

AdMedia.●

2013 Ad Solutions

Cross Channel Advertising

(800) 296-7104 | sales@admedia.com



Partnership Opportunity

WHO WE ARE

Remarketing ◀



adMobile ☐

AdRetargeting ◀

↳ Ditto | domains

overlayAd ◻

▶ contextual

FOOTER
ROLL

ThankYouEmail

AdMedia works with top agencies and brands to bring digital marketing solutions with our cross channel marketing platform.

We excel at monetizing traffic, by generating millions of actions a day by targeting your ads through social media, games, display, email, mobile, search and video.

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.

ADVERTISING PRODUCTS & FEATURES

The one stop for all your performance and engagement needs.

- Video
- Display
- Social
- Contextual
- Search
- Email
- Mobile
- Apps

AMAZON.COM/BOKS

RELATED KEYWORDS: amazon books, coloring books, books, kindle books, how to books, types of books, used books, comedy coloring books, books a million, free kindle books.

RECOMMENDED LINKS

- amazon books
- coloring books
- books
- kindle books
- how to books
- types of books
- used books
- cowboy coloring books
- books a million
- free kindle books

Expedia: Travel Deals
Any Travel You Book at Expedia Comes With Our Best Price Guarantee

Results by Bing | Wikipedia

The new iPad - Order today from the Apple Store.
iPad is a magical window where nothing comes between you and what you love.

Compare to Kindle Fire - Easy side-by-side comparison chart.
Kindle Fire offers unmatched value, with all the popular digital content, but at a price that's \$300 less.

The new iPad 4G + WIFI | VerizonWireless.com
Get the new iPad 4G + WIFI on America's Largest 4G LTE Network Order Online Now!

iPad tablet: reviews, news, and videos - CNET.com
Check out CNET's Apple iPad tablet coverage, including up-to-the-minute news about the latest tablet announcements, in-depth reviews, blog posts, and videos.

iPad News, Videos and Reviews - Gizmodo.com
Watch How Your iPad Really Gets Made. 1-Bit Camera: Take Your iPhone Pics Back in Time. Wacom's Ballpoint Touchscreen Stylus Works ...

4th Generation iPod Sale
Save big on 4th Generation iPods. 4th Generation iPods up to 72% off!

Refurbished Apple® iPod
Special deals on iPod models with free shipping. Buy online & save.

50% Off Used iPods
Used iPods at Lowest Prices Best Online iPod Deals. Save!

Best Buy® Weekly Deals | All in One Place. Shop Now!

Books at Amazon - Millions of titles, new & used.
Amazon.com/books
Amazon is rated: ★★★★★ 7,823 reviews
Free Shipping w/Amazon Prime!

& Noble - Used Books, Bestsellers, Children's Books.
lesandnoble.com/used-books-best-selling-books/
★ 5,568 reviews
selling books, new fiction, nonfiction, paperbacks, and savings of up to 80%

BENEFITS

Buyers leveraging our Client Services program enjoy the following benefits:



Zero
Management Fees



Dedicated
Account Representative



Available
Design Services



Real Time
Reporting & Analytics



In-House
Optimization



Bid for Keywords
by Traffic Source



ADVERTISING PRODUCTS & FEATURES

Our clients—agencies, brands, networks and publishers—prefer AdMedia because **we understand consumer behavior.**



We have 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.
- Widely recognized as one of the most competitive monetization solution providers, AdMedia works with clients to design their own programs.



Awareness
Lead Generation & Acquisition
Conversion



DISTRIBUTION



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

The AdMedia platform reaches **more than 92 million** ComScore confirmed unique monthly visitors through our owned and operated 20K+ vertical channels, tapping into all the majors, including Yahoo, Bing and Google. In Addition, AdMedia boasts a publisher network of over 22,000.



- > **100M** impressions / day
- > **11B** local / month searches
- > **29B** national / month searches
- > **90M** opt-in emails delivered / day



CROSS CHANNEL ADVERTISING

With **Cross Channel Advertising**, we can accommodate any combination of search, display, email or other online exposure with your desired offer format.

- We drive visitor traffic on a CPM, CPC, CPE and CPV basis while retargeting the user for a much higher click through rate to arrive at your CPA objective.



Search



Email



Video



Display



Mobile



Apps



Social




Contextual

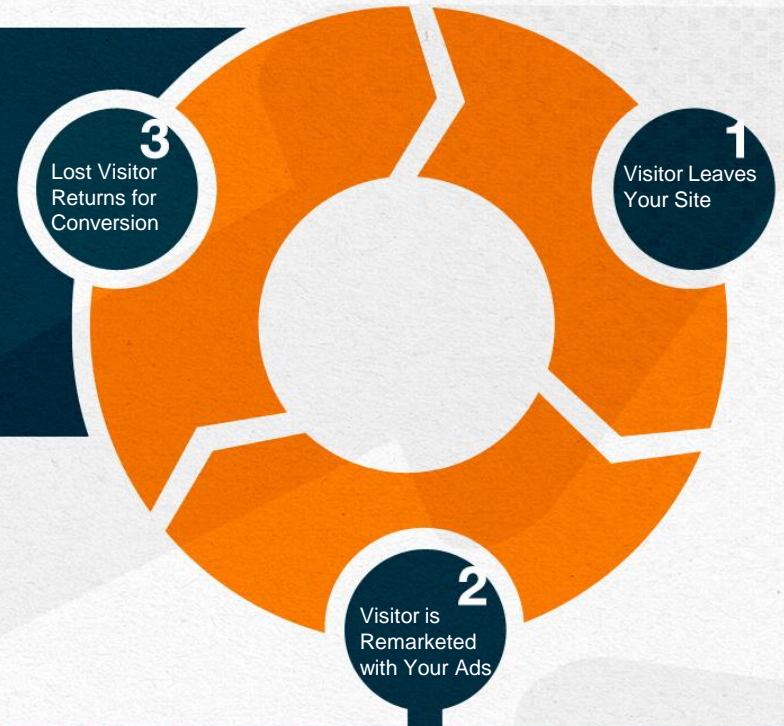
REMARKETING


AdMedia's Remarketing Engine automatically gives your campaign a higher frequency rate, ensuring your ads are seen and convert more often than through other methods. Most search providers only assist in the placement of the advertiser's ad copy into Google Adwords or Bing and Yahoo.

The majority of these advertisers see up to a 70% bounce rate on inbound traffic being purchased by Tier 1 ad centers. We remarket across all search and display networks in the space.

 **We remarket 70% of users** who leave your site without purchasing a product or completing a lead form.

 **Ask us** for a breakdown of our optimization techniques.



 **Remarketing across 98% of the web,** AdMedia's proprietary platform ensures your prospective customers are tracked, targeted and retargeted in the right time and place to spur your desired action. It's streamlined, timely and accurate.

DYNAMIC REMARKETING

Real-Time Ad Creation

Based on demographic data on different segments of the advertiser's site, we dynamically serve up the best matched creative for this user base. This approach can also be used on non-advertiser owned sites across major destinations on the internet.



Dynamic Remarketing Benefits

- Highly relevant ads
- Significantly increase conversion rates
- Unparalleled consumer insights



Product Management

Click a Cloud Camera for More Details»

D-Link • Affordable Mobile Monitoring
• Watch Your Home, Kids, Pets



Product Tracking

Sears WEEKLY DEALS ON TOP BRANDS

KitchenAid Artisan 5-Quart Stand Mixers
Reg: \$1299.99

LEARN MORE ▶

SHOP THIS WEEK'S AD & START SAVING!
LEARN MORE ▶

Click Here for More Offers ▶



Product Targeting


SONY Searching for HDTVs?

Sony BRAVIA 40-Inch 1080p HDTV

List: \$1499.99
SALE: \$1299.99

LEARN MORE ▶

Find Similar ▶ SHOP ALL ELECTRONICS ▶



Store Locators

BEST BUY LOW PRICE GUARANTEE
We'll match prices on qualifying products.

GET DIRECTIONS FIND A STORE

Atwater Village, CA
2909 Los Feliz Blvd
Los Angeles, CA
(323) 912-9288

Burbank, CA
1501 North Victory Pl
Burbank, CA
(818) 845-5121

More locations »



Multipage Experiences

TARGET EXPECT MORE. PAY LESS.

NutriBullet by Magic Bullet
\$99.99
Reg \$138.98

see item details



Timely Messaging

T.J. Maxx LAST DAY

30% OFF SALE

Season Sale
STOREWIDE CLEARANCE

LEARN MORE

VIDEO ADVERTISING

AdMedia Video reaches more than 96 million unique visitors each month in more than 40 countries

AdMedia's real-time bidding (RTB) for video serves millions of ad calls each month through our exchange.

With the AdMedia Video marketplace, we connect advertisers to a large ecosystem of publishers competing in real-time for their inventory.

Advertisers can purchase inventory in the AdMedia Video marketplace either directly through our Client Services program or Self Serve platform.

Buyers leveraging our Client Services program enjoy the following benefits:

- Efficient video ad buys
- The most advanced video targeting available
- Video ad campaigns are optimized, and steer campaigns to the audience with highest ROI
- Transparency (audience verification, site-level reporting, 100% brand protection)

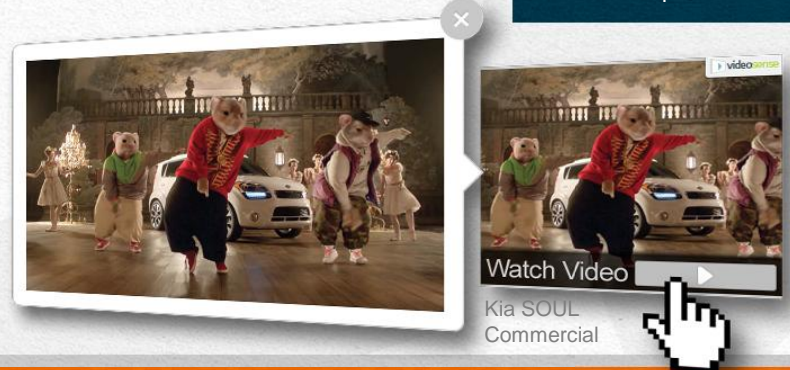
Flexible pricing models – CPM, CPC, CPV, CPE



The majority of AdMedia's Video inventory is fully compliant with the Interactive Advertising Bureau (IAB) VAST and VPAID ad serving and ad delivery standards, enabling advertisers to reach millions of people with the most targeted video ads.



Ad formats available in all iab compliant sizes



OWNED & OPERATED BRANDS



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

cheapstuff

QUALITY GOODS.
CHEAP PRICES.

Gorgeous Handbag
DESIGNER BAGS, PURSES & DEALS

LocalPAGES™

bringing your neighborhood to you

yield.com
financial resources

sports REVIEWS

CurrentAffair



counseling education

InsuranceShack
Your Insurance Resource

cured*

StockPrices.com

1-800Coupon



brightdeal
smart savings online

1st CreditRepairs.com

SWIKI



BulkDeals!

leisure.com

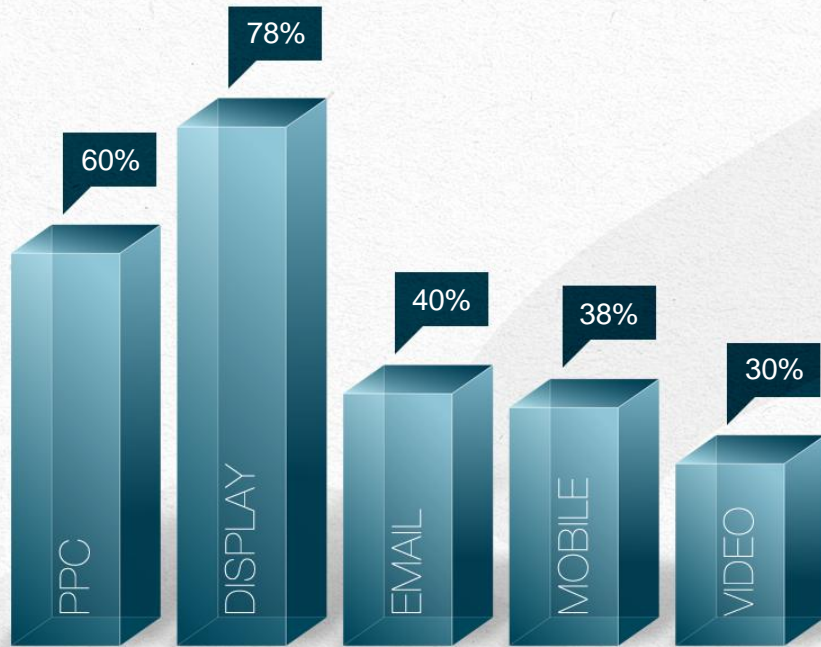
ITEMS
compare. shop. save.

ROI SCORECARD

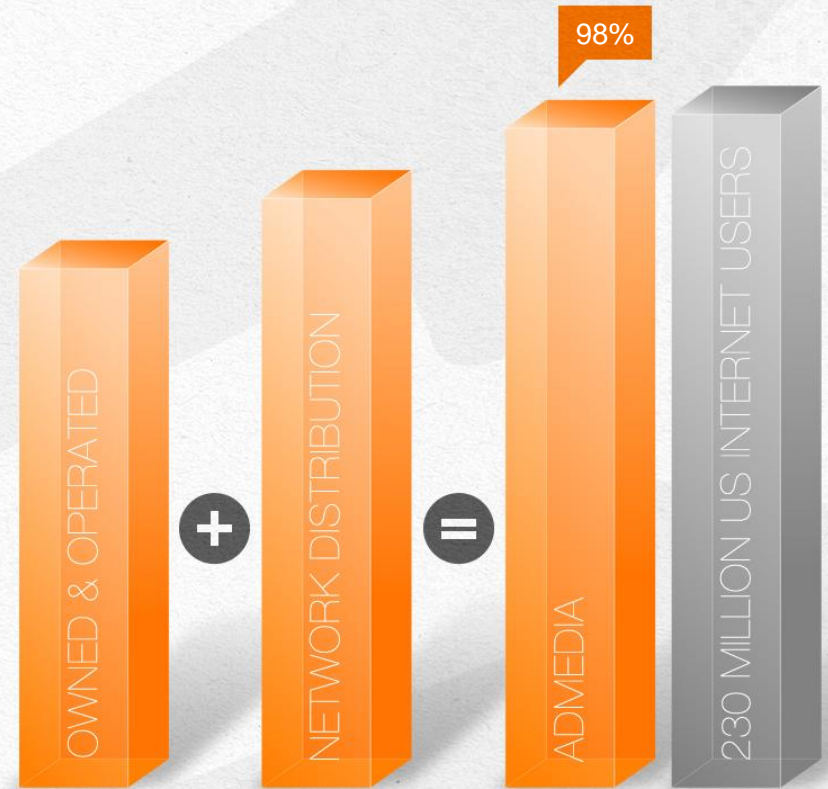
	Validclick	AdKnowledge	Inuvo	247 Team Media	Turn Media	AdBrite	Collective Display	Vibrant Media	Tribal Fusion	Fox Audience Network	Audience Science	Casale Media	Traffic Marketplace	Specific Media	Context Web	Adconion	AdMedia
Owned & Operated Properties													●				●
CPA Platform Offering		●															●
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		●										●					●

COMPLETE BRAND COVERAGE

“Expand your brand’s coverage across 98% of the web through all channels.”



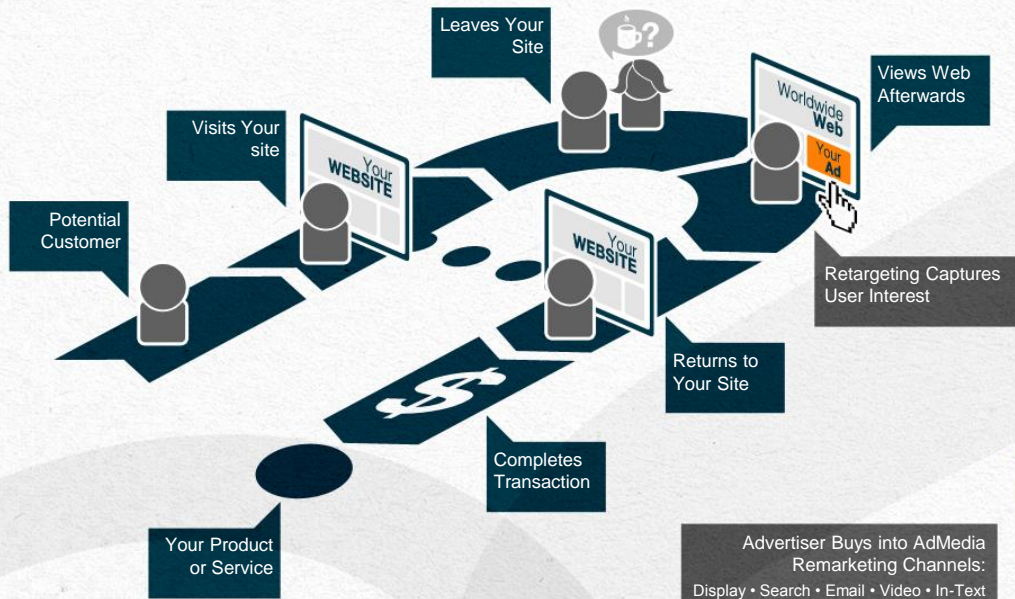
Individual product reach within AdMedia Network



Overall Reach on AdMedia Network

RETARGETING VS CROSS CHANNEL REMARKETING

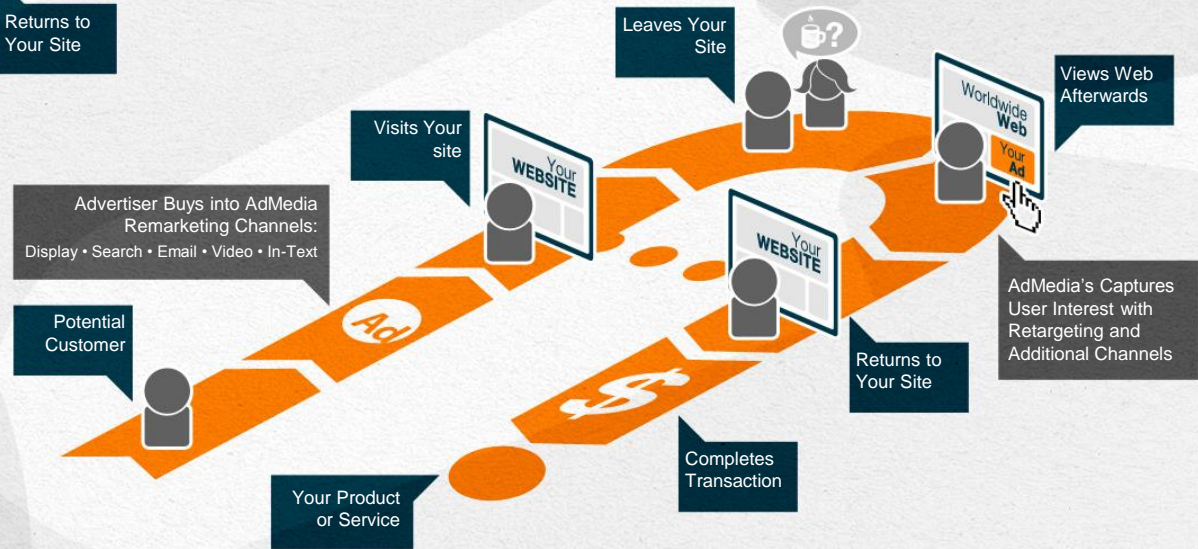
How Standard Retargeting Works



Standard Retargeting only engages the user on a single display channel once a user has left your site in the hopes of sparking a renewed interest in your product.

AdMedia's Cross Channel Remarketing takes this a step further by broadcasting an advertisers' message across all of our channels, Display, Search, Email, Video and In-Text, to increase the likelihood a once lost visitor of your site returns as a new customer.

How AdMedia Remarketing Works



PAY PER CLICK

AdMedia's Pay Per Click Network is a robust ad platform offering the following features and services:



Self-Serve
Platform



Dedicated
Account Representative



Bids Starting as Low as
\$0.05 Per Click



Bid Categories & Keywords
on a CPC Basis



Exposure
Across All Channels

Targeting Quality Users



Keyword Targeting

- › Competitive entry level CPC's
- › Geo Targeting
- › Conversion Tracking and Quality Control
- › Filter Traffic based on the converting sources



Run-of-Network

- › Branding with every Search
- › Real-time bidding keyword marketplace
- › Connection to high-volume traffic sources
- › Optimization of your campaign to reach your desired results

DISPLAY TARGETING

Targeting Parameter Details



Behavioral

- › Areas of Interest
- › Recent Purchases
- › Income Age
- › Gender



Vertical

- › Shopping
- › Finance
- › Portal Sites
- › Entertainment
- › Technology
- › Music
- › Automotive
- › Men's Interest
- › Women's Interest
- › Health



Optimize

- › Frequency
- › Time of Day
- › Creative
- › Impressions
- › Conversion
- › CTR
- › Site Blocking
- › Day Parting
- › Ad Size



Geo-Target

- › Zip Codes
- › Region
- › Country
- › States
- › DMAs

CASE STUDY

Tier 1 Network Comparison



T1 Standard display and search with Tier 1 provider.

- Generating 18,182 clicks
- Resulting in 104 leads
- Conversion rate of 0.57%



Custom Campaign Offering AdMedia 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.**



18,182 CLICKS	15,000 CLICKS
104 LEADS	942 LEADS
0.57% CONVERSION	6.28% CONVERSION

OUR ADVERTISERS



AdMedia's advertisers benefit from a robust suite of marketing solutions, and personalized campaigns.



RadioShack®



BRAND SAFETY



AdMedia Partners with all of the major advertising trade association and brand safety technology companies to ensure your campaigns run as safe and transparently as possible.



Our system handles over 1.2 billion ad request a day and always continues to increase volume.



We ensure 95- 99% transparency from all channels gaining valuable insight into campaign data.



AdMedia.●

Thank You

AdMedia Team

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