

DirectCPV Launches Contextual Advertiser Platform Version 2.0

DirectCPV (www.directcpv.com), a leading pay per view (PPV) contextual advertising network releases new advertiser backend system boasting a horde of cutting edge features and tools. DirectCPV's new and improved advertising platform features a more advanced user interface that makes it more powerful and easier to use than the competition.

Online PR News – 08-February-2010 DirectCPV (www.directcpv.com), the industry's most prominent contextual pay per view (PPV) advertising network, is excited to announce the release of their **new and improved advertiser management platform**. The revamped backend system for **advertisers** features a more advanced user interface that is easier to use and boasts some of the most innovative tools to help advertisers manage their ad campaigns effectively.

Some of the new features on DirectCPV's contextual cost per view (CPV) advertiser platform include a Bulk Keyword or URL Upload tool which makes it faster for advertisers to enter keywords or URLs to target their campaigns. Another useful new feature is the Domain Research Tool which allows advertisers to instantly search for domain targets that can give them the most relevant traffic. The Domain Competitor Finder is another remarkable new feature that allows advertisers to find out where competitors are getting their traffic. Other creative new tools include a Keyword Suggestion Tool and a Search Engine Spider tool which allow advertisers to find the best keywords and URLs to target from top tier 1 search engines.

According to CEO Charlo Barbosa, "we've put a lot of effort & countless hours in improving our platform so that our advertisers get the best tools and features available. We believe our revamped advertiser backend makes our ad platform more powerful and easier to use than any other platform on the web today."

With sign up rates surging 41% in the past month, the timely launch of DirectCPV's new advertiser backend will undoubtedly help the advertising giant handle its phenomenal growth. Utilizing precise contextual targeting technology, DirectCPV delivers high quality traffic to advertisers at low rates that start at just \$0.01 for URL, keyword and category campaigns and \$0.004 for run of network advertising. As DirectCPV continues to evolve and expand, its advertisers will definitely benefit from the latest technologies and features from the most cutting edge cost per view (CPV) advertising platform in the industry.

For more information about DirectCPV and its revolutionary **Targeted Contextual Advertising system**, please visit www.DirectCPV.com or contact a sales manager at 1-866-984-6278, (949) 379-7130 or email sales@directcpv.com.

Image Gallery



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