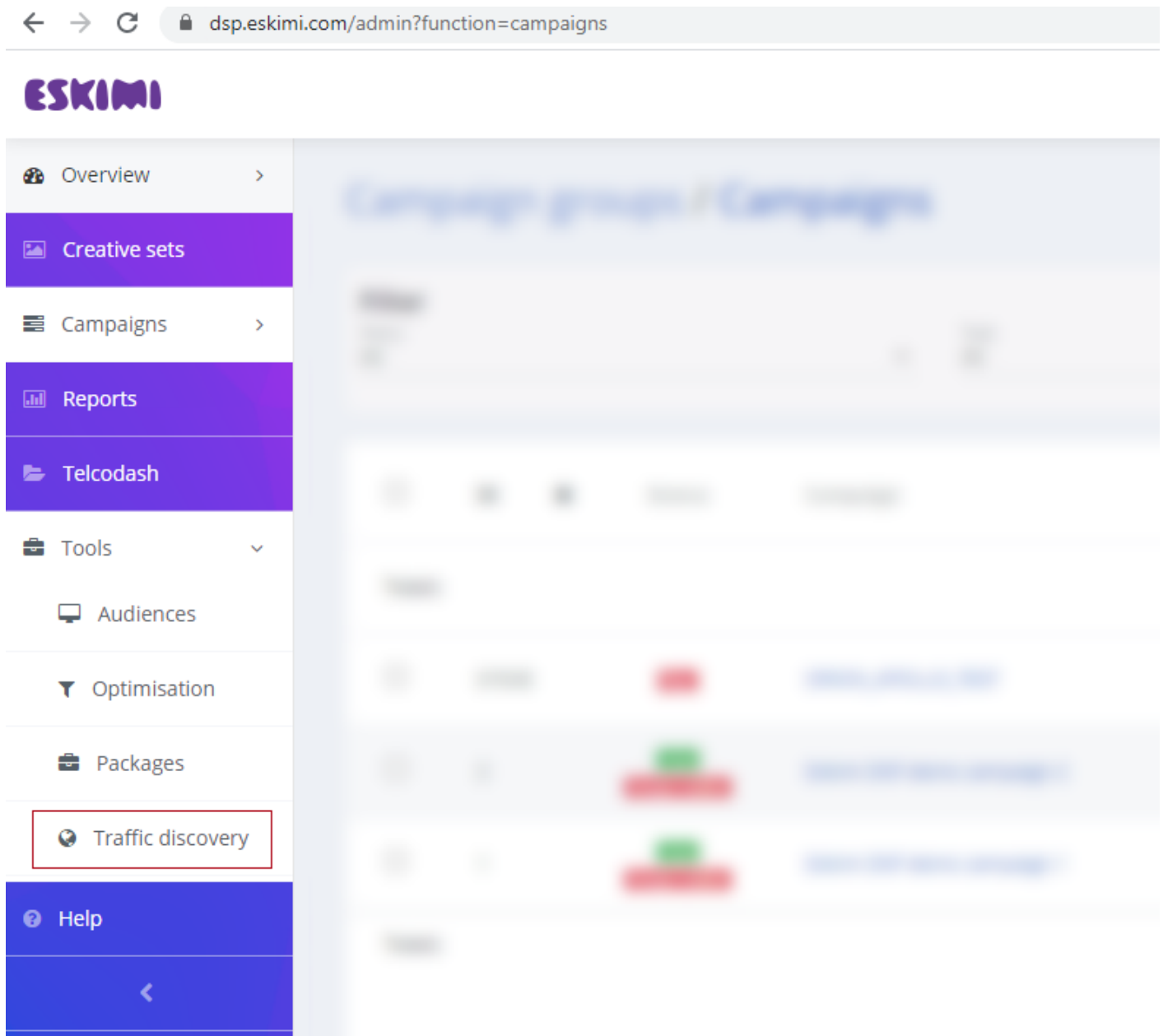
The image shows a web interface for filtering traffic data. It features a grid of filter categories, each with a title and a dropdown menu. The categories are: Countries, Types, Platforms, App/Site Name, Placement Positions, Placement Interstitial, Creative Types, Creative Sizes, Operating Systems, Browsers, Operators, and Period. Each dropdown menu has a small icon indicating it can be expanded. A 'Search' button is located at the bottom left, and a 'Clear All' link is at the top right.

Filter				Clear All
Countries <input type="checkbox"/> Select countries	Types <input type="checkbox"/> Select types	Platforms <input type="checkbox"/> Select platforms	App/Site Name <input type="checkbox"/> Select app/site name	
Placement Positions <input type="checkbox"/> Select placement positions	Placement Interstitial <input type="checkbox"/> Select placement interstitial	Creative Types <input type="checkbox"/> Select creative types	Creative Sizes <input type="checkbox"/> Select creative sizes	
Operating Systems <input type="checkbox"/> Select operating systems	Browsers <input type="checkbox"/> Select browsers	Operators <input type="checkbox"/> Select operators	Period Yesterday	

Search

By applying different filters, it is possible to see what are the most popular creative sizes per specific App/Site, what are the most popular Apps/Sites that can be reached in specific country, what creative sizes are dominating across various platforms, and many more. This is a great tool when planning campaigns, trouble-shooting slow delivery or looking for insights what would help to reach more inventory and placements.

Traffic Discovery can be accessed by expanding Tools menu which can be found on the left side of the dashboard in dashboard menu.



When applying filters, the checkbox marks the filters for sorting result that you would like to see, when by choosing various selections in filters dropdown, it is possible to apply different filters. For example, if you would like to see Countries list, the checkbox next to “Countries” should be checked (ref. Example 01) and when you are seeking for App/Sites names in specific country – you should select specific country from Countries dropdown for filtering and mark the checkbox in App/Site Name – in this way, you will filter the inventory list in the country that you have selected under “Countries” filter (ref. Example 02).

Example 01:

Filter

Countries

☒ Select countries

Placement Positions

☐ Select placement positions

Operating Systems

☐ Select operating systems

Search



Country	Impressions	
TOTAL	17,689,321,670	
South Africa	1,562,937,788	
Indonesia	1,439,031,556	
Nigeria	1,334,543,478	
Japan	1,014,229,047	
Bangladesh	912,101,022	

Example 02:

Filter

Countries

☐ Kenya

Types

☐ Select types

Platforms

☐ Select platforms

App/Site Name

☒ Select app/site name

Placement Positions

☐ Select placement positions

Placement Interstitial

☐ Select placement interstitial

Creative Types

☐ Select creative types

Creative Sizes

☐ Select creative sizes

Operating Systems

☐ Select operating systems

Browsers

☐ Select browsers

Operators

☐ Select operators

Period

Yesterday

Clear All



App/Site name	Impressions	
TOTAL	479,355,882	
Truecaller: Phone Caller ID, S... (com.truecaller)	35,529,908	
Opera Mini fast web browser (com.opera.mini.native)	26,375,544	
Futbol24 - soccer live score... (com.gluak.f24)	25,775,045	
Futbol24 - soccer live score... (com.gluak.f24)	21,094,701	
FlashScore (eu.livesport.FlashScore_com)	15,780,041	
standardmedia.co.ke	6,756,499	