

## Tunnel Traffic Prime Placement Advertising

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### **Introduction**

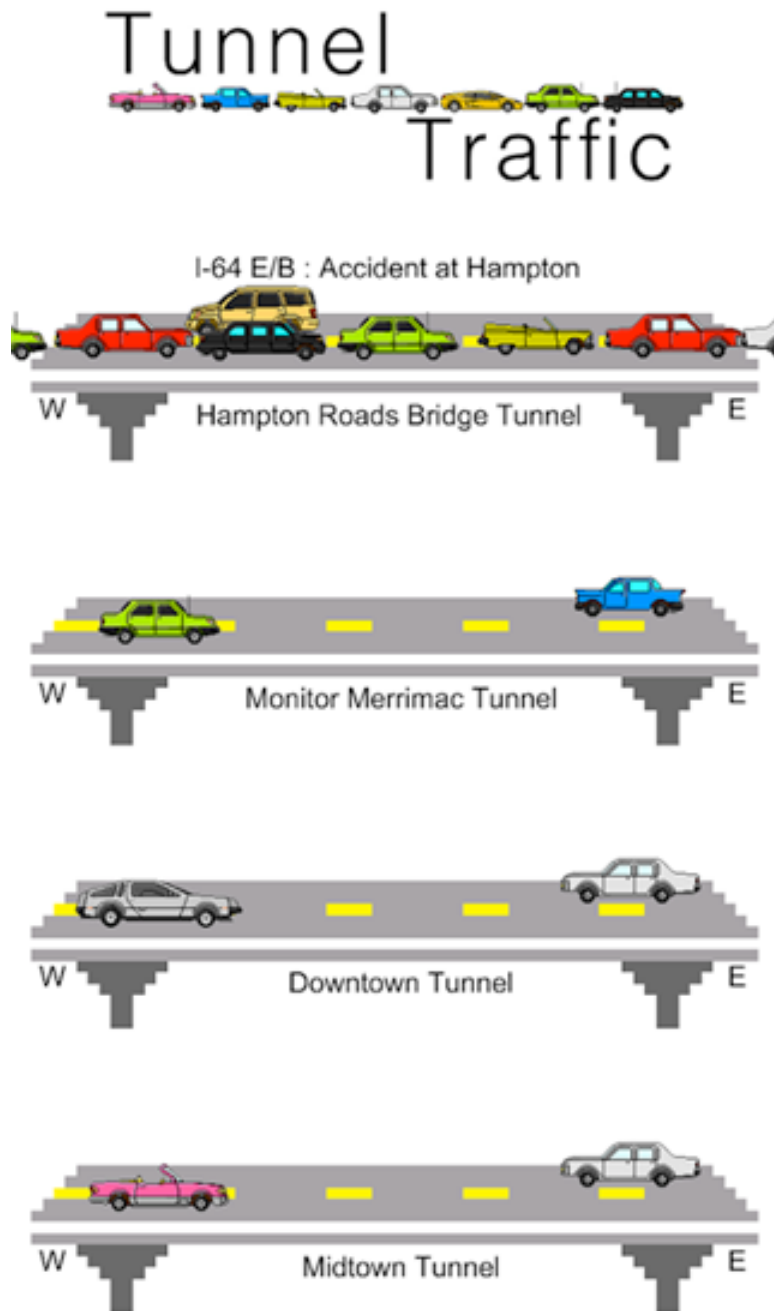
Midnight Status, the developer of Tunnel Traffic, has been producing mobile content since the inception of the iOS App Store in 2008. To date the studio and its partners have produced two #1 ranked apps and have garnered over 5 million installs. In 2008, apps began at \$9.99 but quickly plummeted to 99 cents. In 2009 Apple introduced In-App Purchase (IAP) and just as quickly the cost of entry for a typical app became zero. This phenomenon is known as “the race to the bottom”.

In addition to IAP, mobile advertising through networks such as AdMob began circulating in 2009. These networks displayed small banner ads on top of mobile content and they generated significant revenues for publishers. A moderately popular mobile app generated \$1,000 daily. Eventually, AdMob was sold to Google for \$1 billion.

As the mobile market matured new networks were created using a variety of ad formats including banner, newsfeed, interstitial, offer-walls, video, and prime placement. These formats each have their own unique characteristics. When leveraged appropriately they can offer a high degree of value, which can skyrocket a business' potential.

## Core Value Proposition

Tunnel Traffic has a unique value proposition. It offers users a quick non-interactive way to view traffic. It's like a fuel gauge for traffic. There are a number of great things about Tunnel Traffic's format. Primarily, the visual simplicity allows users to quickly focus in on the content displayed.








## Usage

On average users check the Tunnel Traffic app 10 times per month. It has become the first source locals use to check traffic conditions in Hampton Roads because it's so quick and convenient. Within a month, Tunnel Traffic became one of the highest ranked "Popular Near Me" apps on the iOS App Store, generating 7,000 unique users and 70,000 uses. Only PilotOnline is more popular throughout most of the region.

●●●○ AT&T LTE 6:54 PM 75%

### Popular Near Me

-  PilotOnline  
News  
FREE
-  Tunnel Traffic  
Navigation  
★★★★☆ (10)  
+ OPEN
-  WVEC13News  
News  
↓
-  WAVY TV 10 -  
Norfolk and Hampt...  
News  
+ FREE
-  Virginia Beach:  
Beach Street USA...  
Travel  
FREE

Featured Top Charts **Near Me** Search Updates

## **Advertiser Value Proposition**

To coincide with Tunnel Traffic's unique core value proposition it employs a proprietary ad network. Tunnel Traffic is a great opportunity for advertisers because it focuses on geo-local behavior that also engages a large audience, which is rare. Tunnel Traffic is used to monitor a geographic region with a radius under 10 miles. It is also used while people are already out and about, therefore instant calls to action are possible rather than calls to read more on a website.

In order to best serve users while maintaining its core value proposition, Tunnel Traffic uses a display banner on the front page, with an interactive banner inside help panel. This structure combined with prime placement is unique and incredibly powerful for advertisers. Instead of bombarding users with a multitude of businesses, Tunnel Traffic focuses on one business at a time. Instead of manipulating the user experience for more random clicks with tricky placement or full screen interstitials that block core content and cause confusing redirects, Tunnel Traffic respectfully highlights other businesses as the provider of the core content while still making it readily accessible with direct linking. Finally, because users are already out and sponsorship offers are time-limited, it makes it easy and compelling for users to visit nearby businesses instead of sitting in the physical traffic that awaits them during a typical commute.

## **How Powerful is Prime Placement?**

In the Introduction, AdMob was used as an example of a typical non-prime placement banner. These typical banners can receive tens or even hundreds of thousands of impressions for pennies on the dollar. Any generally educated digital advertiser is going to look at the number of impressions an ad will receive to make a judgement call. Many networks such as AdMob (now Google) and Facebook offer huge numbers of impressions for relatively little expense. Unfortunately, these services place businesses in situations where there are literally hundreds of other offers vying for their attention. They yield a quantitative advantage at a qualitative expense.

These bulk services pale in comparison to the effectiveness of services such as App-O-Day or Groupon. While typical banner services focus on huge volume with multiple competing ads (lesser performing ads eventually stop being displayed), prime placement services focus more intently on a smaller audience with a single ad. Yet due to the nature of prime placement, the focus on one business with guaranteed visibility, generates huge returns. The cost of prime placement is higher per impression but the returns are far greater.

## **The Cost of Traditional Local Advertising**

Local advertising with radio, TV, or newspapers is expensive. A one-off full-page ad in The Virginian-Pilot is \$40,000 for a circulation of 157,000 readers. This is an example of traditional local advertising and it is not even a prime placement scenario, there are dozens of other advertisers vying for the attention of those 157,000 readers. Nevertheless, this traditional local advertising is still incredibly potent.

## **Conclusion**

Tunnel Traffic is a unique local news source that provides prime placement advertising to businesses. It pulls from the best techniques in the industry to bolster its core value proposition and its advertiser value proposition. Please see [www.TunnelTraffic.com](http://www.TunnelTraffic.com) to view the latest statistics, structure, and pricing for a Tunnel Traffic prime placement campaign. Together, we can build a better local economy utilizing talent, products, services, technology, and people that live right here in Hampton Roads.