



The CEO's Manual to **DNTX**

How to use **DNTX.com**



What is DNTX?

...you might have wondered. To put DNTX into one sentence:

DNTX is a real time bidding ad network which offers over 300 million unique visitors each month via domain “type in” traffic with advanced targeting options all around the world.

There are three things that significantly separate us from other RTB* ad networks.

1. Our users come from domain traffic.

This means the user types in a domain name in the browser but this domain has no content on it but is connected to our **DNTX** ad network.

2. We use redirects instead of ad spaces.

Let me explain this, as our traffic comes from domain type ins there is no ad space needed. We redirect the user directly to your landing page or offer. This is called a zero click or PPR (Pay-Per-Redirect).

3. We are a self service platform you can do everything yourself and changes are applied in real time.

To give you an example of how this works:

Say Mike, who is a body builder, is running out of protein powder. So what Mike does is he goes on the internet and types in www.bodybuilding.info.

bodybuilding.info is a parked domain and connected to the **DNTX** ad network with no content on it.

And guess what? One of our smart advertisers is already advertising for bodybuilding.info on **DNTX** and Mike is automatically redirected to our advertiser’s protein shop on bodybuilding.com. That’s what we call a Pay-Per-Redirect.

Our advertiser might have paid \$0.10 for Mike’s redirect. But since the traffic is very targeted, Mike’s purchase at the advertiser’s store resulted in a \$15 profit for the advertiser.

So now you have an idea how **DNTX** works. Let’s get to the campaigns and help you get started.

* RTB = Real Time Bidding; see also box on page 4



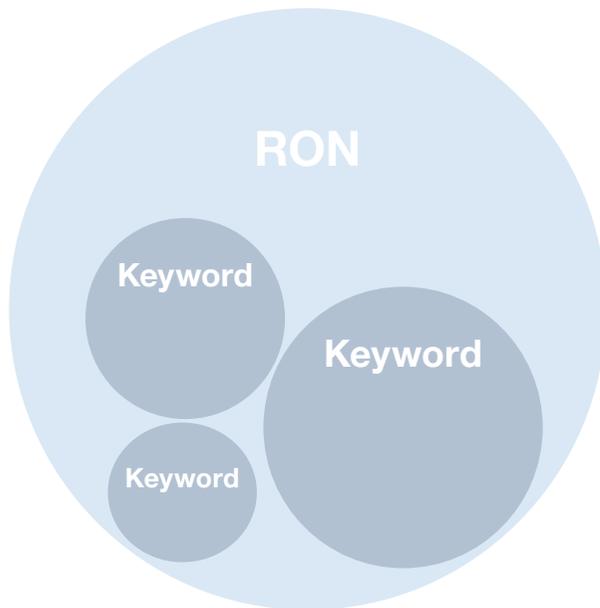
Getting Started: Campaigns & Keywords

You can choose between **Non Adult** and **Adult traffic**, so your traffic will be brand safe.

To have a better targeting for your traffic, we offer keywords.

Choose broad, single term keywords to get keywords with volume.

If you want to maximize your traffic exposure select RON*, to get all the traffic for your settings.



Keyword-driven traffic is a subset of the RON*-traffic.

* RON = Run on network

Top 30 keywords for the US

music	Affordable Loan Rate
insurance	health insurance
insurance services	social
jobs	blog
porn	torrent
sex	social network
adult	xnxx
video	film
youtube	browsergames
videos	real estate
facebook	education
movies	online schools
movie	mp3 music
news	movies online
Cheap Deal Insurance	walmart



Getting Started: Campaign Settings

The unique aspect of **DNTX** is our PPR ad type, where the user is redirected instead of seeing a classic ad. This works really well and has the most traffic and success. Of course, you can choose classic PPC ads, which will be shown on the parked domain as you know it from other ad networks.

Device targeting is one of our strong suites. You can choose from what device type you want your traffic to come from. Desktop users, mobile (smartphone) or tablet users. You can even break it down to which OS is used mobile (iOS, Android, Blackberry, ...). This is especially useful when targeting optimized landing pages for mobile.

Budgeting. You can run your campaigns without a cap but maybe you want to test first so you can set a daily budget for your campaign. This budget will be reset every day at UTC 0:00 and **DNTX** will only spend budget on your campaign until the daily cap is reached and then start the next day again. Check your daily caps and increase them if they are reached, to maximize your campaign performance.

Geo targeting. With **DNTX** you can easily target several countries all around the world – or just one. So you will only get the users from the countries you want. If you have several countries in one campaign you can choose to use one URL or separate ones for each country. This is great if you have several countries with the same language. When choosing mobile, you can choose between WiFi or the different carriers.

The last step to launch your campaign is to enter your landing-page URL and bid price for each redirect or zero click (PPR). We have a suggested bid this will show you an estimate of a price you will need to get most of the traffic.

Try a higher price at the beginning to quickly see how the traffic performs and then adjust the price to a good CPA or CPM that works for your offer. You can always bid lower and will still receive traffic this is because daily budget caps of others may run out and the traffic will be cheaper for a period of time and prices change all the time on **DNTX**. That's also why suggested bids can be very high.

I have mentioned RTB a lot – what is this exactly? Just to break it down: **Real Time Bidding** is the 'stock market' of selling and buying display ad space in online media, while obtaining control of all your inventory all the way down to one impression at a time and in real time. In other words: it's a game changer of display advertising.

Read more on RTB from this source: bit.ly/VL4hZe



Understanding the Metrics: Uniques & Clicks

Now go and fund your account. We offer a hassle free way from \$20 up to custom amounts via PayPal to start instantly. If you have larger amounts we offer wire transfer as well.

Two things to note when using PayPal: we may deduct your local VAT and the PayPal fees. <https://www.dntx.com/funding>

Now once you get those clicks via **DNTX**, go and check the reporting interface. You will see your campaigns for the day, sorted by clicks they have received until now. You can change the timeframe as you like.

* Stats not completed yet.

Date ↓	Uniques	Clicks/Redirects	Cost per Click/Redirect	Cost
2013-02-11 Mon. *	20	36	\$ 0.012	\$ 0.432
2013-02-10 Sun.	223	143	\$ 0.013	\$ 1.889
2013-02-09 Sat.	246	149	\$ 0.013	\$ 1.989
2013-02-08 Fri.	325	185	\$ 0.034	\$ 6.361
2013-02-07 Thu.	184	98	\$ 0.021	\$ 2.097
2013-02-06 Wed.	0	0	\$ 0.000	\$ 0.000

The two quick ways to analyze your campaign explained:

1. Click on the campaign name to quickly switch to the daily statistics to see performance in the past few days.
2. Click on the settings (Traffic, Campaign, Ad Type or Device) to open the carrier-, country- and bid-quickview, to see your settings and what you are bidding for.

To edit something, just click on the  on the right hand side of your campaign.

Campaign Name	Traffic	Campaign	Ad Type	Device	Uniques	Clicks	Cost per	Cost ↓	Budget	
CH - SexHunter.TV VOD-Portal 	Adult	RON	PPR	mobile	998	610	\$ 0.021	\$ 12.767	\$ 20	
Country	Carriers	Bid	URL							
CH 	tele_ch	\$ 0.005	http://tracking.kissmyads.com/aff_c...&aff_id=1410&source=tele2							
CH 	wifi	\$ 0.021	http://tracking.kissmyads.com/aff_c...0&aff_id=1410&source=wifi							
CH 	oran_ch	\$ 0.041	http://tracking.kissmyads.com/aff_c...aff_id=1410&source=orange							
CH 	swis_ch	\$ 0.041	http://tracking.kissmyads.com/aff_c...f_id=1410&source=swisscom							
CH 	sunr_ch	\$ 0.079	http://tracking.kissmyads.com/aff_c...ff_id=1410&source=sunrise							



Understanding the Metrics: The Scenarios

Metrics: Uniques and Clicks

Uniques are the available unique users which matched your campaign settings and which you actually bid for. Resulting from this if your bid was high enough you receive the clicks in the „Clicks“ column. These are real clicks you received and paid for. Returning visitors are filtered out and not billed. Bots are filtered out anyway and do not make it into the **DNTX** system.

Note: One thing to note is that there may be external feeds buying the traffic even if you have the highest bid. These external feeds can't be reflected in the **DNTX** systems suggested bid. So there is a bit of trial and error there.

Campaign Name	Traffic	Campaign	Ad Type	Device	Uniques	Clicks	Cost per	Cost ↓	Budget	
IT NA Burtalo TV [i]	Non Adult	RON	PPR	mobile	3082	1848	\$ 0.052	\$ 95.984	\$ 20	[e]
Mobile: CH - SexHunter.TV VOD-Portal [i]	Adult	RON	PPR	mobile	5832	3836	\$ 0.023	\$ 88.288	\$ 20	[e]
Mobile: DE HTML5 [i]	Non Adult	RON	PPR	mobile	6964	4014	\$ 0.022	\$ 86.403	\$ 20	[e]
Test RON DE Mittelstandsmanager [i]	Non Adult	RON	PPR	desktop	2927	1248	\$ 0.044	\$ 54.550	\$ 50	[e]
Mobile: IT Hot Belen (iPhone) [i]	Non Adult	RON	PPR	mobile	8631	604	\$ 0.061	\$ 37.129	\$ 20	[e]
Mobile: IT Hot Belen (iPhone) 2 High Bid [i]	Non Adult	RON	PPR	mobile	237	119	\$ 0.142	\$ 16.885	\$ 20	[e]
DE Lovefilm Direkt [i]	Non Adult	Keyword	PPR	desktop	368	320	\$ 0.041	\$ 13.258	\$ 15	[e]
Mobile: NL JokerQuiz (voucher) [i]	Non Adult	RON	PPR	mobile	863	470	\$ 0.020	\$ 9.503	\$ 20	[e]
IT Adult FlirtXXX [i]	Adult	RON	PPR	mobile,tablet	148	104	\$ 0.087	\$ 9.029	\$ 5	[e]
Desktop: Absatzwirtschaft.de DE [i]	Non Adult	RON	PPR	desktop,tablet	401	148	\$ 0.040	\$ 5.901	\$ 5	[e]
Mobile: IT Hot Belen (Android) [i]	Non Adult	RON	PPR	mobile	289	119	\$ 0.048	\$ 5.717	\$ 20	[e]
Mobile: IT Hot Belen (Feature Phone) [i]	Non Adult	RON	PPR	mobile	11295	61	\$ 0.063	\$ 3.867	\$ 10	[e]

That's why there are five scenarios:

1000 Uniques – 0 Clicks

This means your bid is much too low.

1000 Uniques – 250 Clicks

This means your bid is pretty low you could do better.

1000 Uniques – 500 Clicks

This means your bid is good and you're getting a good amount of traffic for a reasonable price.

1000 Uniques – 750 Clicks

This means your bid is very accurate and you're getting most of the traffic getting more is probably going to cost you much more.

1000 Uniques – 1000 Clicks

This means you're getting all the traffic and there is no competition. This is pretty rare... or very expensive.

I always aim for third and fourth scenario. These are the ones working best for me and my ROIs.

Well that's all I have for now. Feel free to contact me with any questions at my email or support@dntx.com