### Google<sup>®</sup> • compete **GDN Blast vs. Portal Takeover**

**Tech Enthusiasts** February 2011

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### **Objective and Methodology**

**Objective** To demonstrate the relative value of the Google Display Network (GDN) in reaching Technology target audiences compared to major Portal Homepage Takeovers

#### Methodology |

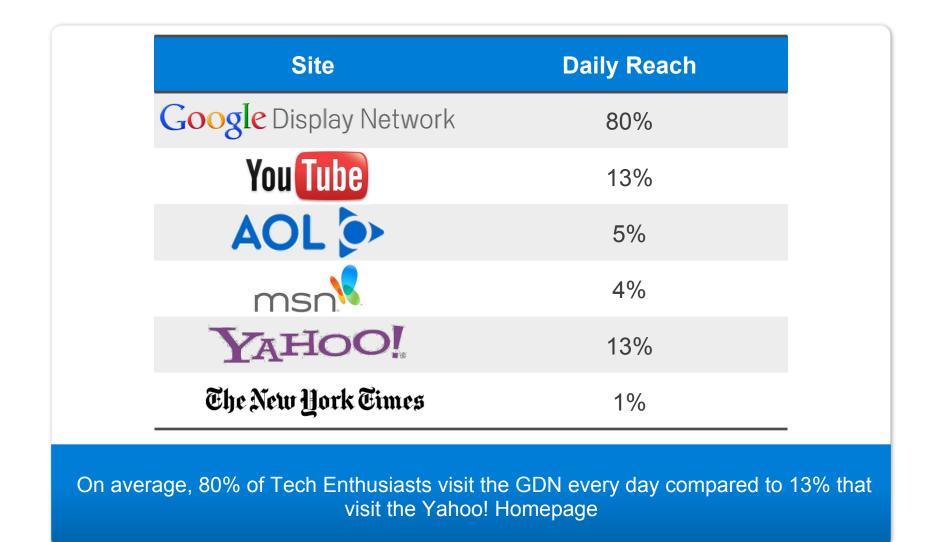
- The Tech Enthusiast Maker consumer segment was defined based on observed online clickstream behavior. Users were included if they had visited one of the defined segment sites, and in some cases were further defined by repeat visitation and demographics.
- Visitation was measured for February 2011 on:
  - Google Display Network (full and custom)
  - Homepages of three leading portals: Yahoo, MSN, AOL
  - Homepage of Youtube.com
  - Homepage of NYTimes.com

#### Key Takeaways

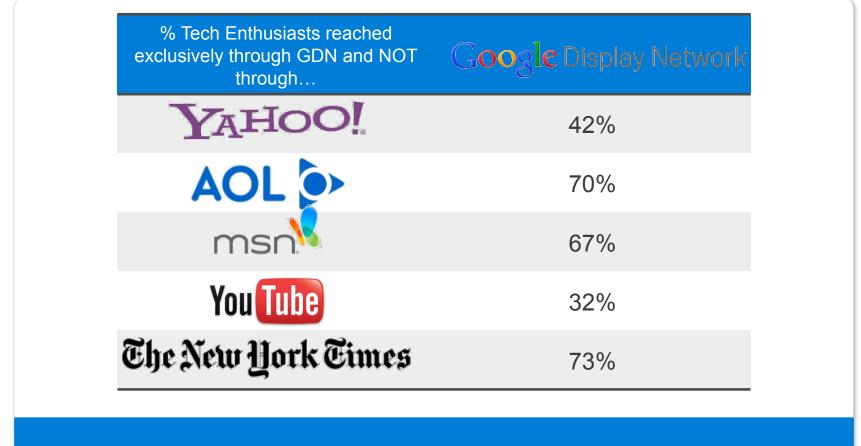
The Google Display Network reaches 6x more Technology Enthusiasts than the top Portal Homepage

The Google Display Network exclusively reaches 73% of the Technology Enthusiasts that do not visit the top performing Portal Homepage (Yahoo!)

#### The GDN Reaches 6x More Tech Enthusiasts



#### The GDN Exclusively Reaches Over 40% of Tech Enthusiasts



42% of all Tech Enthusiasts would not be reached through the Yahoo! Homepage but would be reached via the Google Display Network each day

#### **Refine the GDN to Maximize Segment Reach**

Targeting tactics to reach the maximum number of Tech Enthusiasts without 100% share of voice across the Google Display Network

| Keyword Contextual Targeting  | Target web content that contains text relevant to technology   |
|-------------------------------|--|
| Interest Category Marketing   | Target users that have demonstrated an interest in certain web content based on past visitation habits – topic or audience |
| Compete Consumption Targeting | Placement target sites that over-index with visitors that have performed certain online behaviors on Tech websites         |
|                               |  |



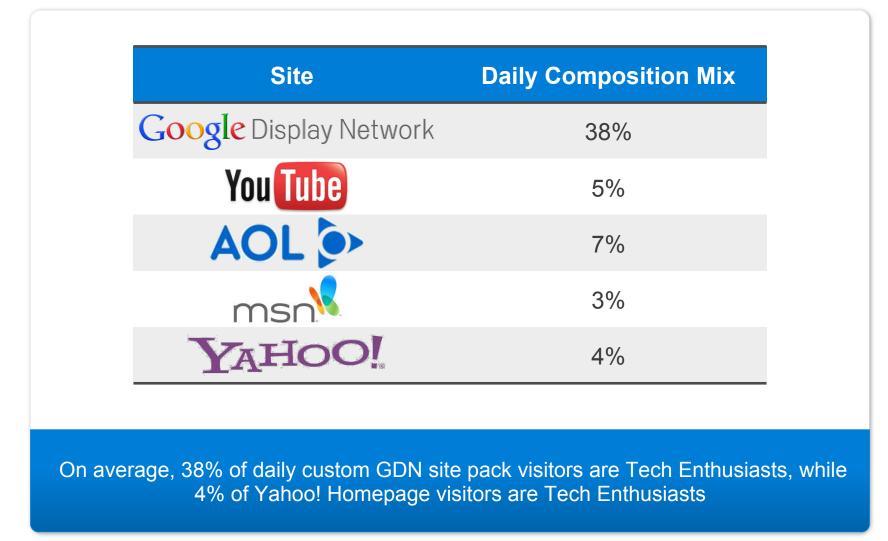
# **GDN** Custom Channel vs. Portal

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### Key Takeaways

| 1 | The Google Display Network custom channel has<br>a higher concentration of Tech Enthusiasts than<br>any of the top Portal Homepages                         |
|---|---|
| 2 | The Google Display Network custom channel<br>exclusively reaches 11% of Tech Enthusiasts that<br>do not visit the top performing Portal Homepage<br>(Yahoo) |
| 3 | 38% of visitors to the Google Display Network<br>custom channel are Tech Enthusiasts, delivering<br>greater composition makeup than any Portal<br>Homepage  |

#### The GDN Custom Channel has a High Concentration of Tech Enthusiasts



# The GDN Custom Channel Exclusively Reaches 18% of Tech Enthusiasts

| % Tech Enthusiasts reached<br>exclusively through GDN and NOT<br>through | G <b>oo</b> g <b>le</b> Display Network |
|--|---|
| YAHOO!   | 11%                                     |
| AOL >>   | 18%                                     |
| msn  | 17%                                     |
| You Tube   | 8%                                      |
| <b>Ehe New York Eimes</b>  | 18%                                     |

18% of all Tech Enthusiasts would not be reached through the AOL Homepage but would be reached via the Google Display Network custom site pack each day

#### The GDN Blast is a Cost Efficient Takeover

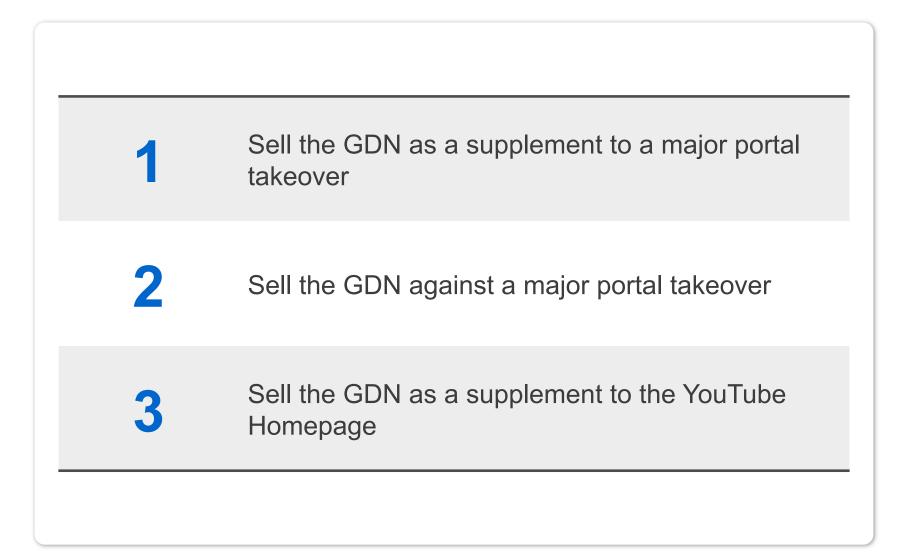
| Google Display Network | \$0.50 - \$2 |
|------------------------|--------------|
| You Tube               | \$5 - \$7    |
| AOL >>                 | \$5 - \$9    |
| msn                    | \$5 - \$6    |
| YAHOO!                 | \$3 - \$5    |

### Sales Deck Slide Inserts

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#### **Three GDN Blast Sales Strategies**



# Reach Tech Enthusiasts That Don't Visit Top Portals

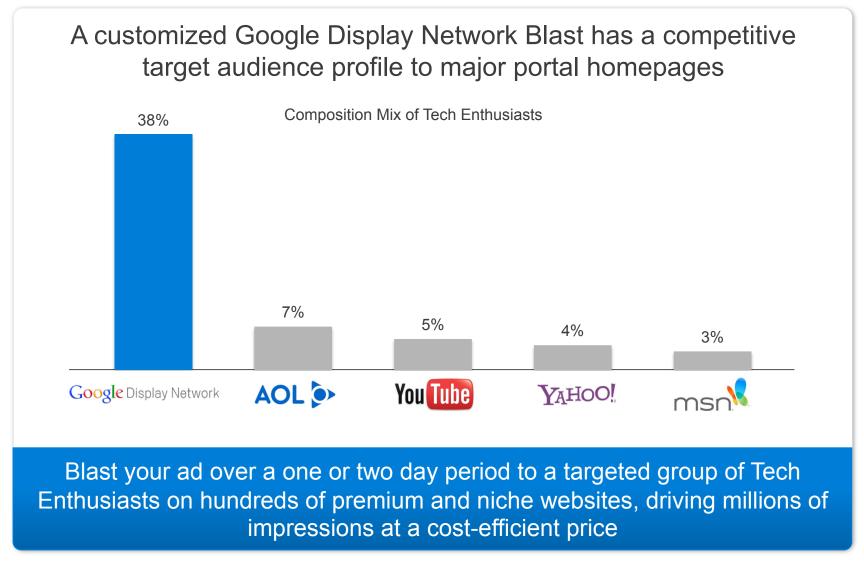
42% of Tech Enthusiasts can uniquely be reached via a oneday Google Display Network Blast that cannot be reached on the top portal homepage\*



| CPM Estimates – More Efficient Than a<br>Portal! |        |      |  |  |
|--|--------|------|--|--|
|  | Low    | High |  |  |
| Portal Takeover                                  | \$3    | \$13 |  |  |
| GDN Blast  | \$0.50 | \$2  |  |  |

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

#### **Custom GDN Blast Has Competitive Reach**



# Reach More Tech Enthusiasts with YouTube + GDN Blast

A one-day Google Display Network Blast + YouTube Homepage Takeover reaches 33% of all Tech Enthusiasts Average CPM Estimates GDN Blast YouTube Portal 13% 20% \$1 \$5 \$6 5% 13% 4% You Tube AOL 🍉 YAHOO! msr Google Display Network Blast your ad over a one or two day period to a targeted group of Tech Enthusiasts on hundreds of premium and niche websites, driving millions of impressions at a cost-efficient price



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#### **Tech Enthusiasts Segment Definition**

3+ visits to any of the following sites in February 2011

afterdawn.com cnet.com digitaltrends.com engadget.com eweek.com gizmodo.com macworld.com mashable.com notebookreview.com pcmag.com pcworld.com penny-arcade.com switched.com techcrunch.com techdirt.com techradar.com wired.com

#### **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 Beauty Enthusiasts can be reached through the GDN on an average day)

#### **GDN Exclusive**

• The share of a segment which can be reached through the GDN, but not through another specific property (e.g. 35% Beauty Enthusiasts can be reached through the GDN, but are not reachable on Yahoo!)

#### 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