

ASX RELEASE

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**TRAFFICGUARD® TECHNOLOGY ENHANCEMENTS INTRODUCE SIGNIFICANT NEW FEATURES****Key Highlights**

- TrafficGuard® technology enhanced with significant new features introduced including new campaign type, increased fraud prevention capability, easier integration and more measurement options.
- **New campaign type.** TrafficGuard® can now support fraud mitigation on web-based advertising campaigns as well as mobile app install campaigns, opening up TrafficGuard's market to advertisers that don't have mobile apps.
- **Increased fraud prevention capability.** TrafficGuard® now has the ability to harvest impression level data, strengthening click and attribution level protection, which gives TrafficGuard® an earlier stage to detect fraud and increases the data points available for overall protection.
- **Easier client integration** via TrafficGuard's powerful and convenient REST API<sup>1</sup>. Advantages include ease of integration and development for advertising networks and third-party platforms.
- **More measurement options.** Clients can now choose from a range of options that best suit their needs and capabilities including Measurement URL, postback, SDK, JS Tag and API.
- TrafficGuard® now pursuing integration via API with major campaign management platforms. Each platform integration allows thousands of brands and networks to utilise TrafficGuard® without any additional set up, widening the network effect of the TrafficGuard® technology.
- Impression level fraud detection brings Tech Mpire one step closer to programmatic advertising

Tech Mpire Limited (**Company** or **Tech Mpire**) (**ASX: TMP**) is pleased to provide a technology update to shareholders.

TrafficGuard® has achieved key technology milestones previously outlined in the Company's Strategy Update (see pages 11 and 12 of ASX announcement dated 20 August 2018).

Tech Mpire COO Luke Taylor said, "At Tech Mpire, our focus is on innovation to continue to provide the best fraud prevention and improve the whole digital advertising ecosystem. Technology milestones achieved in this quarter to date have made TrafficGuard® easier to adopt for many potential clients; broadened its application to CPC/web campaigns; and strengthened its fraud detection capabilities. Whilst strengthening our existing offering, these developments are also a first stepping stone towards an impression level fraud prevention solution for programmatic advertising."

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<sup>1</sup> Application Programming Interface - A means of integrating multiple software platforms for cooperative tasks

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Some elements of the technology enhancements are outlined below.

### New campaign type

**Web based campaigns are now supported by TrafficGuard®** for clients integrated via API as well as mobile app install campaigns. This enables TrafficGuard to offer fraud mitigation for advertising sold on a cost per click (CPC) basis, opening the solution up to advertisers that don't have mobile apps.

### Increased fraud prevention capability

**Impression level data can now be collected** via API for clients integrated in that method, or by newly introduced JavaScript Tags<sup>2</sup>. **The addition of impression level data gives TrafficGuard® an earlier stage to detect fraud and increases the data points available for overall protection.** Until now, TrafficGuard® has invalidated traffic based on click, install attribution and post-attribution data (Figure 1). This is the first stepping stone towards impression level fraud prevention for programmatic advertising.



Figure 1. Where TrafficGuard operates in the advertising journey

### Easier client integration

**An API (Application Programming Interface) has been added to the list of integration methods available to TrafficGuard clients.** The API allows TrafficGuard® to plug into campaign management software directly to streamline client operations. Integration with one third party campaign management platform allows thousands of advertisers to easily find and subscribe to TrafficGuard with no additional set up on their part. This is part of increasing the network effect of TrafficGuard's technology, bringing more and more participants of the digital marketing ecosystem onto the TrafficGuard platform.

<sup>2</sup> JavaScript Tags - short pieces of code that execute to send data to TrafficGuard® when an ad impression occurs about the host of that impression.

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“The advancement of this API was critical not just as an integration method for campaign management platforms but also to ensure that we increase the value of the underlying technology as we naturally progress towards impression level fraud mitigation. Programmatic advertising is expected to account for 84% of display advertising in the US next year<sup>3</sup>. Sophisticated fraud prevention for programmatic is a massive opportunity for Tech Mpire” says CEO Mathew Ratty.

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<sup>3</sup> <https://www.emarketer.com/Article/eMarketer-Releases-New-US-Programmatic-Ad-Spending-Figures/1016698>

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