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GDN Blast vs. Portal Takeovers

Moms

Google/Compete
U.S., March 2011

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Objective and Methodology

Objective | To demonstrate the relative value of the Google Display Network (GDN) in reaching the Mom target audience compared to major Portal Homepage Takeovers

Methodology |

Mom consumer segment was defined based on observed online clickstream behavior using data from Compete's opt-in consumer panel. Moms are characterized as Female visitors to parenting sites, 'Mom' blogs, or baby-specific retailer.

- Visitation to the following web properties was measured for January 2011 on:
 - The Google Display Network (full and custom site pack)
 - Homepages of three leading portals: Yahoo!, MSN, AOL
 - Homepage of YouTube.com
 - Homepage of MarthaStewart.com

Key Takeaways



1

The Google Display Network reaches 4x more Moms than the top Portal Homepage

2



The Google Display Network exclusively reaches nearly 1/3 of Moms

The GDN Reaches 4x More Moms

Site	Daily Reach
 Google Display Network	71%
 YouTube	13%
AOL	3%
MSN	5%
Yahoo!	17%

On average, 71% of Moms visit the GDN every day compared to 17% that visit the Yahoo! Homepage

The GDN Reaches Almost 1/3 Moms Exclusively

% Moms reached exclusively through GDN and NOT through...	
	27%
Yahoo!	30%
MSN	58%
AOL	62%
MarthStewart.com	70%

70% of all Moms would not be reached through the Martha Stewart Homepage but are reachable via the Google Display Network each day



GDN Blast Custom Channels. Portal Takeovers

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Key Takeaways



1

The Google Display Network custom channel provides more precise targeting to Moms than a portal takeover

2

The Google Display Network custom channel is a more efficient way to reach Moms

The GDN Custom Channel Reaches a Higher Composition of Moms

Site	Average Daily Composition Mix
 Google Display Network	20%
MarthStewart.com	16%
 YouTube	13%
Yahoo!	11%
AOL	10%
MSN	9%

On average, 20%+ of visitors in a Custom GDN Channel are Moms, versus only 9% of MSN homepage visitors.



Single Slides

Moms

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Reach Moms That Don't Visit Top Portals



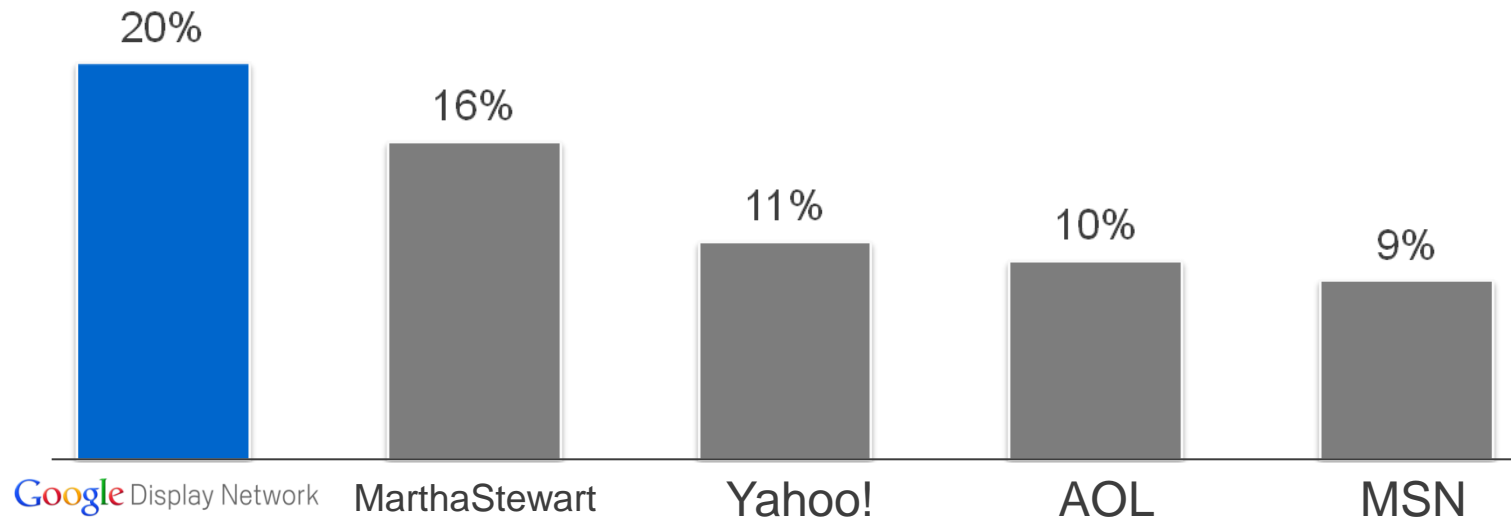
30% of Moms can uniquely be reached via a one-day Google Display Network Blast that cannot be reached on the top portal homepage*

Blast your ad over a one or two day period to a targeted group of Moms on hundreds of premium and niche websites, driving millions of impressions at a cost-efficient price

Custom GDN Blast Is More Targeted to Moms

A customized Google Display Network Blast has a competitive target audience profile to major portal homepages

Composition Mix of Moms



Blast your ad over a one or two day period to a targeted group of Moms on hundreds of premium and niche websites, driving millions of impressions at a cost-efficient price



Appendix

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Analytics Definitions

Average Segment Daily Reach

Daily site/site pack unique visitors as a percent of the Business Decision Makers segment, averaged over the month

Average Daily Composition Mix

Daily percentage of site/site pack unique visitors that belong to the Business Decision Makers segment, averaged over the month

GDN Exclusivity

Percentage of unique visitors that did not visit a publisher homepage during the clickstream timeframe but did visit the GDN or custom GDN

Moms Segment Definition

At least one visit to any of the following:

1stwishes.com
9monthsinc.com
albeebaby.com
allchildrensfurniture.com
annegeddes.com
babiesonline.com
babiestoday.com
baby.com
babyage.com
babybumblebee.com
babybungalow.com
babycatalog.com
babycenter.com
babydepot.com
babyearth.com
babyeinstein.com
babyfirsttv.com
babyparenting.about.com
babyshowerstuff.com
babysupermall.com
babyuniverse.com
bellablumaternity.com
birthdayexpress.com
birthdayinabox.com
buybuybaby.com

cafemom.com
chasing-fireflies.com
childrensbooks.about.com
crayolastore.com
crazy8.com
creativekidsathome.com
cribs.com csnbaby.com
cwkids.com diapers.com
dltk-kids.com
family.go.com
familycrafts.about.com
gerber.com
gracobaby.com
gymboree.com
happyhealthypregnancy.com
huggiesbabynetwork.com
huggieshappybaby.com
identitydirect.com
iparenting.com
ivillage.com kids.gov
kidscooking.about.com
kidsfashion.about.com
kidshealth.org kids-n-cribs.com
maclarenbaby.com
magiccabin.com

momversation.com
parenting.com
parenting.ivillage.com
parentsconnect.com
pediatrics.about.com
poshtots.com
pregnancy.about.com
pregnancy.ivillage.com
pregnancytoday.com
pull-ups.com
rightstart.com
robee.com
step2.com
thebump.com
travelwithkids.about.com
unique-baby-gear-ideas.com
whattoexpect.com
youngexplorers.com
yourbabycanread.com

Update on Compete's Data Methodology

- Compete recently enhanced its data methodology to better align with IAB standards
 - Changed definitions of page views, visits, and referrals
 - Restated historical data set
- At the same time as the planned data methodology rollout, Compete experienced a disruption with one of its data partners
 - Compete developed a methodology to correct for this disruption
 - Rigorous testing was conducted to ensure the data correlated & trended with previously reported data
- Data published with Compete's new methodology will not always match historically published data

The release of the new methodology has significantly enhanced Compete's ability to describe, estimate, and quantify online consumer behavior

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