

Aggregate Knowledge

Take Control Over Your Audiences



Advertisers and agencies face growing pressure to optimize audiences and campaigns effectively. Yet, even though behavioral targeting techniques have grown in sophistication, audiences are more fragmented and elusive than ever. Further, executing digital campaigns is still a relatively inefficient and high-cost process, making it harder to grow the digital revenue profitably as marketing budgets shift online.

To remain competitive, you need new insights, controls, and intelligence to reach and optimize audiences across all media sources.

Aggregate Knowledge offers real-time insights, control, and intelligence over audience targeting and campaign performance.

Aggregate Knowledge's technology and services allow you to regain control over reach and performance without disrupting the existing media planning and buying process.

Aggregate Knowledge's **Real-Time Audience Discovery™ Engine** gives the means to systematically optimize audiences and media buys, on a per-impression basis, over any media inventory whether coming from publishers, ad networks, or ad exchanges.

Key Benefits

With the Real-Time Audience Discovery Engine, you can effectively:

- Eliminate inventory waste by only reaching the desired audience, thereby increasing targeting effectiveness by 30 to 70 percent.
- Serve the best campaign, the best creative, and the best content to each user reached, and improve campaign clicks and conversions by 4x-10x.
- Retain clients by accumulating actionable insights to keep improving audience targeting and performance metrics over time, campaign after campaign.

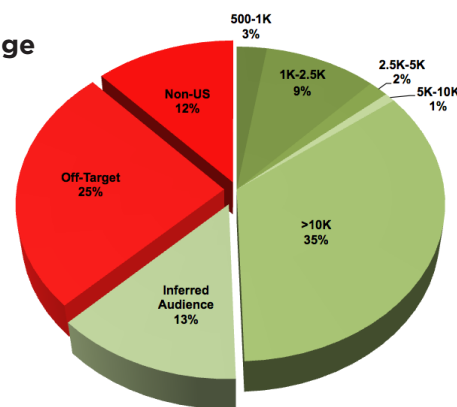
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Our Promise to You

- **Buy-side focused:** We focus 100% on the advertiser's goals. We are only maximizing for you, not the publisher.
- **Dedicated service:** You will have a dedicated team to manage and optimize your campaigns.
- **Brand safe:** We do not commingle advertiser data. We adhere to strict data security standards and inventory quality controls.
- **Consumer safe:** We are fully NAI compliant and do not handle personally identifiable information.
- **Flexible:** We can optimize your existing IOs or manage new ones. We can work with data providers you already use.
- **Easy to work with:** We leverage your existing infrastructure (ad server, data providers, etc.) and plug in to your existing media processes.

Key Features of the Aggregate Knowledge Patent-Pending Platform

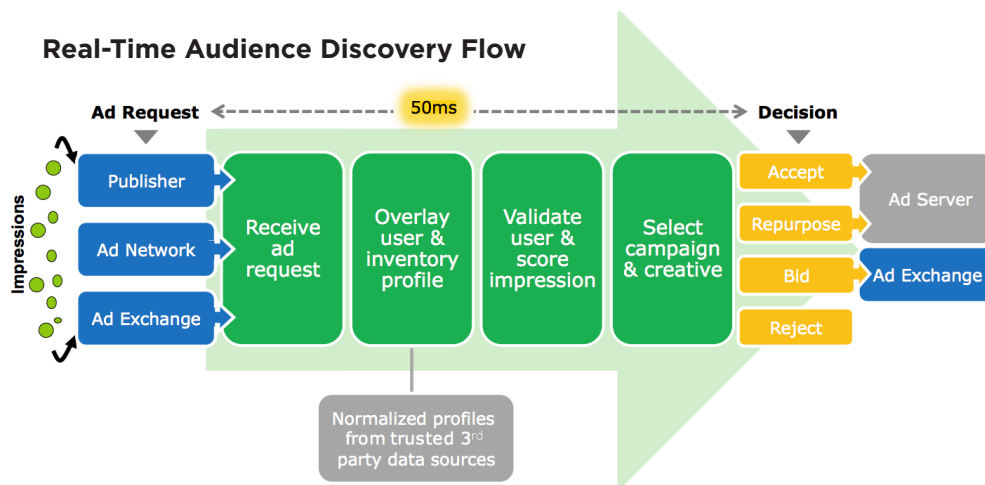
- Systematically evaluates each impression in less than 50 msec against audience targeting and performance objectives.
- Only serves ads for on-target users that are expected to perform; off-target or low-value impressions, that would otherwise be wasted, are ignored, passed back, or repurposed.
- Integrates and normalizes rich advertiser-centric audience profiles across trusted data sources, including advertiser site, campaign, third-party data providers, and data exchanges.
- Defines and grows buyable audience pools over any type of media, whether from publishers, ad networks, or ad exchanges.
- Continuously identifies audience and media attributes that are predictive of higher performance, and shifts media buys accordingly to keep improving campaign results.
- Provides real-time, closed-loop insights into what audience was reached and who clicked or took action.



Case Study Example: Business Audience Campaign (by Company Size)

■ Wasted Impressions

Real-Time Audience Discovery Flow



aggregate
knowledge®

1510 Fashion Island Blvd., Suite 201
San Mateo, CA 94404
Tel 650.293.2920 | Fax 650.293.2919
www.aggregateknowledge.com

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