

RUSSIAN MARKET 30 MILIONS DAILY IMPRESSIONS

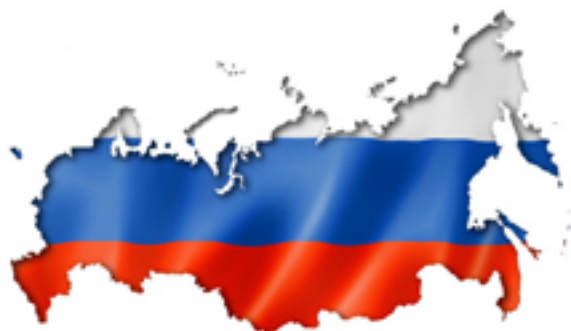
In this article we want to talk about the largest country on the planet - **Russia!**

Despite Puritan views, Russia generates about **30 million daily impressions** and traffic is only increasing. The traffic arbitrage market is growing, and so is our network.

Our goal is to help both new and already working advertisers with us to navigate this **specific market** with ease.

We have already written about our platform and its settings more than once. But, we all know that repetition is the mother of learning! **Repetitio est mater studiorum!**

Traffic Factory presents a 100% real-time self-service (RTB) platform where you **control your budget, create your own campaigns** and **creatives**. Our advertising formats include **banners, native format and video pre-rolls**. Currently, we can offer the purchase of traffic through the CPC and CPM. Our platform will allow you to **manage the available targets** (geo, video categories, devices) and **the budget of your advertising campaigns**.



The main advertising formats used for bid battles in Russia are Native, pre-roll and mobile rectangle. And this month's hot spots include Square and Horizontal formats.

It will not be amiss to recall that when preparing creatives for Russia, do not forget to translate the texts of the banners into Russian and check the spelling :-)

In our network we accept various types of offers. The main verticals popular in Russia are nutra, drugs for potency, dating sites, webcams, sports bets and casino

We should talk about the last vertical separately.

“Creative without strategy is called ‘art.’ Creative with strategy is called ‘advertising.’”

Jef I. Richards

Casinos and Russia

We receive a lot of requests from gambling sites to place ads on the territory of Russia, and many are getting rejections. Online casinos are a dark business, and after The Federal Service for Supervision of Communications, Information Technology and Mass Media began to block sites advertising illegal casinos, we stopped allowing such offers in Russia. We don't want to lose those 30 million daily impressions? ;-)

Do not despair! This prohibition does not apply to social casinos and sports betting from the Cupis list. Gambling partners do not delete us from the list!



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Geography lesson

Traffic Factory refers to the international community that did not recognize the accession of Crimea to the Russian Federation. Crimea remains a part of Ukraine.

Add to calendar

At the beginning of the year, we advise you to consult the Czech public holidays, as our banks accept payments according to the Czech calendar. Plan your bank transfers in advance! We all know how frustrating it is when well-running campaigns turn off due to a lack of balance in the account.

- April 10 Friday
- April 13 Monday
- 1 May Friday
- 8 May Friday
- July 6 Monday
- September 28 Monday
- October 28 Wednesday
- November 17 Tuesday
- December 24 Thursday
- December 25 Friday

What payment methods do you accept?

A traditional question that worries our customers. In Russia, there are many local payment solutions. However, Traffic Factory chose the most reliable methods that are widely known in the international market.

- **Paypal** - instant payment
- **Paxum** - the smallest commission
- **Credit card** - ask your AM to activate this method for your account
- **Bank transfer** - for serious players and major deposits.

And last but very important

We do everything so that our partners can contact us in a way convenient for them. Traffic Factory did not miss the lightning-fast take-off of the Telegram messenger. This application is especially popular on the Russian market. Add account manager Alla in Telegram - [@AllaTF](#)