

THE ODYSSEY NETWORK

What is it?

Odyssey is an exceptional targeted advertising solution for the retail trading industry, established via audience extension from our network of trading websites. Within the advertising industry, it is completely unique, due to the composition of its visitors.

How does it work?

We track and monitor traders who visit our network of sites from around the world, and serve those users adverts which are relevant to their interests - in this case, trading - which, in turn, delivers exceptional engagement and CTR, resulting in a lower Cost Per Account than traditional display methods. We can reach users across 45+ advertising networks, including FBX, giving you the ability to reach customers directly in their Facebook News Feeds.

So, this is a 100% retail trading audience. Zero wastage on unqualified visitors (such as those you might acquire through traditional retargeting / exchange traffic methods!).

The results, as you might expect, are impressive. Odyssey is sold purely on a CPM basis but most advertisers will, of course, work this back to a CPA. What kind of a CPA? Probably less than you're expecting (we're happy to quote you average CPAs per region or per country).

There are some sensible minimum impression buy levels attached to Odyssey, which we've arrived at from running the product successfully for over two years. Those buy levels vary according to which country or region you are looking to focus your campaign on, so allow us to guide you accordingly.

Example CPMs	
UK	£6.60 GBP / CPM or equivalent
Mainland Europe	€5.00 EUR / CPM or equivalent
USA / Canada	\$5.00 USD / CPM or equivalent
Others	\$Enquire
Premium Inventory - bloomberg.com ROS	
Premium Inventory Surcharge	\$5.00 USD / CPM or equivalent

Odyssey has some additional criteria for implementation which, in our experience, is well worth the time getting right. This criteria revolves around the tracking of users once they have interacted with your advert, and results in a reduced CPA when best practice is adopted. Please get in touch with us to learn more about how this can work to your advantage.