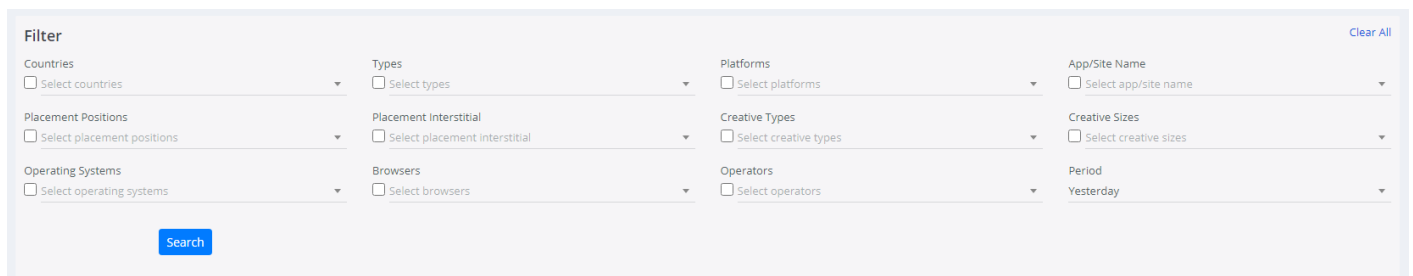


# Traffic Discovery - Introduction

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

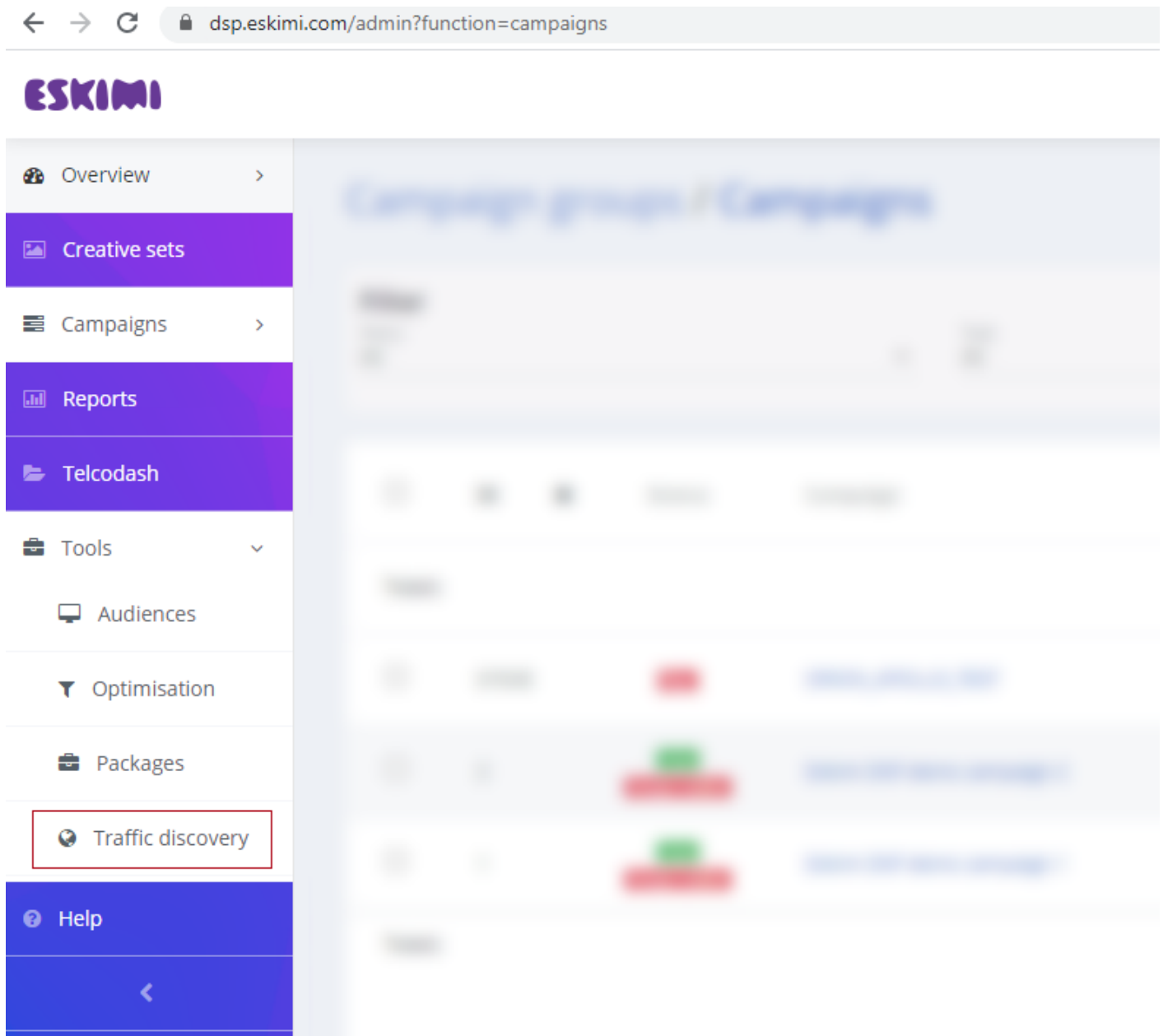


The screenshot shows a 'Filter' interface with a grid of 12 filter categories, each with a checkbox and a dropdown arrow. The categories are: Countries, Types, Platforms, App/Site Name, Placement Positions, Placement Interstitial, Creative Types, Creative Sizes, Operating Systems, Browsers, Operators, and Period. A 'Search' button is located at the bottom left, and a 'Clear All' link is at the top right.

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