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TRAFFICGUARD'S PREFERRED PARTNER PROGRAM SEES FAST TRACTION

Key Highlights

- TrafficGuard® launches preferred partner program, TrafficGuardians, helping clients identify transparent and safe traffic sources
- TrafficGuardians are traffic sources pre-vetted to meet quality standards and directly integrated with TrafficGuard®
- To date, 30 ad networks and app marketing platforms have integrated giving TrafficGuard® clients the ability to seamlessly access pre-qualified traffic sources
- Recently integrated TrafficGuardians include MobVista, StartApp, and ad tech unicorn, InMobi
- Clients can still use TrafficGuard® across non-integrated sources

Tech Mpire Limited (**Company** or **Tech Mpire**) (**ASX: TMP**) is pleased to advise that it's fraud mitigation SaaS, TrafficGuard®, has launched a preferred partner program, TrafficGuardians. Each TrafficGuardian is pre-vetted to meet quality standards and directly integrates with TrafficGuard®. To date, TrafficGuard® has 30 TrafficGuardians including MobVista, StartApp, and ad tech unicorn, InMobi.

The purpose of the TrafficGuardians program is to facilitate collaboration on the growing problem of ad fraud fostering transparency and restoring trust in digital advertising.

Onboarding new traffic sources can be a complex and time-consuming process for advertisers. TrafficGuard's direct integration with preferred partners means onboarding a new traffic source is as simple as picking it from a list in the TrafficGuard® portal, eliminating time and friction for both the advertiser and their new supply source.

TrafficGuard® clients are still able to safeguard traffic from sources that are not preferred partners, however, utilising TrafficGuardians gives clients assurance that their traffic sources are following best practice to mitigate invalid traffic in their supply.

Integration with traffic sources provides valuable two-way transparency by ensuring all required parameters are received by advertisers and providing real-time performance reporting back to partners.

In 2018, the industry will see $19 billion of ad spend wasted on fraud[1]. This burden is not limited to advertisers but extends to the networks and platforms that are also defrauded in

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[1] Juniper Research 2017

the supply chain. Conventional anti-fraud tools with-hold invalid traffic diagnosis, which compounds the impact of fraud for advertisers and their traffic sources. TrafficGuardians will get insight into their traffic quality and how they can drive campaign improvements in real-time. By facilitating this process, TrafficGuard® is not only mitigating fraud, but maximising performance for the client as well as their traffic sources.

Along with an unprecedented level of transparency, TrafficGuardians will feature in TrafficGuard's marketplace, making them discoverable to the brands and agencies that use TrafficGuard® for fraud mitigation. The value of integration for partners is validated by the swift uptake of the TrafficGuardians program.

Tech Mpire CEO, Mathew Ratty said, "Since TrafficGuard's conception in 2016, our vision for the technology has been to create a solution that benefits the entire digital advertising ecosystem. Transparency is key to this. Our TrafficGuardians have all demonstrated their desire to have insight into their quality, and have that insight verified by an unbiased third party. Real-time access to data empowers those businesses to optimise invalid traffic out of their supply, while also driving performance for our clients."

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For more information, please contact:

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