

AdMedia.

The AdMedia Opportunity

Presented by

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WHO WE ARE

AdMedia brings advertisers a powerful, efficient and responsive digital marketing machine. We deliver results. Combining leading edge methods with proprietary technology, we've engineered our platform to take online marketing to the next level. Unlike most online marketers, AdMedia offers a complete solution, integrating any method and metric you like, hitting all consumer touch points:



SEARCH



DISPLAY



EMAIL



MOBILE



SOCIAL

We excel at monetizing traffic, with unrivaled expertise in conversions to action through our Retargeting Engine and products. With our Retargeting System we've **increased clients' conversion rates by 125%.**

This pinpoint targeting is made infinitely more profitable through our reach: AdMedia's display ad network receives 100 million+ impressions per day, delivering 11 billion+ local searches per month and 29 Billion national searches per month.

“...29 Billion national searches per month.”

Our clients—agencies, brands, networks and publishers—prefer AdMedia because we understand consumer behavior. We know your prospects are a moving target, **so we've designed a responsive 360° platform that adjusts dynamically to put your message and offers where they'll bring results.** We deliver the right format at the right time in the right place. We offer total engagement, from impression to action:

Lead Generation & Acquisition Conversion

Widely recognized as one of the most competitive monetization solution providers, AdMedia works with clients to design their own programs, leveraging all AdMedia advantages:

Dominant Distribution
Brand Expertise
Flexible Business Model
Retargeting Engine

360° dynamic platform

“The right format at the right time in the right place.”

OUR ADVANTAGES - DOMINANT DISTRIBUTION

Distribution

Brand Expertise

Flexible Model

Retargeting Engine



50 million
unique monthly visitors

AdMedia is the largest privately held owned and operated online ad network.

The AdMedia network reaches more than 50 million ComScore confirmed unique monthly visitors through our owned and operated 20K+ vertical channels, plus taps into all the majors, including Yahoo, Bing and Google. With our network, coupled with our extensive email database and a variety of sources of direct contact, we reach:

100M impressions/day

11B local/month searches

29B national/month searches

90M opt-in emails delivered/day

“...plus taps into all the majors, including
YAHOO! Google bing”

Distribution Brand Expertise Flexible Model Retargeting Engine

Brand Expertise

Retargeting Engine



AdMedia offers an exclusive selection of white-labeled licensed platform products for some of the most highly regarded networks and companies in the industry.

exclusive selection of white-labeled
licensed platform products

Distribution Brand Expertise Flexible Model Retargeting Engine

Distribution

Brand Expertise

Flexible Model

Retargeting Engine

At AdMedia, the client is always right. We can accommodate any combination of search, display, email or other online exposure with your desired offer format, pushing traffic on a CPM, CPC, PPC, CPE and CPV basis while retargeting the user for a much higher click through rate to arrive at your CPA objective. **You're in control, so your leads are of much greater quality.**

“ We can accommodate any combination of search, display, email or other online exposure with your desired offer format ”

We'll set up your program so not only will your prospects see your brand message, but they'll be served prompts to respond. You want them to opt in to receive more information? Join an affinity program? Respond to a coupon offer? Hyperlink to your site? We can serve that, and change it on the fly.

CPA objective

Distribution Brand Expertise Flexible Model Retargeting Engine

Brand Expertise

Retargeting Engine

Optimized Relevance

“ retarget across 98% of the web ”

AdMedia is able to not only tap into the Google, Yahoo, and Bing networks, but also retarget that 70% of users who are in shopping mode and leave your site without purchasing a product or completing a lead form. We provide targeted pay per click ads, locally targeted display ads, local instant SEO placement, mobile based ad placement, SEM based ad placement, online coupon ads, and then retarget across 98% of the web all of the users who come to the advertiser site without purchasing a product.

Distribution Brand Expertise Flexible Model Retargeting Engine

Brand Expertise

Retargeting Engine

Optimized Relevance

They get information they want, **you get double qualified traffic that virtually eliminates fake impressions.** The industry calls this 'permission based marketing.' **We call it advanced predictive conversion.**

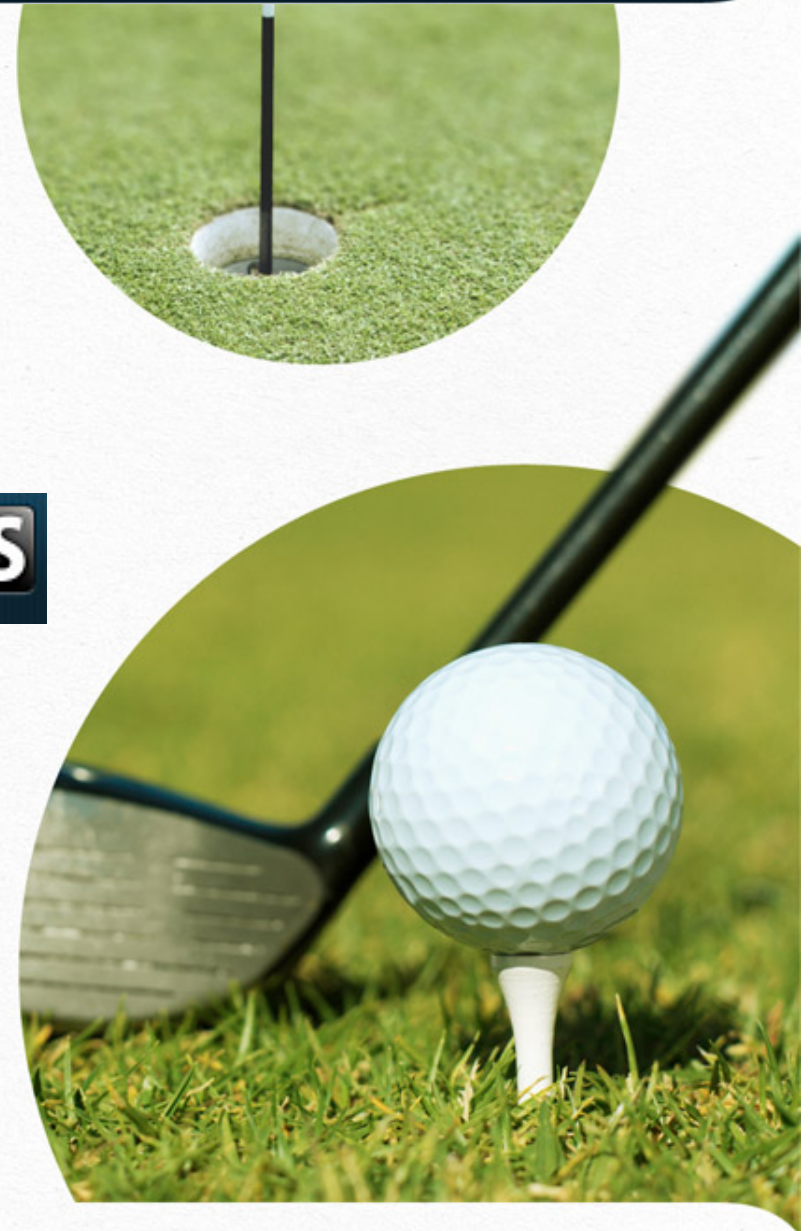
Even better, our Intextual® and Contextual® products boost the Retargeting Engine with **extra horsepower**. Our in-text platform puts users in the driver's seat, matching keywords to suitable content and the page's theme. We connect them with your message through topics they're already interested in, reinforced with entertainment from favorite sources like Wikipedia, Flickr, YouTube and Twitter.



AdMedia's network of compelling vertical brands reinforces this advanced targeting approach. We own and operate 20K plus of our own web properties.



We automatically match the desired consumer demo & behavior with very granularly oriented content. These attract through categories such as Directory, Shopping (comparison, discount and social), Travel, Leisure, Sports and many more



AdMedia is a complete solution. As a one-stop shop for all your online marketing needs, we bring you:

100M impressions/day

29B national/month searches

11B local/month searches

90M opt-in emails delivered/day

Behavioral tracking & micro targeting

Precise metrics w/dashboard, all bells & whistles

Pick your own CPA

Self-determined pricing & margin

Predictive modeling, Real time reporting

Fraud detection, Scalable Options

All of the above results in significantly more highly qualified leads and higher conversion rate at a price that you determine. Best of all, in our model we take on the risk.

ADMEDIA IN ACTION

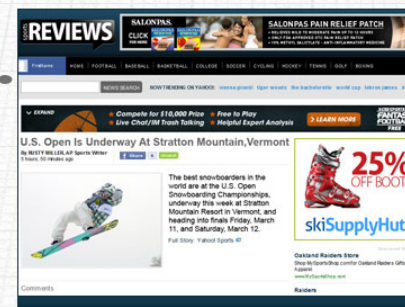
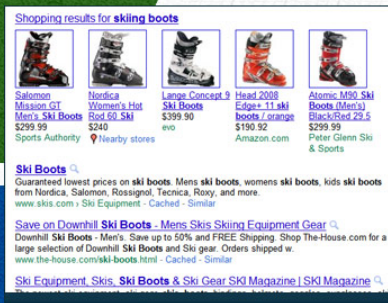
Follow Tony's User Experience - Step 1

Tony searches Google for "Skiing Boots"

Google's results include AdMedia products like contextual banners, organic and sponsored listings

Tony clicks a result and is taken to one of AdMedia's vertical sites.

From our vertical site, Tony lands on your brand's flagship site or specific product page. Before leaving your site without converting, visitors are tagged by the Retargeting Engine.



ADMEDIA IN ACTION

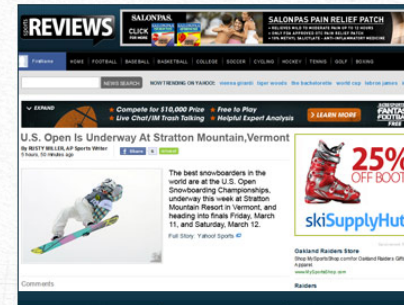
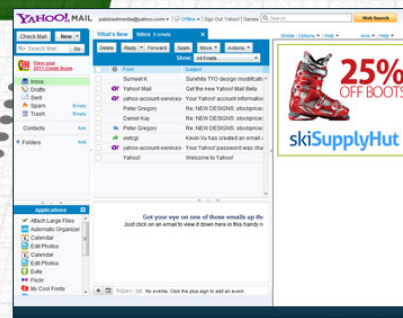
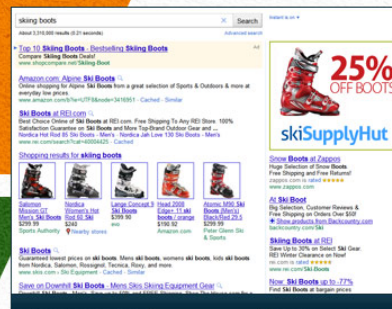
Follow Tony's User Experience - Step 2

Tony, now tagged by the Retargeting Engine, leaves your site to visit an affiliate site, where he will be exposed to your ad again.

He may keep searching, where he will be exposed to your ad again.

Even when checking his email, he will be exposed to your ad again.

As confidence builds by continuously seeing your ad, a motivated Tony returns to your site as a paying customer!



ADMEDIA IN ACTION

Follow Ed's Advertiser Experience

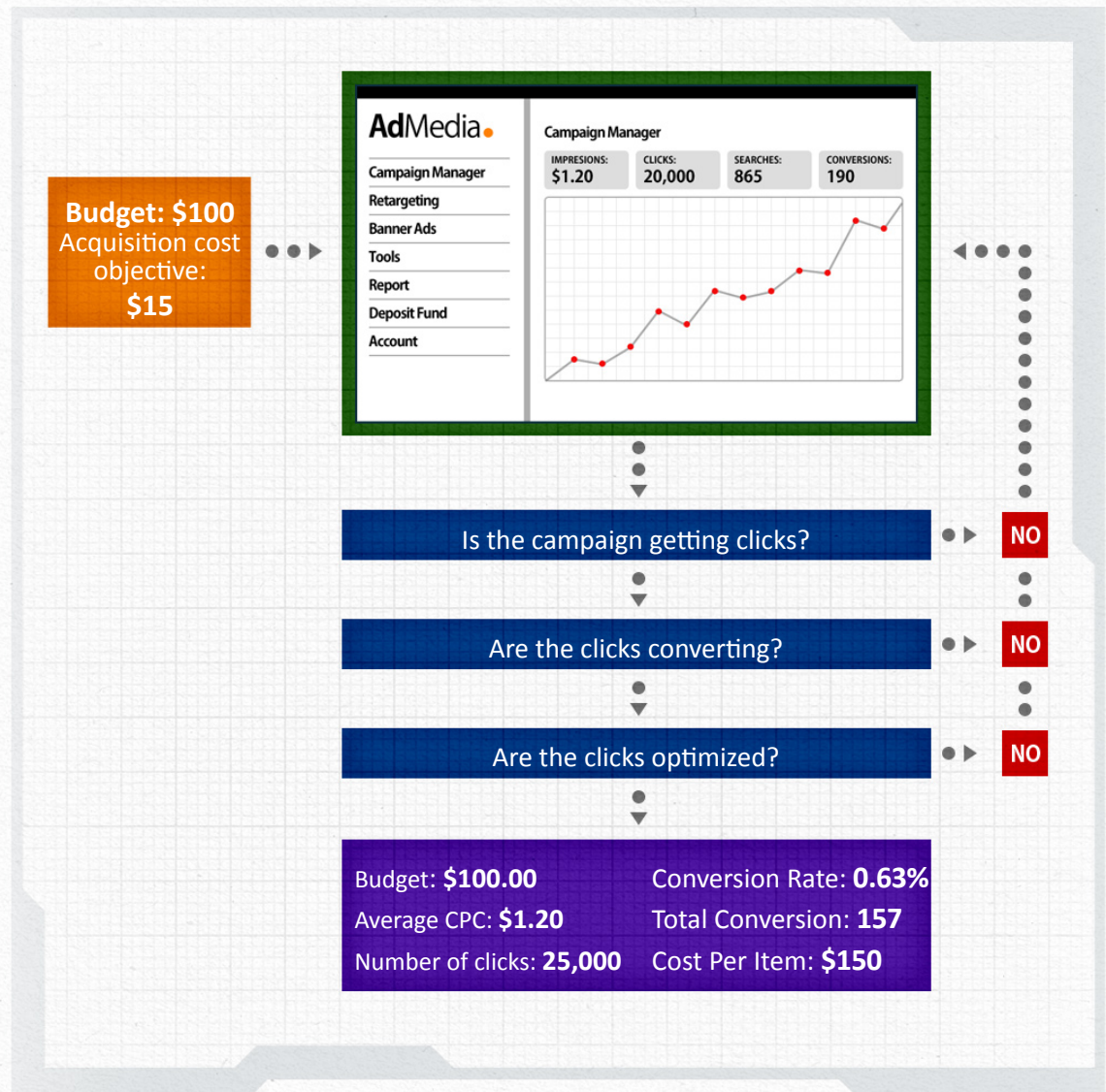
Ed determines his desired objective, chooses methods & formats, like search, display, email and social, chooses business model(s) (CPM, CPE, CPC, PPC, CPV) and sets his budget

In the Dashboard, Ed can monitor every aspect of his campaign to determine its effectiveness.

An algorithm constantly monitors the campaign to fine tune its performance

Underperforming campaigns are sent back to the dashboard where they're automatically optimized by our proprietary algorithm.

After adjusting your campaign, you'll realize it is the most effective campaign in the history of the web and it only cost you \$3.50.





TOOLKIT FOR ADVERTISERS

- Precise metrics Dashboard with all bells & whistles
- Dynamic Bidding System
- HTML code to create ad to embed in your email
- Fraud Detection
- Creative and format services through AdMedia Publishing Toolkit

HTML code to create ad to imbed in your email

Contextual Banners

Display Banners

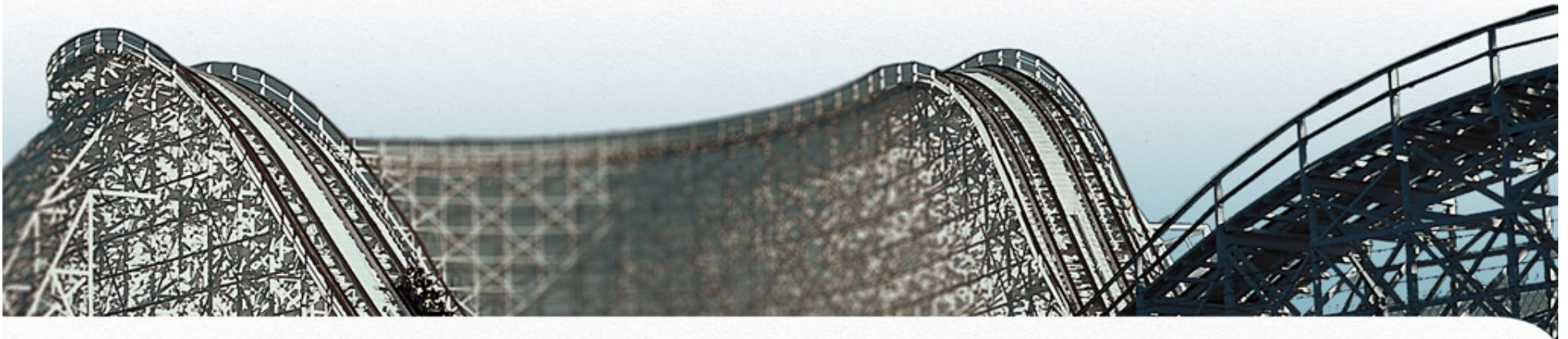
In-line Text Ads

Image and Video Overlay Ads

Domain landing and 404 error monetization

IOS & Android Ads for developers and websites

Coupons through Bright Deal





AdMedia works with most of the major networks and publishers.

YAHOO!

Aol.



Entrepreneur Danny Bibi founded AdMedia in 2005 as a classic start-up with less than 5 employees. The company evolved its core focus from domain registration and aggregation to perfecting an arbitrage model and tools. Along the way, AdMedia not only built out its verticals, but applied insight gained to create predictive modeling of online behavior, resulting in the best software system ever developed for delivering, tracking, optimizing and converting marketing messages.

A low-angle, upward-looking view of a white commercial airplane flying against a blue sky with scattered white clouds. The aircraft's nose, cockpit, and wings are visible, with the landing gear extended.

“With AdMedia’s model, there is no incentive for a publisher to push low quality or incentivized leads...”

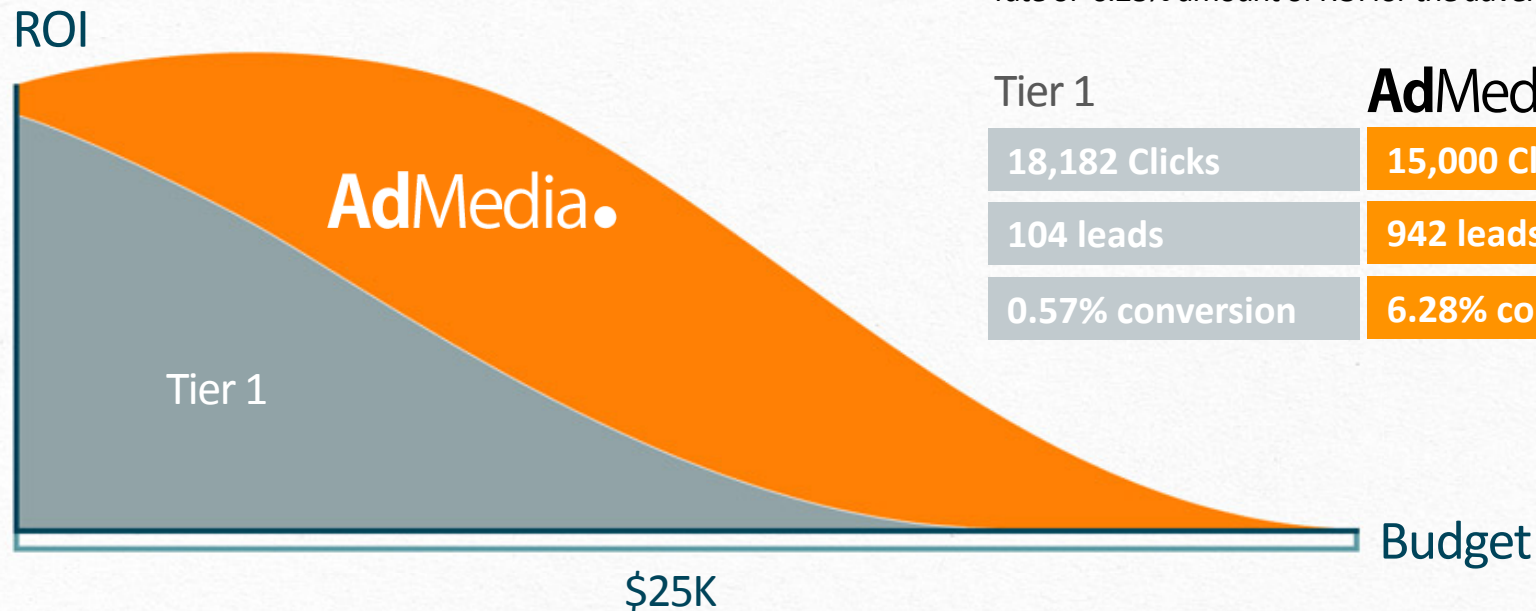
APPENDIX - CASE STUDY

Tier 1 Network comparison:

- Enterprise chose display and search with Tier 1 provider.
- Generating 18,182 clicks
- Resulting in 104 leads
- Conversion rate of 0.57%

AdMedia.

- Enterprise Rent-A-Car chose Platinum package 2 under the AdMedia product offerings package.
- Under Package 2, we ran localized display, email, and local search coupon offering
- Generating 5,000,000 impressions and 15,000 clicks
- Resulting in 624 amount of initial leads
- Then retargeting kicked in providing 318 additional leads resulting in a total of 942 conversions and a conversion rate of 6.28% amount of ROI for the advertiser.



Contextual Ads

CPA

CPC

CPV

Graphical Banner Ads

PPC

Re-Targeting

SEM

XML data feeds

19

ROI Scorecard

	Validclick	Adknowledge	Inuvo	24/7 Real Media	Turn Media	Adbrite	Collective Display	Vibrant Media	Tribal Fusion	Fox Audience Network	Audience Science	Casale Media	Traffic Marketplace	Specific Media	ContextWeb	Adconion	AdMedia
Own & Operated Properties													✓				✓
CPA Platform Offering		✓	✓														✓
CPC Platform Offering	✓	✓		✓		✓							✓				✓
CPV Platform Offering													✓				✓
Retargeting								✓	✓	✓	✓	✓	✓	✓	✓		✓
Display Network	✓			✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓		✓
Search Network			✓														✓
Contextual Network					✓	✓							✓	✓			✓
In text network							✓										✓
Local Search Advertiser Network																	✓
Email Delivery Platform & Network		✓															✓
Domain Parking Solutions																	✓
Mobile Ad Network													✓				✓
Social Media Platform		✓											✓				✓

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THANK YOU FOR CONSIDERING ADMEDIA

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