



Targeted,
Smart,
Effective.
We Deliver.

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.”

DYNAMIC & DATA DRIVEN

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:

Awareness

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



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

OUR ADVANTAGES - BRAND EXPERTISE

Distribution

Brand Expertise

Flexible Model

Retargeting Engine



AdMedia works with over 5,000 National Advertisers and over 10,000 local advertisers. We currently have 100+ million display impressions per day on our network, 11 Billion local searches, and 28 Billion national searches.

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

10,000
local advertisers

exclusive selection of white-labeled
licensed platform products

10,000 local advertisers

OUR ADVANTAGES - RETARGETING ENGINE

Distribution

Brand Expertise

Flexible Model

Retargeting Engine

Greater Frequency

Optimized Relevance

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. These yield monetization via engagement and action to email, contextual banners, inline, search and social search traffic.

We optimize the campaign by adjusting to your prospects' behavior, using Ad Rotation, Keyword (Smart Match, Broad Match, Negative Match), Traffic, including site-level, geo, day-parting/Ad Scheduling, run of category and run of network. We give you both Impression and Conversion Reporting.

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.

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.**



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.

Shopping results for **skiing boots**

 Salomon Mission GT Men's Ski Boots \$299.99 Sports Authority	 Nordica Women's Hot Rod 50 Ski Boots \$340 Nearby stores	 Lange Concept 9 Ski Boots \$399.90 evo	 Head 2000 Edges - 11 ski boots (orange) \$190.92 Amazon.com	 Atomic 1092 SKI Boots (Men's) Black/Red 29.5 \$299.99 Peter Glenn Ski & Sports
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Ski Boots
Guaranteed lowest prices on ski boots. Mens ski boots, womens ski boots, kids ski boots from Nordica, Salomon, Rossignol, Tecnica, Rossy, and more.
[www.ski.com Site Equipment - Cached - Similar](#)

Save on Downhill Ski Boots - Mens Skis Skiing Equipment Gear
Downhill Ski Boots - Mens: Save up to 50% and FREE Shipping. Shop The-House.com for a large selection of Downhill Ski Boots and Ski gear. Orders shipped w.
[www.the-house.com/ski-boots.html - Cached - Similar](#)

Ski Equipment, Skis, Ski Boots & Ski Gear SKI Magazine | SKI Magazine

REVIEWS

Salomon Pain Relief Patch

U.S. Open is Underway At Stratton Mountain, Vermont

The best snowboarders in the world are at the U.S. Open Snowboarding Championships, underway this week at Stratton Mountain Resort in Vermont, and heading into finals Friday, March 11, and Saturday, March 12.

Full Story: Yahoo! Sports AP

25% OFF BOOTS

skiSupplyHut

Outdoor Racers Store

Google

Skiing Boots

Google Search I'm Feeling Lucky

skiSupplyHut

BRANDS | BEST SELLERS | APPAREL | EQUIPMENT | SUPPLIES



Ski Boots

\$274.99

See how while you talk to them with FaceTime. Shoot, edit, and share stunning HD video. And do it all on the device, display the highest resolution screen on any mobile device. It makes graphics and text look even more amazing. The new iPad touch. It's sleeker than ever.

BUY IT!

ADMEDIA IN ACTION

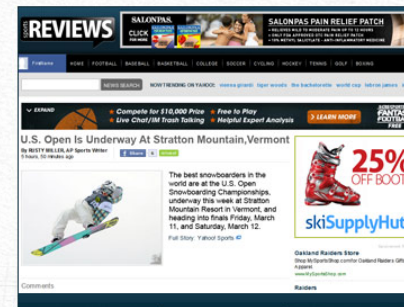
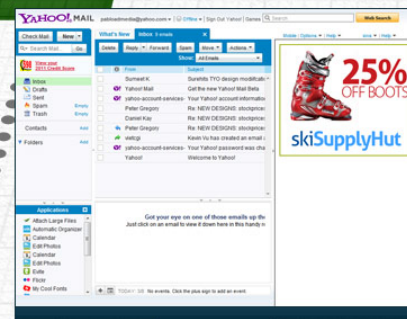
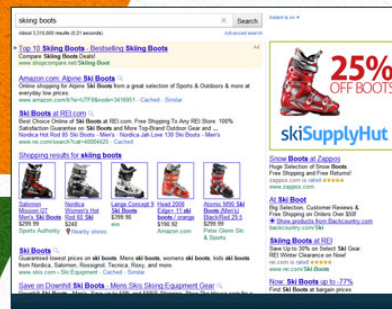
Follow Tony's User Experience - Step 2

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

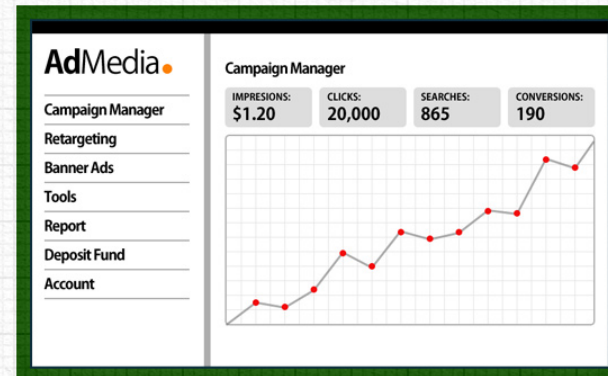
In the Dashboard, Ed can monitor every aspect of his campaign to determine its effectiveness.

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.

Budget: \$100
Acquisition cost objective: **\$15**



Is the campaign getting clicks?

NO

Are the clicks converting?

NO

Are the clicks optimized?

NO

Budget: **\$100.00** Conversion Rate: **0.63%**
Average CPC: **\$1.20** Total Conversion: **157**
Number of clicks: **25,000** Cost Per Item: **\$150**

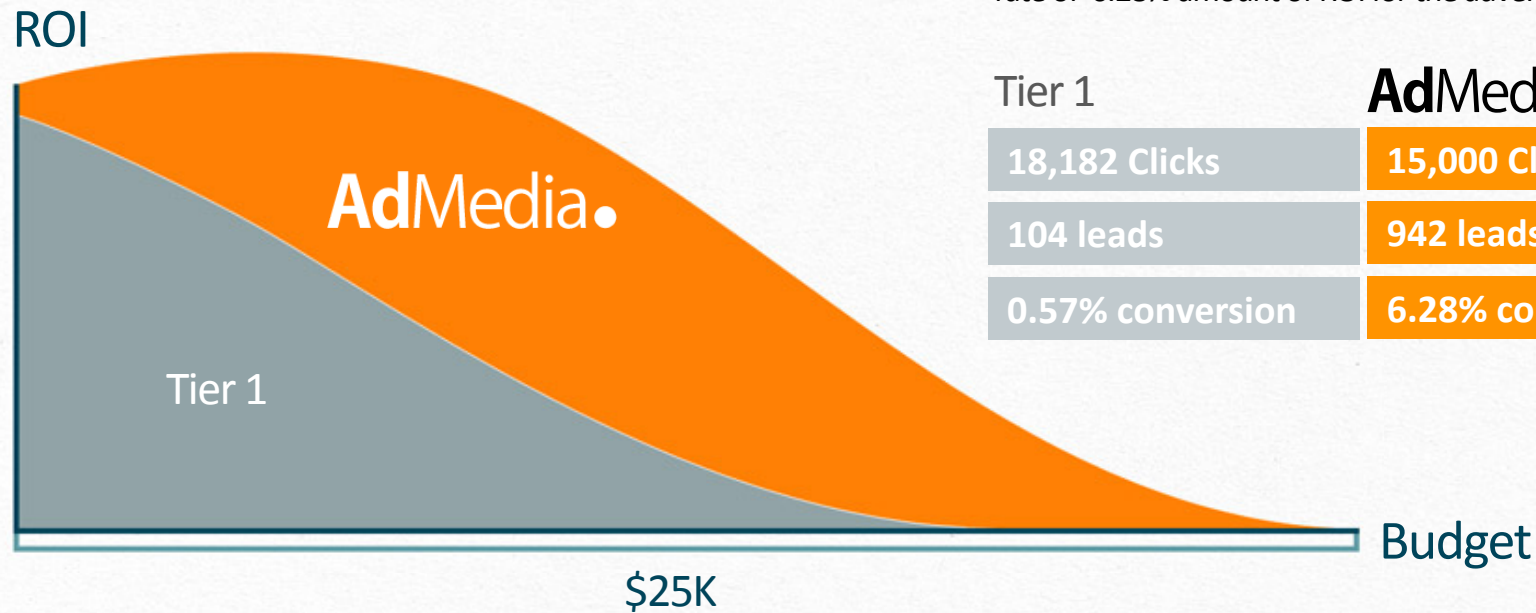
APPENDIX - CASE STUDY

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.



Tier 1	AdMedia
18,182 Clicks	15,000 Clicks
104 leads	942 leads
0.57% conversion	6.28% conversion

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		✓											✓				✓

AdMedia.

THANK YOU FOR CONSIDERING ADMEDIA

Presented by

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