



# DMG Mobile launches new mobile optimisation platform

RA'ANANA, ISRAEL: DMG (DSNR Media Group) - a leading provider of result-based online and mobile advertising solutions - has introduced Traffiliate for mobile, reputed to be a first-of-its-kind management and control platform for mobile advertising.

Responding to the complex challenges faced by today's mobile advertisers, Traffiliate for Mobile is designed to deliver real-time visibility of all campaign data across the entire value chain, enabling comprehensive, on-the-spot optimisation that brings unmatched profitability.

The solution is claimed to have been extensively proven, and is currently used with dozens of clients worldwide.

## Full visibility and conversion tracking of mobile campaigns

Bringing a much-needed level of measurement and ROI-driven optimisation to [mobile advertising](#), [Traffiliate for Mobile](#) is designed to provide a complete picture of all campaign parameters for granular targeting and broad optimisation, including by: Countries, Operators, OS, Device 'Make and Model', Creatives, Browsers, etc., as well as Type of Traffic or Publisher. These advanced user profiling and conversion tracking features allow advertisers to focus on the best-performing channels.

## Unified reporting of all campaign data

The platform's Unified Reporting capabilities make campaigns easy to monitor and control - and easy to analyse. User-friendly reports enable advertisers to quickly grasp what actions need to be taken in order to get the best results. By measuring actual campaign success in real time, DMG Mobile helps advertisers to maximise their budget value, spending only where they get the most for every dollar.

Read CLIQ Digital Case Study - [http://www.dsnrmg.com/Case-Study\\_CLIQ-Digital.aspx](http://www.dsnrmg.com/Case-Study_CLIQ-Digital.aspx).

According to Inbar Chap, co-CEO of DMG, "In today's complex mobile realm, where advertisers face so many challenges - including the need to understand and control multiple parameters and sources - DMG mobile uses Traffiliate for Mobile to provide the first comprehensive answer - making it easier for brands and agencies to embrace mobile advertising in their marketing mix."

## Tracking lifetime value

Traffiliate for Mobile also tracks the [Lifetime Value \(LTV\)](#) of each user. LTV tracking pixels allow advertisers to understand the true value of their campaigns by linking them to the actual revenues generated. Advertisers can then target and bid more precisely, focus on the best yielding channels, and significantly increase the volume of long-term high-value users.

## About DMG

DMG (DSNR Media Group) is a leader in result-based online and mobile advertising solutions. Utilising advanced proprietary technologies and proven methodologies, the company delivers full control of all aspects of mobile and online campaigns, ensuring the highest possible ROI for both advertisers and publishers. A specialised ad network boosts global exposure for advertisers across top-tier publishers.

For further information, go to <http://www.dsnrmg.com>, <http://www.traffiliate.com>.

For more, visit: <https://www.bizcommunity.com>