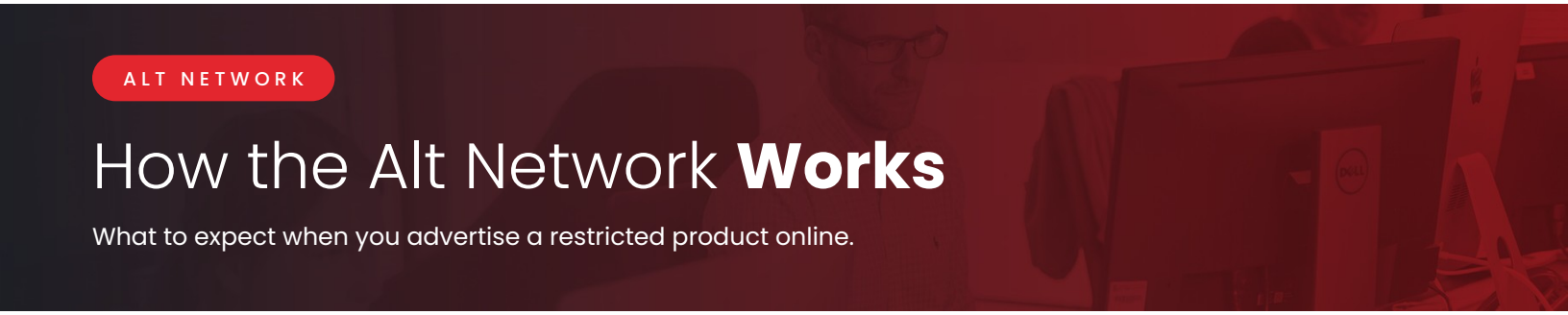


ALT NETWORK

How the Alt Network **Works**

What to expect when you advertise a restricted product online.

The Alt Network is a group of websites and apps that have chosen to show ads for alternative and sensitive products. Here's how we keep your campaign compliant, and what to expect along the way.

EVERY CAMPAIGN STARTS WITH

Legal-area targeting
Ads only run in areas where your product is legal.

21+ age filter
Data-based age targeting reaches adults 21 and older.

These protections meet minimum state requirements. You're responsible for knowing the state and local laws where you operate, and we'll build your campaign to stay within them.

WHAT TO EXPECT

Delivery can vary. Fewer sites accept restricted-category ads, and sites can leave the network at any time without notice. That makes forecasting harder, so a steady daily pace of impressions or clicks can't be guaranteed.

We keep growing the network
Our team is always adding new sites and apps to increase the number of available impressions.

We optimize across every source
We shift budget toward what performs best for your goals and combine everything into one report.

You can verify the results
We add tracking (UTM) tags to your landing page links, so you can see the traffic in your own Google Analytics.

CREATIVE TIPS

Keep it clean

Simple designs without plants, leaves, or paraphernalia qualify for the most placements.

Be ready to adjust

If a site flags an ad mid-campaign, we'll help you update it quickly to keep it running.

Questions about your market?

We'll walk you through what's allowed where you operate and build a plan around it.

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