



## Network Operators: Adding Value to Your WiFi Networks

This document describes how network operators use Silver Lining to add value to their WiFi networks. For information on how Silver Lining works read our **How Silver Lining Works** white paper

There are three primary methods for adding value and making money on your network when using Silver Lining.

### **Communicating with users via the Text Message Bar**

Network operators can activate the text message bar when they need to send a message to all users, and turn it off later when they're finished. This option is popular with Network Operators who want to inform the users about upcoming maintenance or other status messages.

### **Spreading the message with a Twitter Feed**

Network Operators can use Silver Lining to display tweets from their **Twitter** account in the ad bar. Displaying Twitter messages in your ad bar is a simple but effective way to extend the reach of promotional messages on your WiFi network. This option is great for Network Operators who want to extend their Twitter based marketing channel to their network.

### **Placing your own Banner Advertisements**

You can place your own Leaderboard (728x90 px) banner image or other popular IAB standard ad size using only a hyperlink to the image and a click url for the ad destination.

Advanced users can use OpenX or other ad server invocation code to quickly bring their inventory online and available to their network. This option is popular with commercial network operators looking to make money with advertising.

Network Operators who have relationships with local businesses which are already spending money on advertising have found this method to be an effective means of quickly developing a base of recurring revenue.

## **Selling ads via the Silver Lining Merchant Gateway**

Network operators can use the merchant gateway feature of their Silver Lining account to sell advertising space on their network. When the **Advertise Here** option is enabled on your network we display a link next to every banner that reads 'Advertise Here'. This link allows advertisers to fill out a simple online form and purchase ad space on your network immediately with just a few clicks.

Our secure merchant gateway processes the payment transaction, places the advertisement on your network, and delivers a payment to you at the end of each month. If for some reason you'd rather deal with everything yourself, you can easily disable the **Advertise Here** link and use your own merchant solution to sell advertising space.

## **The Silver Lining Ad Marketplace**

Silver Lining network operators are automatically eligible to participate in the Silver Lining **Ad Marketplace** as publishers. Network operators can add their networks to this global marketplace, and share revenue with Silver Lining for ad space we sell on their networks.

Depending on your level of service with Silver Lining, you receive between 50 and 70 percent of ad sales on your network as shown in the **Profit Center** section of your dashboard. Payments are disbursed monthly via check or PayPal when your account reaches at least \$100 profit.

## **How does the Silver Lining Ad Marketplace work?**

Networks in the **Ad Marketplace** with at least 500 unique users or 50,000 impressions per month are eligible to receive bids from advertising partners that are interested in placing advertisements on your network. In order to help promote your network and find targeted advertisers we help profile your network to develop an accurate user demographic for advertisers in the Ad Marketplace. Silver Lining works with advertising partners to provide the highest possible advertising revenue return for your network. You approve what marketplace ads are shown on your network in the **Ad Center**.

Networks which do not meet a high level of unique users or impressions can still participate, but may need an extended network profiling period to develop enough demographic data. Niche network operators often use the **Merchant Gateway** to develop initial revenue while their network is being optimized for the **Ad Marketplace**.

**Can I target ads on splash pages?**

Yes. You can target your splash (or login) page advertisements on your own captive portal by using Silver Lining ad invocation code on your splash page. You can customize the setting for your splash pages in the dashboard for your account. Both pre and post authentication advertising placements are available for targeting. Interstitial advertisements can also be placed.

**What are the typical CPM and CPC rates on a WiFi network?**

CPM (cost per one thousand impressions) rates for WiFi networks are typically higher than those of website based ads.

The advantage of precise geographic targeting increases the value of relevant advertisements. Unlike website based ads (which are available to the general internet) WiFi network based advertisements do not suffer from widespread click fraud. Our reporting engine is designed to identify clicks by unique users and filter out fraudulent clicks.

In general, targeted advertisements on WiFi networks tend to be between \$5 and \$20 CPM depending on the local network demographic and number of unique users.

The equivalent CPC costs as measured on large WiFi networks is comparable to normal internet based ads, and can range from \$1-\$20 depending on the quality of the advertisement. More effective advertisements tend to have lower CPCs. The most effective advertisements (in terms of CPC measurements) allow users to act immediately.

**What size plan do I need?**

Silver Lining plans are based on the number of ad impressions you use each month. A good rule of thumb is to assume you will serve 30-50 ad impressions per unique user session, per month.