

Product Overview

Deliver banner and pop up messages across a network of over 100 million users

Cydoor was launched in 1998 and is now one of the world's largest networks. The majority of its inventory is delivered on software which has been downloaded for free. The audience, therefore, is extremely net savvy, as they have great experience in downloading software and shopping online.

Reach

	UK	Germany	France	Nordic	Global
Unique Users	4 Million	4 Million	2 Million	2 Million	100 Million
Page Impressions p/m	500 Million	400 Million	200 Million	150 Million	20 Billion
New Daily Users	15,000	15,000	8,000	8,000	500,000

Users

The Cydoor Network consists of a high percentage of the prime 18-49 high income users.

18-24: 18% 25-34: 16% 35-49: 30% Male: 55% £30-60k Household Income: 41%

Reporting

As with any interactive advertising campaign, the proof is in the reportable results. Cydoor servers track and monitor all campaign performance in real-time. All advertisers receive a login to view online reports of impressions, clicks and click through rates. The advertiser, therefore, is given full access to their market data 24 hours a day, 7 days a week, 365 days a year.

How does it work?

The client accesses the user via some of the world's most popular software including KaZaA, the most popular file-sharing (P2P) software. All the software in the Cydoor portfolio has media space available for purchase including banners, pop ups, pop unders and dynamic buttons. Many positions are solus placements.

adShape is the UK's only official Cydoor representative giving you priority access to all placements.



Cydoor Advertisers include:

Nokia - Dell - Lycos - Dating Direct - Yes! Car Credit - BT Openworld - William Hill
Vodafone - First Plus - Nissan - Intercasino - eBay

Call adShape for an immediate quote on 020 7428 6680.

Quick Facts

- One of the largest global networks
- Served on the world's most popular, free software
- 100 million users in the world
- 4 million unique users in the UK
- 64% of users are 18-49
- High average annual income
- Variety of placement and media options available
- Comprehensive tracking ability
- Targeting by IP address
- adShape – Cydoor's official UK representative