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GDN Blast vs. Portal Takeovers

Foodies

Google/Compete
U.S., April 2011

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Objective and Methodology

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

Methodology |

- The Foodie segment was defined based on observed online clickstream behavior using data from Compete's opt-in consumer panel. Users were included if they had visited one of the defined segment sites at least 3 times in April 2011. See appendix for site list.
- Visitation to the following web properties was measured for April 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 NYTimes.com

Key Takeaways



1

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

2


The Google Display Network exclusively reaches over 40% of the Foodies that do not visit the top performing Portal Homepage

The GDN Reaches Over 4x More Foodies

Site	Daily Reach
 Google Display Network	83%
 YouTube	9%
AOL	4%
MSN	10%
Yahoo!	18%
The New York Times	1%

On average, 83% of Foodies visit the GDN every day compared to 18% that visit the Yahoo! Homepage

The GDN Exclusively Reaches Over 40% of Foodies

% Foodies reached exclusively through GDN and NOT through...	Google Display Network
Yahoo!	43%
AOL	73%
MSN	63%
	42%
The New York Times	80%

43% of all Foodies would not be reached through the Yahoo! Homepage but would be reached via the Google Display Network each day



GDN Blast Custom Channel vs. Portal Takeovers

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Key Takeaways



1

The Google Display Network custom channel has a higher concentration of Foodies than any of the top Portal Homepages

2



The Google Display Network custom channel exclusively reaches 9% of Foodies that do not visit the top performing Portal Homepage

The GDN Custom Channel Reaches More Foodies

Site	Daily Reach
 Google Display Network	17%
 YouTube	9%
AOL	4%
MSN	10%
Yahoo!	18%
The New York Times	1%


On average, 17% of Foodies visit sites in a Custom GDN Site Pack every day compared to 18% that visit the Yahoo! Homepage

The GDN Custom Channel has a High Concentration of Foodies

Site	Comp. Index
 Display Network	37%
	4%
AOL	7%
MSN	9%
Yahoo!	5%

On average, 37% of daily custom GDN site pack visitors are Foodies, while 5% of Yahoo! Homepage visitors are Foodies

The GDN Custom Channel Exclusively Reaches 9% of Foodies

% Foodies reached exclusively through GDN and NOT through...	Google Display Network
Yahoo!	9%
AOL	15%
MSN	13%
	9%
The New York Times	16%

9% of all Foodies would not be reached through the Yahoo! Homepage but would be reached via the Google Display Network custom site pack each day



Single Slides

Foodies

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Reach Foodies That Don't Visit Top Portals

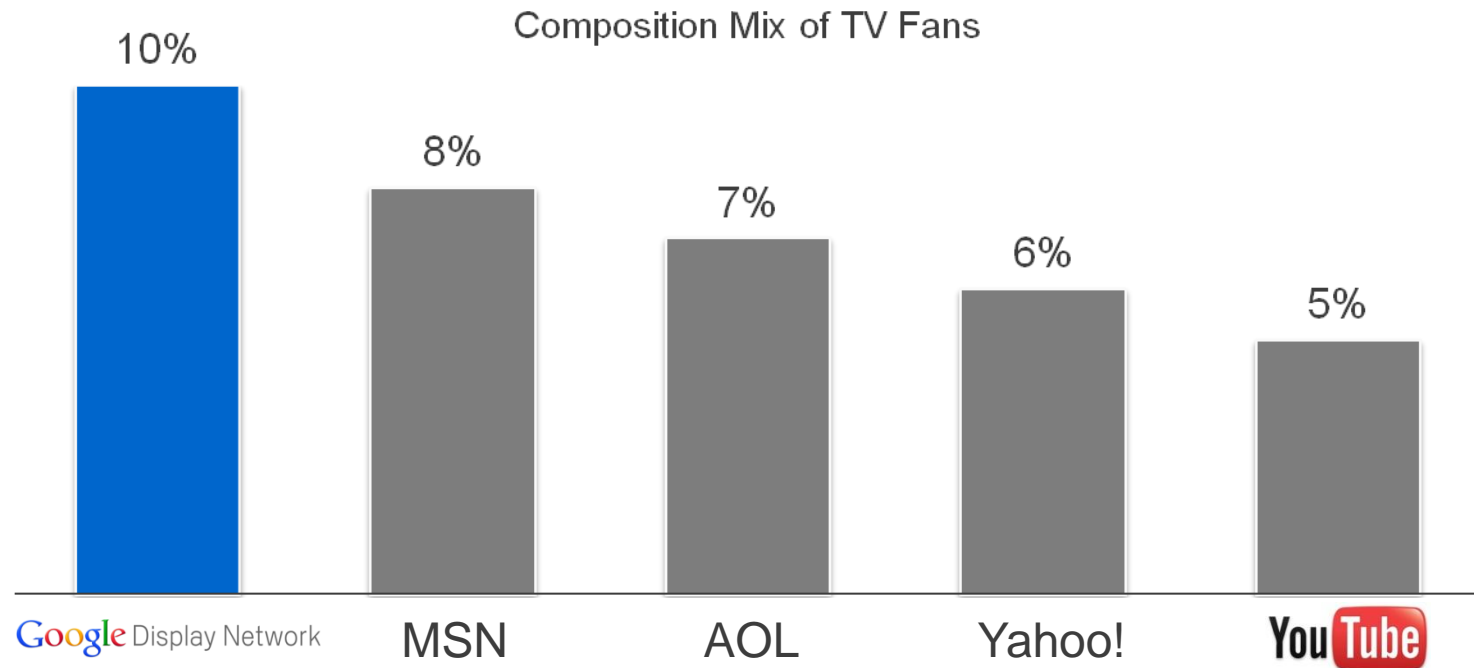


43% of Foodies can uniquely be reached via a one-day Google Display Network Blast that cannot be reached on the top portal homepage*

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

Custom GDN Blast Has Competitive Reach

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

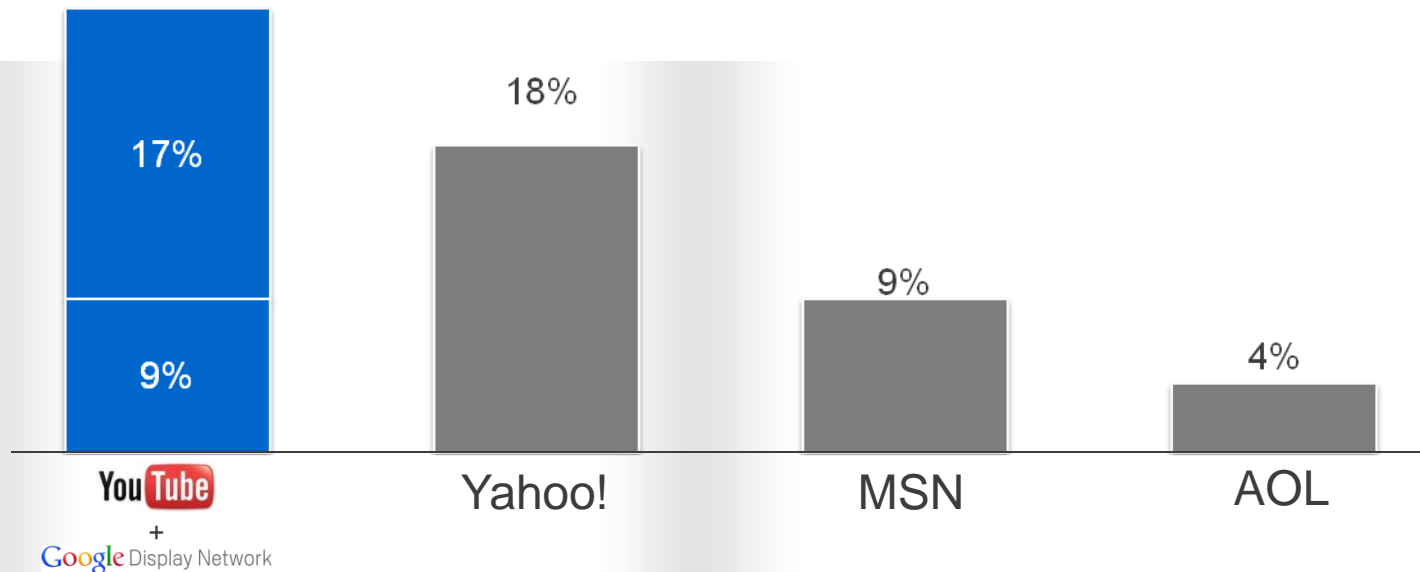


Blast your ad over a one or two day period to a targeted group of Foodies on hundreds of premium and niche websites, driving millions of impressions at a cost-efficient price

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Reach More Foodies with YouTube + GDN Blast

A one-day Google Display Network Blast + YouTube Homepage Takeover reaches **26%** of all Foodies



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

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Appendix

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Segment Definitions

Foodies

allrecipes.com
bravotv.com/top-chef
chow.com
cooking.com
cooks.com
delish.com
epicurious.com
food.com
foodnetwork.com
ichef.com
rachaelray.com/food
recipe.com
recipezaar.com
seriouseats.com
travelchannel.com/tv_shows/anthony_bourdain
travelchannel.com/tv_shows/food_wars

Analytic Definitions

Segment Daily Reach

- The share of a segment which can be reached through a given property on an average day (e.g. 50% of TV show fans can be reached through the GDN on an average day)

Average Monthly Composition Mix

- The share of a given property's unique visitors during a month that are in a given segment (e.g. 10% of GDN visitors are in TV show fans)

GDN Exclusive

- The share of a segment which can be reached through the GDN, but not through another specific property (e.g. 35% of TV show fans can be reached through the GDN, but is not reachable on Y!)

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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