



AudienceScience[™]

Ae Enthusiasts	Bi Business Travelers	Hd Healthy Dining Enthusiasts	Cl College Students	Pr High-Profile Professionals	Wv Wedding Shopper	Sr Senior Travelers	Bts Beauty Enthusiasts	Bc Book Buyers	Ce Cell Phone Lovers	H Holiday Shoppers
Ci Cover Models	Cv Cruise Vacationers	Co College Graduates	Ss Sports Fans	Wv Wedding Shopper	Sr Senior Travelers	Bts Beauty Enthusiasts	Bc Book Buyers	Ti Technology Influencers	S Spring Shoppers	
Art Art Enthusiasts	Ea Eco-Friendly Individuals	Fan Fantasy Sports	Ge Golf Enthusiasts	H Hipsters	Bi Business Influencers	Lm Life Milestones	M Moms	Hh High Homeowners	Ws Winter Clothing Shoppers	B Back-To-School Shoppers

What's Happening in Audience Targeting

Denise Colella, Chief Revenue Officer

The Importance of Data and Targeting

- ❏ Audience targeting is becoming the growth driver for display advertising
- ❏ Qualifying, understanding, and combining relevant data into actionable audiences drives real **value** and **higher CPMs** for publishers
- ❏ Targeting people and their behaviour propels **relevancy** and improves campaign effectiveness

1. Growing Importance of Data Management Platforms to deliver audience targeting

Market moving to sophisticated targeting

**SIMPLE -
Broad**

Geo Targeting

- Targeting based on location

Advertiser Retargeting

- Displaying an ad to a consumer at some point the future after they have visited a site.

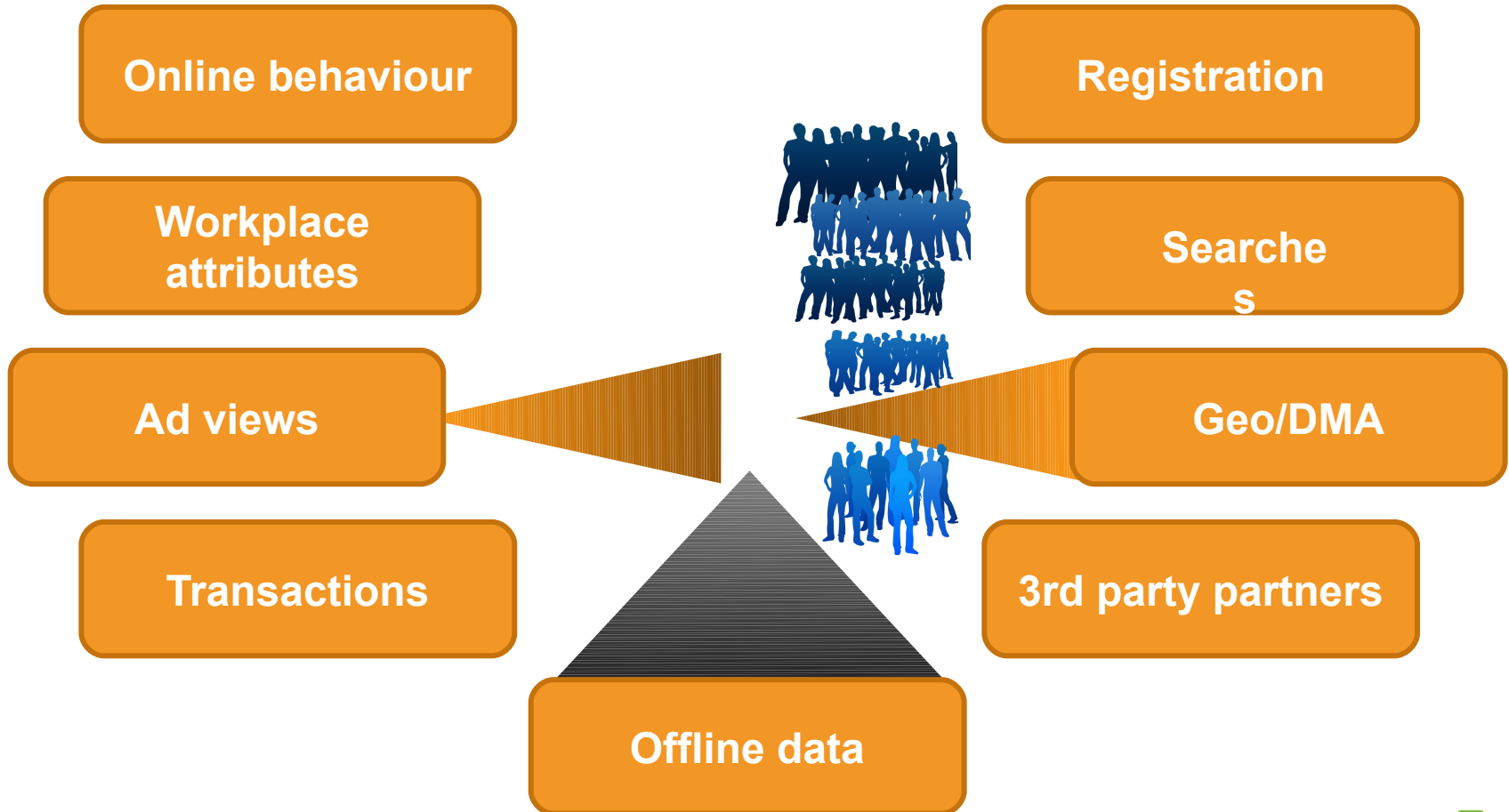
**DIFFICULT –
Targeted**

Behavioural targeting

- Placing a consumer in a segment based on content

What makes up audience targeting?

Audience data comes from many places...



Elements of a data management platform

Aggregate thousands of online and offline data sources

Collect

Search

Proprietary “people” search engine dynamically creates the ideal audience profile

Real time view of audience attributes provides insight and intelligence

Intelligence

Connect

Connect and optimise audiences and inventory

Advertisers
Publishers
Agencies
Networks
DSPs

Agencies rely on Audience Targeting/Data Management Platforms nearly as much as on Networks and Exchanges

VI	Vg	XBox	I	Re	Pm	Pp	R	Hw	Pe	Cs	Db	Ad
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2. Audience targeting has moved from 'niche offering' to mainstream solution

Audience targeting has become the norm for publishers...

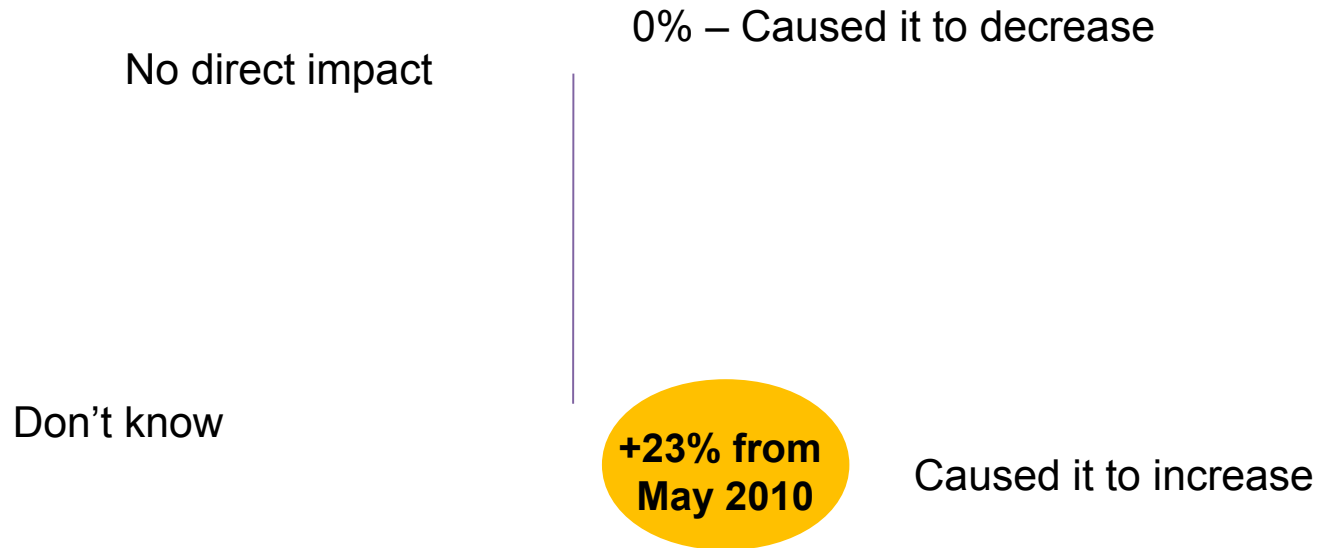
+8% from
May 2010

....and advertisers/agencies

VI	Vg	XBox	I	Re	Pm	Pp	R	Hw	Pe	Cs	Db	Aa
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Audience targeting is increasing publisher revenues

How has audience targeting contributed to your online display revenue? Publishers



Source: AUDIENCE TARGETING State of the Industry Survey II, December 2010

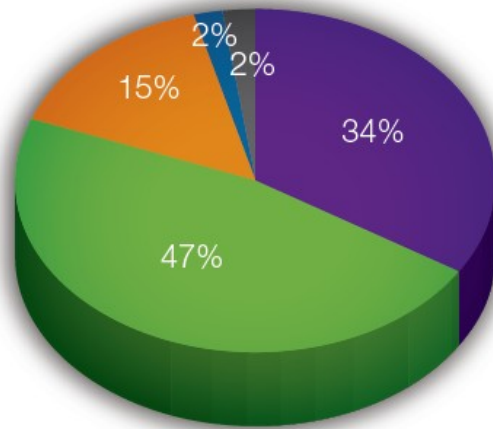
Nearly 30% of publishers are seeing a \$500K revenue lift from it

Audience targeting expanding to new forms of digital media

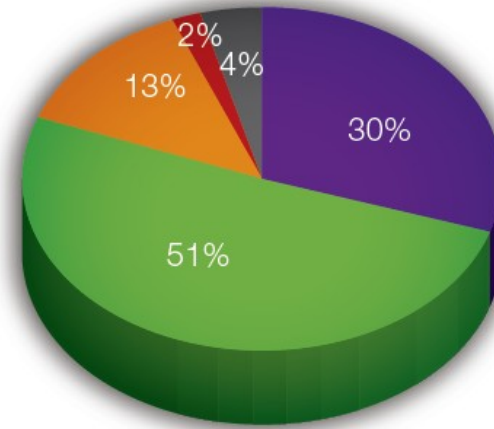
3. Audience targeting: moving away from a focus on click throughs to a brand building solution

Audience targeting driving branding campaigns

How effective has your organization found audience targeting at reaching your direct response objectives?



How effective has your organization found audience targeting at reaching your brand objectives?



Ranked by Effectiveness

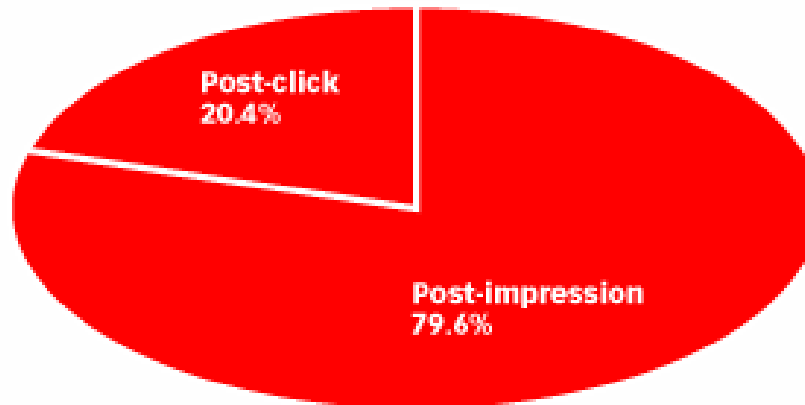
- Don't know/NA
- 1 - Not at all effective
- 2
- 3
- 4
- 5 - Very Effective

Base: Display media marketers currently spending more than 10% of their display media budget on Audience Targeting

Source: A commissioned study conducted by Forrester Consulting on behalf of AudienceScience, January 2010

Measurement: it's not all about performance

Standard Banner Ad Conversions Worldwide, Post-Impression vs. Post-Click, Q3 2009-Q2 2010 % of total



Note: read chart as saying 20.4% of conversions are the result of a click while 79.6% are the result of viewing the banner ad without clicking
Source: MediaMind, "Standard Banners – Non-Standard Results," provided to eMarketer, Nov 15, 2010

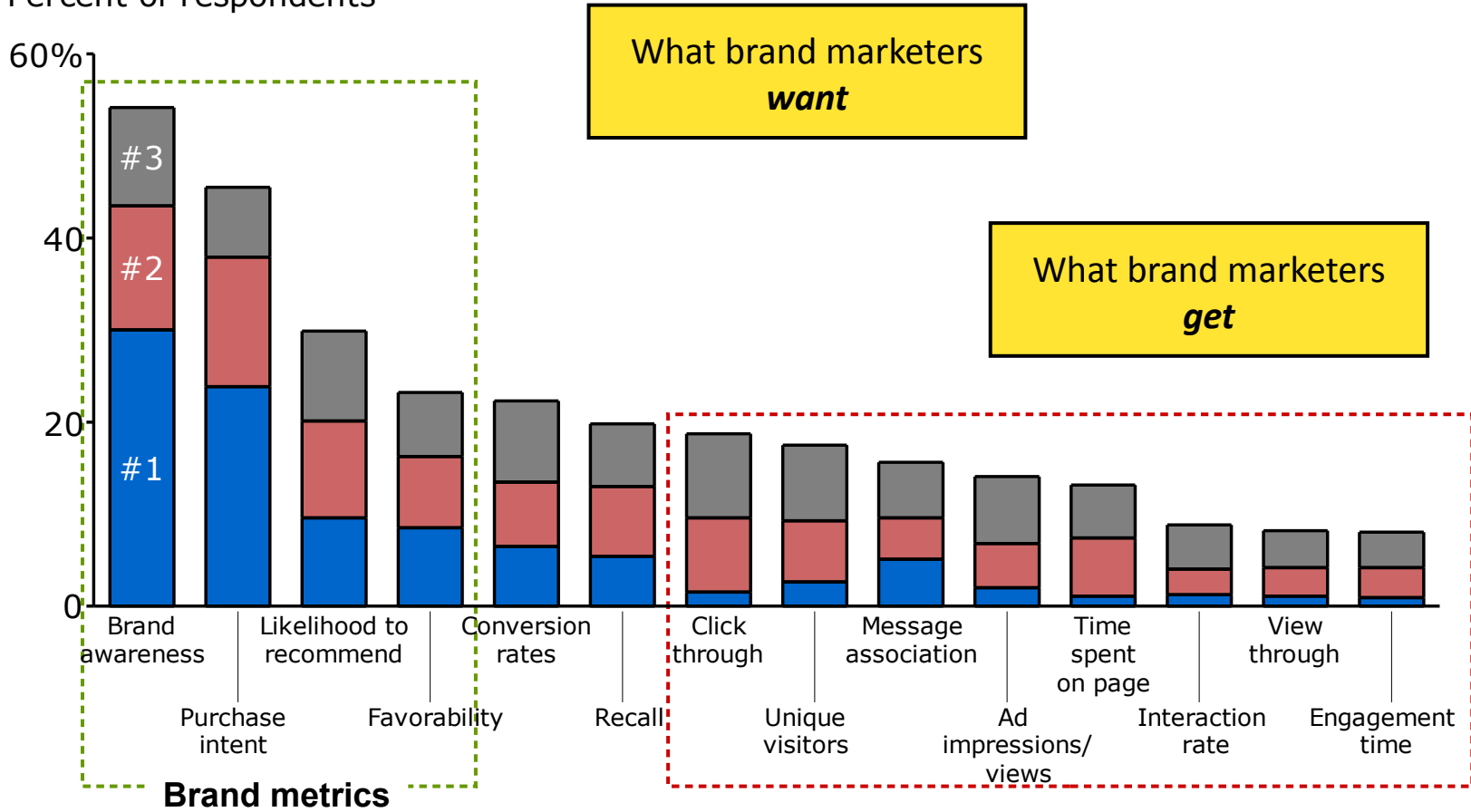
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www.eMarketer.com

Current online metrics are not what brand advertisers need

Which metrics are most valuable for brand-building campaigns?

Percent of respondents



Source: Bain/IAB 2009 Marketer survey

Summary

- Today, display advertising is being driven by targeting
 - Sophisticated audience building and targeting is becoming an established part of the online advertising landscape
 - Benefits are being felt both on the buy and sell side
 - Audience targeting philosophy is starting to be used beyond just online display advertising
 - Move away from clicks as the 'be-all and end-all' makes online more attractive to brand marketers

Evolution of AudienceScience

NOW

AudienceScience offers Premier Media Transaction Platform and market-leading Data Management Platform

2010

AudienceScience acquires Consorte Media and wunderloop; opens an office in Japan; launches UK audience network; AudienceScience Connect launched in UK & US

2008

Audience Gateway for Advertisers Launches

2006

AudienceScience Audience Targeting Marketplace™ Launches

2003

Onsite Audience Gateway Solution for Publishers Launches

1999

Leading Web Analytics Company

Today

2010

2008

2006

2003

1999



AudienceScience Footprint

 AudienceScience Office

 AudienceScience Client Location

- Portugal
- Spain
- Ireland
- UK
- France
- Norway
- Netherlands
- Sweden
- Poland
- Germany
- Russia
- Austria
- Switzerland
- Italy

- United States
- Mexico
- Brazil

- South Africa
- Japan
- Australia





Thank You
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