

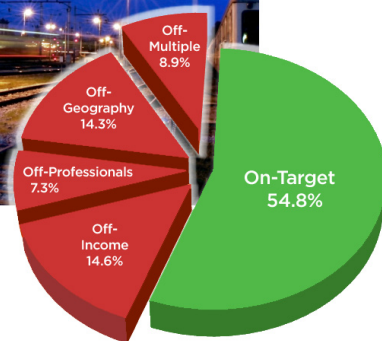
Audience Discovery™ Offers Insights to Audience Quality, eCPM, and Click Performance

Aggregate Knowledge was recently asked to provide insights for a large travel-related company to improve its targeted audience (business travelers) based on geography, demographics, and household income. The company, which operates nationwide, defined their targeted audience as follows:

- Geographic location consisting of the Northeast United States, from Washington, D.C. to Boston, MA.
- People employed in professional businesses.
- Household income of at least \$100,000 annually.



■ Off Target
■ On Target



Audience Discovery Insights revealed:

- Over 45 percent of the impressions served were off target. Removing the off-target impressions would enable almost a 2x improvement in audience quality.
- Audience Insights revealed that the effective cost to reach the desired audience (i.e., true eCPM) was 82% higher than the eCPM of the media. Audience Insights showed that removing waste would potentially increase click performance by 40 to 80 percent.

The Problem

Aggregate Knowledge Audience Discovery uncovered the following off-target criteria:

- *Geography* - Over 14 percent of the audience were off target.
- *Professionals* - People employed in non-professional businesses made up about 7 percent of the audience.
- *Household Income* - Almost 15 percent were from households with incomes less than \$100,000 annually.
- *Multiple* - About 9 percent of the audience was off target in more than one of the above.

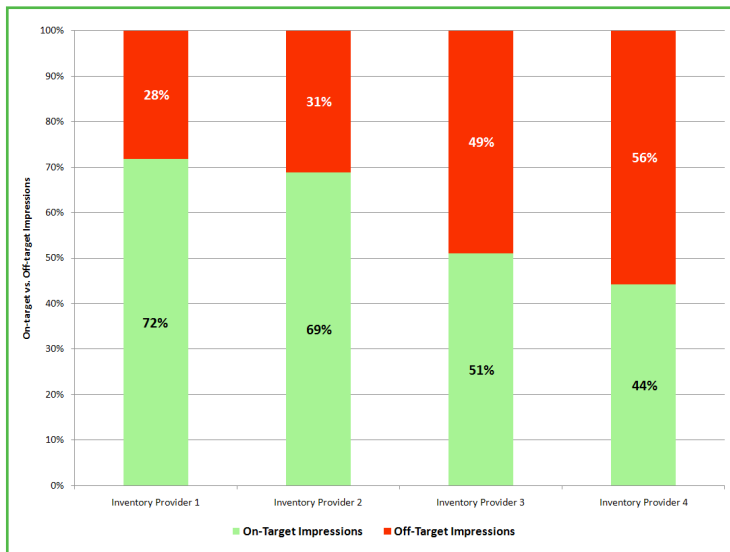
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The Audience Discovery Solution

Aggregate Knowledge's Audience Insights:

1. Mapped each impression, including geography, business, and income, built from trusted data sources.
2. Analyzed each impression in real time.
3. Provided visibility into users who were reached or clicked.
4. Uncovered hidden combinations of user characteristics, delivery conditions, and inventory performance.

Waste



AK Audience Insights revealed that waste is not evenly distributed across inventory providers

Impact of Waste on eCPM



AK Audience Insights also showed that the more waste, the higher the eCPM

