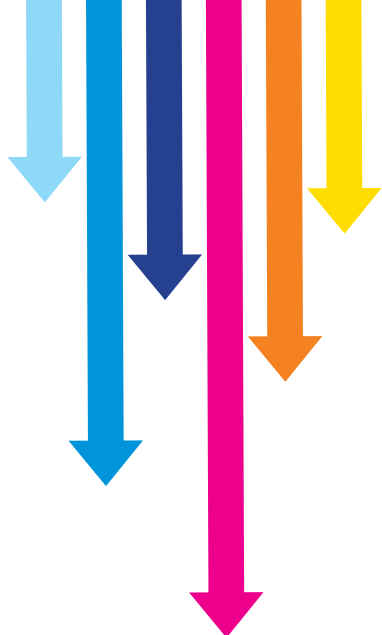




adGENIE

EXPERTS IN TARGETING



**TOTALLY
TARGETED
ADVERTISING**

RETAIL **AUTOMOTIVE** TRAVEL



ADGENIE RETARGETING

adGENIE's dynamic retargeting product identifies and 'retargets' LOST customers.

adGENIE's innovative technology allows previous visitors to a client's website to be retargeted in real time. Retargeting works by placing tracking code supplied by adGENIE on the client's website.

The tracking monitors key pages viewed by every visitor, including browsed items, shopping cart items and purchased items. When the same visitor appears on any other website, they are shown an advert for exactly those products and services they originally viewed, or related products if the client prefers.

Our main distribution for retargeted adverts is Ad Networks such as Adjug, Unanimis and ValueClick.

PRODUCTION TIMELINE AND COSTS

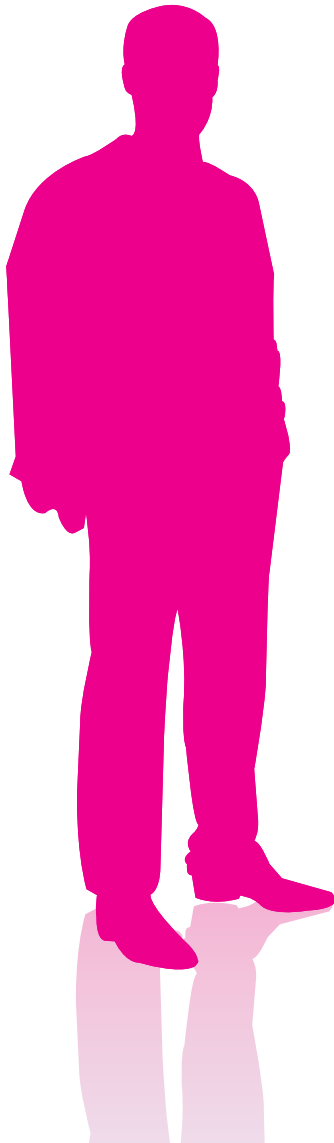
adGENIE retargeting is usually offered on a performance basis, so clients pay only for successful transactions (CPA) or clicks (CPC). Design, creative amends and production of feeds are included in the package, and there are no hidden costs.



WHAT OUR CLIENTS SAY

PAUL FITZPATRICK, UK HEAD OF DIGITAL MARKETING,
LASTMINUTE.COM

lastminute.com has been running adGENIE dynamic pre-targeting adverts for over a year and we have seen CTRs double during that period. We particularly like adGENIE's design flexibility which allows us to use brand-approved creative for all of our dynamic activity.



PRODUCTION: DESIGN

The typical design process is as follows:

The client chooses one of adGENIE's customisable templates, or opts for a bespoke design.

In the former case, GENIEgroup customises the template to the client's brand guidelines and submits the creative for the client's approval. In the latter case, GENIEgroup works with the client's creative agency to deliver a client-approved bespoke advert.

PRODUCTION: FEEDS

GENIEgroup can work with a client's existing feed (XML or other) or create a custom feed. For performance-based campaigns, there are no costs associated with this work.

PRODUCTION: TRACKING

GENIEgroup delivers a tracking implementation document to the client very early on in the campaign. Tracking can usually be implemented in a day and tested very quickly.

There are two types of tracking to be dropped into your container tags:

- JS tags to monitor user journeys [items viewed, basket items and purchased items].
- Ad Network tracking pixels [one per Ad Network].

RETARGETING ROI & COSTS

For performance-based campaigns (CPA or CPC), the only costs are for successful transactions at the agreed rates

Based on one million unique users per month, and assuming CTR of 0.45%, we estimate:

- 15 million retargeting banner impressions delivering 67,500 clicks per month

**The costs per sale would depend on the agreed CPA or CPC rates.*

ADGENIE PRE-TARGETING

adGENIE's dynamic pre-targeting solution identifies and 'targets' NEW customers.

In the travel sector we target against user searches on travel aggregators such as Travel Supermarket, Trip Advisor and Teletext Holidays. adGENIE adverts respond to the user's travel preference (typically departure airport and destination airport or resort, although price and travel dates can also be included), delivering adverts with only matching offers and dynamic links to purchase.

For example, a user visiting Travel Supermarket and searching for a flight from London to Barcelona would see an adGENIE pre-targeting advert for only those flights.

For automotive adverts we target against user interest on motoring search sites such as AutoTrader, What Car, AutoExpress, Evo etc. adGENIE adverts respond to each user's preferences (typically make and model, but postcode, demographic profile and price criteria are also frequently used for pre-targeting)

For example, a user visiting Autotrader and searching for a Vauxhall Astra at £8,000 in London W1 could be shown an adGENIE pre-targeting advert for only those models and only from local dealers.

Click rates and conversions on pre-targeting adverts are similar to those for retargeting, with click rates varying from 0.4% to more than 2% and conversions to bookings usually in excess of £1m per month for campaigns of 10m to 20m impressions per month.

WHAT OUR CLIENTS SAY

MAIREAD MCCARTHY, ONLINE MARKETING MANAGER,
THOMSON

Thomson has been running dynamic travel advertising through adGENIE for over three months and we are extremely pleased with the CTRs and conversions across a range of travel websites. adGENIE gives us the capability to target all of our offers to potential new customers in a single advert, thus saving us production costs as well as targeting the long tail of destinations we cater for. adGENIE has been a pleasure to work with and I would recommend utilising their services.

PRE-TARGETING ROI & COSTS

adGENIE pre-targeting is offered to clients on a performance basis, or as a software service.

For performance campaigns the only charges are for transactions at the agreed CPA.

For service campaigns adGENIE charges a CPM for ad serving from £1 down to £0.25 depending on volume.

ADGENIE TRAVEL CLIENTS

THOMSON, LASTMINUTE.COM, AVIS CAR HIRE, FIRST CHOICE, IBIS AND EXPEDIA.

ADGENIE AUTOMOTIVE CLIENTS

LEXUS, BMW, VAUXHALL, SEAT, PEUGEOT, LAND ROVER AND MERCEDES.

ADGENIE RETAIL CLIENTS

JOHN LEWIS, FURNITURE 123, VIVA, BOOKATABLE, B&S, MOBILES.CO.UK



WHY CHOOSE ADGENIE?

DYNAMIC TARGETING FOR NEW CUSTOMERS AND OLD

adGENIE is the only dynamic advertising solution that offers pre-targeting and retargeting. Pre-targeting is just as effective at generating new customers as retargeting is for recovering lost customers, using a single offer feed and creative execution.

IN-CAMPAIGN FLEXIBILITY

adGENIE templates offer stronger client branding than its competitors. And adGENIE also works with custom dynamic creative.

PRICE FLEXIBILITY

We work with the client's preferred business model and performance metric to deliver predictable and profitable dynamic advertising.

EXPERIENCE AND EXPERTISE

Pre-targeting in the travel, retail and automotive sectors has many complications and pitfalls. The adGENIE team has expert understanding of the data dependencies and possibilities in these verticals.

EFFICIENCY AND SCALABILITY

Retargeting and pre-targeting campaigns can be scheduled using the same creative and feed. This significantly reduces the cost and time to market of each type of dynamic advertising campaign, and improves the ROI of the overall campaign.

AD CUSTOMISATION

adGENIE adverts are created and managed through a sophisticated ad management system that allows client messaging to be edited in real time during a campaign.

OPTIMISATION

GENIEgroup has real-time visibility of all campaign data, including user data per impression, offer served per impression and CTR and transaction value per impression. GENIEgroup optimises daily based on CTRs and ROI per proposition, per creative, per Ad Network or vertical.

REPORTING

adGENIE reports on impressions, click rates and transactions by creative, format and offer. And if more detailed analysis is required, by individual keywords and behaviours.

GENIE GROUP OVERVIEW

GENIEgroup is a dynamic advertising technology company, set up in 2006.

GENIEgroup has developed two complementary dynamic advertising solutions:

adGENIE retargeting and **adGENIE** pre-targeting.

Both systems deliver precisely targeted adverts to prospective customers based on a range of behavioural, contextual and demographic data.

Genie's core markets are Travel, Automotive and Retail.



adGENIE

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ABOUT GENIE GROUP



GUY SNEESBY

Managing Director

Guy Sneesby is the company's MD and technology lead. Guy was formerly the managing director of Dennis Interactive, the digital arm of Dennis Publishing Limited, which he founded in 1997 and built into a £12m turnover company. During his time at Dennis, Guy was a member of the Dennis board and a member of the board of the Association of Online Publishers (AOP).

GSNEESBY@ADGENIE.CO.UK
020 3129 4471



MARTIN CONNOLLY

Commercial Director

Martin Connolly is responsible for managing the company's ad sales and affiliate teams. Martin is experienced in both the display and search markets, having previously worked as Ad Director at Dennis Interactive and Hemscott Plc, and subsequently as Head of European Sales at shopping comparison giant Shopzilla/Bizrate.

MCONNOLLY@ADGENIE.CO.UK
020 3129 4472

GENIE GROUP PARTNERS

GENIEgroup is a technology partner of Fuse Pump, whose innovative page scraping technology allows for the rapid production of Merchant Product Feeds.

GENIEgroup is a technology partner of Ultimate Feed (also known as IST), which creates and manages product feeds for retailers for use in shopping search and affiliate marketing programmes. Through its affiliate marketing platform, Ultimate Feed tracks every transaction on client sites, including those from affiliate activity and from **adGENIE** pre-targeting and retargeting banners.

360 DEGREE MARKETING

- **adGENIE**'s dynamic retargeting product identifies and 'retargets' LOST customers.
- **adGENIE**'s pre-targeting technology identifies and targets NEW customers.
- Working with Fuse Pump and Ultimate Feed, **GENIEgroup** can create state-of-the-art feeds and banners, target adverts against buying intent across a range of channels and behavioural criteria.



GENIEgroup
EMPOWER YOUR IDEAS

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