



Spot Opportunities for May

A question that we often get asked here at Traffic Factory is, which are currently the “best” spot opportunities available?

Similar to many open-ended questions, there are many ways to answer this but let's define what we consider as “Spot Opportunities”

What is a “Spot Opportunity”?

Traffic Factory's definition is an ad spot which potentially receives vast levels of traffic but currently has the least amount of competition. This is a combination of several factors - **country, device and ad spot.**

Each ad spot has a minimum bid price but the amount that you bid determines the position you obtain. Based on the principles of supply and demand, fluctuations in pricing differ due to the level of competition between advertisers for an ad spot.

Current Traffic Factory Spot Opportunities

COUNTRY	SPOT OPPORTUNITY
FRANCE (T1)	DESKTOP HORIZONTAL
GERMANY (T1)	DESKTOP POP-UNDER
ITALY (T1)	DESKTOP HORIZONTAL
JAPAN (T2)	DESKTOP NATIVE
VIETNAM (T2)	MOBILE HEADER

The results above prove quite surprising with three Tier-1 countries featured, all three with strong ad spots available.

The Pop-Under is sure to get your promotion seen as it is activated on the very first click of a user. Those with the need to give a special promotion across quickly should take up this opportunity.

The horizontal desktop spot is another well-positioned option. This is a good option for the budget-minded CPC advertiser looking for precise clicks and an on-going promotion.

Followed by two emerging Tier-2 countries, Japan and Vietnam, both consistently obtain very high levels of quality traffic respectively.

We point out that Native Banner spots and Mobile Header banners are notorious for their high CTR. Very rarely do these popular ad spots make an appearance on Traffic Factory's list of opportunities.

Mobile Header banners are arguably one of the most popular and sought after positions. Their prominent position to the user make them highly attractive with strong levels of success to many of our advertisers.

Those with good video creatives should make use of the current opportunity for Native ads in Japan.

How long will these opportunities remain?

Be sure not to miss out, get onto these opportunities quickly and avoid disappointment!