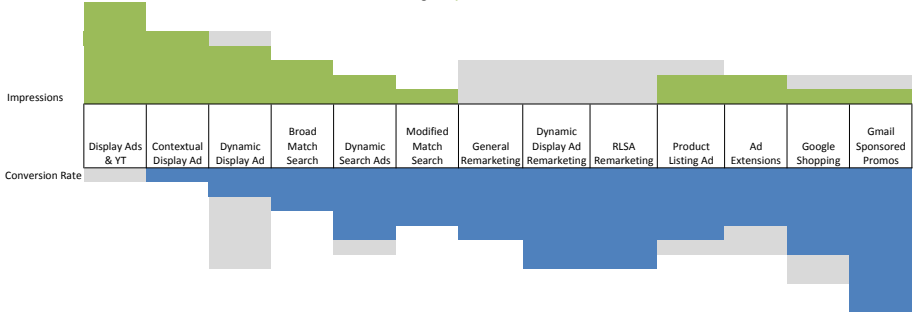


1,000,000
0.1
100,000
0.01

Google Impression to Conversion Continuum



Why Adwords

- The most robust decision analytics
- Fish where the fish are
- Optimize by goal
- Reliable data and traceability
- Great IP targeting
- Deeper understanding of context and preference
- Strategic trend data

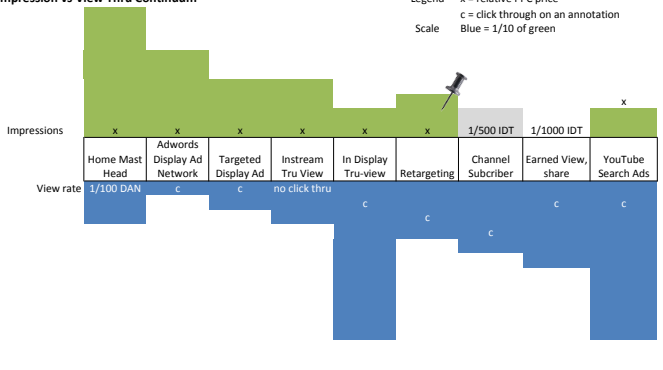
Knocks on Google

- More expensive
- Many competitors to battle
- Sophisticated learning curve

How do I get an advantage

- Access new bidding algorithms
- Access new ad types
- Improve your ad score over competitors
- Programmatic Media Buying

YouTube impression vs View Thru Continuum



Why YouTube

- Because PPV rates are 1/9 Adwords
- Because it is the fastest and cheapest way to build a retargeting list
- Because video can improve emotional response
- Because of Ad revenue sharing profits
- Because of Direct sales/ profit on music and movies
- It reaches ages 18 to 25 better than anything
- It engages social aspects
- Its Thumbnails are easily portable

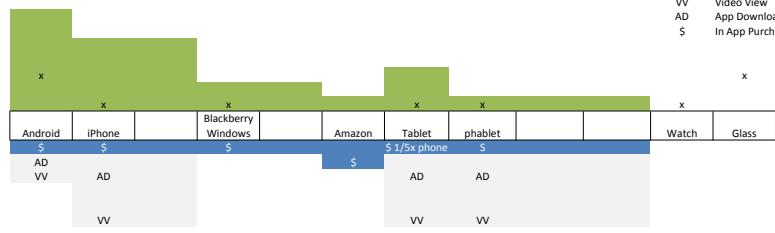
Knock on YouTube

- Lower Conversion Rates for business
- Difficult to connect to ecommerce - (CINSAY)

How do I get an advantage

- Work with a YouTube Partner for full access to tools
- Split test for CTR, View Through and Conversions
- Build Subscribers

In App Advertising - Impression vs Conversion types



- Legend: x = relative PPC price, Blue = 1/10 of green
- VV Video View
 - AD App Download
 - \$ In-App Purchase

Why Apps?

- Because Search volumes are declining
- Because impression times are long
- Because of push notifications
- Because User Experience is most interactive
- Because preference analytics is crazy good
- Because IAd is 1/10 the price of Adwords

Knock on Apps

- Poor search capability
- Lower contextual relevancy capability
- Young Model - Not able to score ads well by relevancy

How do I gain an advantage?

- Look at international markets.
- AD - Convert from native to HTML5 and save \$\$\$
- AD - Split Test UI for more in-App Purchases
- Split test Ad Creatives
- Control what you can control - Get out of hoping.
- Buy existing apps with marginal audiences on the bubble and upgrade UI