

Why Researchers Make Better Media Buyers

Yes, we're experts in digital media buying—across multiple DSPs for every type of traffic under the sun. But what sets iTraffic Center apart is in our DNA: decades of award-winning market research experience that result in the highest quality campaigns.



First-party data makes the difference.

iTraffic is uniquely poised to offer pre-campaign polling, running a survey through our proprietary panel to accurately identify your demographics prior to campaign launch. We then use look-a-like data to buy from vetted DSPs on your behalf. (You can also layer our results onto your identified target audience as a validation or expansion of your internal data set.)

HoNoR® experience eliminates fraud.

Traffic from DSPs is then funneled through our proprietary HoNoR experience—an automated algorithm that creates a real-time Quality Score for every click and impression. There is no gray area: HoNoR is pass/fail, which results in the highest caliber traffic. Our smart vetting process is invisible to the user, requiring no PII or cookies, and allows for real-time campaign optimization with minimal human interference.

CLIENTS TRUST OUR:

- ✓ Targeting
- ✓ Accuracy
- ✓ Scalability
- ✓ Speed
- ✓ Quality

Brand-lift studies, creative A/B testing, custom audience building—iTraffic Center is uniquely able to execute the safest, securest, fastest campaigns on the market, connecting you directly to the consumers you want most.

Get started! Call 301-762-1972 or email LetsTalk@iTrafficCenter.com today.