

Contextual CPC

Quick Facts at a Glance:

Recent online studies show that internet users search the web only 5% of the time and browse content the other 95% of the time. As a result, there is more available inventory on content than on search where the demand continues to outstrip the supply making click prices soar. Targeting by content allows the advertiser to target the consumer when they are engaged in content thereby producing lower click through rates but higher conversions. Lower CPC pricing and higher conversions will make contextually targeted keyword and category buys the most efficient buy available.

1. DWA works in real-time, providing greater reach DWA uses our patent pending technology to connect content, ads, and users. Our system scans the content of a web page, calls our database of advertisers and can serve an ad, all in as little as 20 milliseconds. This means that when a potential customer is reading an article, your ad will be dynamically served, based upon the content categories and keywords you have chosen. This is unlike older spider technologies that are not able to serve a relevant ad on dynamic content due to the lack of real-time targeting capabilities. DWA's real-time capability allows you to find this dynamic inventory that would have otherwise been impossible to find.

2. DWA uses BOTH categories and keywords Unlike other contextual solutions, DWA goes beyond searching for a keyword or a category. DWA is the only contextual advertising solution that uses both categories and keywords to derive the most relevant match between Web page and advertiser. We believe that keywords alone are meaningless. For example, if you are advertising the Toyota Matrix car, you can buy the keyword "Matrix." However, Matrix could mean a variety of things, such as Matrix the shampoo or Matrix the movie. However, when you put "Matrix" within the Automobile category, the keyword becomes meaningful. DWA works with both categories and keywords to serve your ads when it is most relevant.

3. Optimization

You can create multiple messages for the same target. Our technology will automatically analyze the performance of each ad and optimize your ad placement to be as effective as possible. You never compete against other advertisers for inventory, nor does your bid CPC ever compete against that of other advertisers. You only compete against your own performance. And of course you'll only pay for real clicks on your advertisement. The marketplace determines the minimum CPC an advertiser needs to pay while the Advertiser sets the maximum CPC. Our system optimizes in real-time based on creative with multiple offers, publisher, click through rate and cost per click.

Rates: CPC

Please contact your DWA Representative for minimum price bids for your select target category and keywords.