

BEGINNING THE HUNT

WHERE DO YOU START?

- ✓ **CHECK OUT THE AD NETWORK EXPERIENCE AND CASE STUDIES.**
Can they show you proven results for highly successful campaigns?
- ✓ **TALK TO THEIR CLIENTS.**
Are they happy with the service, results, customer service?
Check the longevity of their client relationships.
- ✓ **DO THEY HAVE LEADING-EDGE EXCELLENCE**
within your sector?
- ✓ **WHAT ABOUT THE STAFF,**
are they advertising experts with a proven expertise?

- ✓ **HOW SECURE AND ESTABLISHED IS THE PRIVATE MARKETPLACE?**

When was it founded?

- ✓ **DO THEY UNDERSTAND THE FULL DIGITAL MARKETING SECTOR,**
in order to offer to offer innovative, ambitious, and, above all, profitable global digital marketing campaigns?

- ✓ **Will they provide you FULL TRANSPARENCY?**



WARNINGS

- * You need to know who has responsibility for your campaign, somebody with talk to anytime.
- * Go on recommendations, a good private marketplace should get a lot of new business through word of mouth.
- * **AVOID STICKY CONTRACTS.**

THEIR EXPERTISE

INTERROGATING THE AD NETWORK
Ask about the following must-haves:

DO



they take an accurate brief?
they provide a personal account manager dedicated to you?
they offer transparent, brand safe traffic?
they provide advanced audience targeting solutions?
they have a grip on the territories for your campaign?

HOW many years of experience do their team have?

WHAT kind of technical support do they provide?

CAN a see a sample of their advertisers and publishers?

ARE they brand focused?

DO they have the necessary experience working with valued brands?

DELIVERABLES AND EXPECTATIONS FOR ADVERTISERS

ROI

the ad network must have the in-house resource to provide ROI positive online advertising and mobile marketing campaigns with a 100% focus on personal customer service.

TRANSPARENCY IS KEY

must provide full visibility on what they are doing and why.

MULTILINGUAL AND GLOBAL

be able to handle your campaign in multiple languages and territories.

INVENTORY

because you don't want a simple white list,
you want to choose your publishers your own.

TECHNOLOGY

should keep your campaigns always updated and handle with the best advanced targeting solutions.

PERSONAL SERVICE

you need someone who be clued up about your campaign objectives, status... and enable to contact anytime.

INTUITIVE

should offer measurements and insights comprehensive reporting.

ADAPTABLE TO YOUR NEEDS

with multiple ad solutions and formats and above all sensitive to your business needs and flexible if they change.





HAXHAX

THE BEST CHOICE FOR ADVERTISERS

Using HaxHax to handle your Advertising campaigns give you an effective, cost-effective approach. We will help you to implement a robust, ROI-focused campaign that complements your global marketing strategy.

WE CAN

fix to your budget.

WE CAN

handle campaigns across several languages and territories, with wide time availability.

WE USE

advanced targeting capabilities and advanced optimization technology.



WE ARE

fully global, with experts all over the world. Each of these teams knows their own market up-close and personal direct contact.

WE OFFER

quickly and efficiently solutions when technical problems shows.

WE OFFER

full transparency processes, tools and media.

WE HAVE

the sites to match the needs of every brand with some of the world's largest and best-known websites, all auditing manually, managed and labeled into more than 40 content channels.

WE DON'T NEED

to tie you up with long term contracts.

WE ARE ABLE TO:

INCREASE CONSIDERATION OF BRAND.
INCREASE BRAND PREFERENCE.
INCREASE BRAND FAVORABILITY.
INCREASE PURCHASE INTENT.



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SAMPLES OF OUR PUBLISHERS

- cellrev.net
- enewspaper.mx
- gamesportal.org
- pink-gossip.net
- mulheres-insanas.com.br
- bestgoals.net
- best-football.net
- faixas.net
- habbo.com

SAMPLES OF ADVERTISERS

- Lego
- Andorra Tourism
- Red Bull
- Amena
- Kia
- Peugeot
- O Boticario
- Best Western
- Burguer King
- Iniston
- La Caixa
- Orange
- Riu Hotels

SAMPLES OF CHANNELS

- mobile
- technology
- news
- internet
- health
- fashion
- gamming
- entertainment
- teen
- women
- fashion/beauty
- men
- online games



HOW TO GET STARTED?
CONTACT US ANYTIME

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Crazy4media group
www.crazy4media.com

