

Product Overview

“Reach consumers at the precise moment they express an interest in your products.”

WhenU is a desktop software that supplies relevant adverts to its opt-in network of consumers. With a worldwide database of 30 million, and with the UK growing fast with 750,000 plus users, WhenU is now one of the largest Internet properties according to Nielsen//NetRatings. Both CPC and CPV models are available, creating effective modes of increasing awareness of products and services.

How does it work?

The user downloads the SaveNow software which comes free with other software downloads. The benefits to the user include money-off coupons from participating merchants. WhenU recognises the consumer's immediate interest whilst they surf and search online and then delivers contextually relevant offers from advertising clients. Contextual ads, or full-page pop unders, are delivered in a variety of formats to the user's desktop at the moment of maximum impact.



Reach

WhenU reaches over 750,000 UK users everywhere they go on the net (Monthly increase in numbers by 20,000).

Global Figures

- 7.5 million contextual ad impressions per day
- 10 billion pages of targeted ad reach
- 30 million worldwide users, including heavy presence in Europe

Targeting

Targeting is based on Categories supplied by WhenU and a wish list of category sites and keywords required of the Advertiser. Wish lists provide WhenU with the market knowledge required to optimise the Advertiser's campaign according to their aims.

User Profile

The WhenU user is a sophisticated consumer who is comfortable downloading and installing software. The average age is 27 years. Users break down as follows:

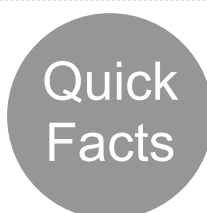
- | | | |
|--------------|-----------------------------|---------------------------|
| • sex | 51% male | 49% female |
| • occupation | 57% professional managerial | 25% blue collar / retired |
| • income | 90% over 18k | 16% student |
| • education | 90% sixth form+ | 33% over 48k |
| | | 60% higher education+ |

CPC and CPV Pricing Models

WhenU offers two types of pricing models; CPC and CPV. Both offer huge advantages to advertisers. The cost-per-click (CPC) method is an ideal method of payment for advertisers who need to guarantee they only pay for users that actually visit their site. The cost-per-view (CPV) model presents a full browser window to the user on a contextual basis. Both models provide high conversion rates.



Call adShape for an immediate quote on 020 7428 6680.



- Virtually all WhenU users shop online
- WhenU user base is internet savvy
- The WhenU network is opt-in
- Click through rates of up to 15%
- Conversion rates up to 7%
- adShape sees a client renewal rate of over 75%
- adShape is currently delivering over 100 campaigns globally
- New Shaper "floating" ads have up to 4 times higher CTR than standard ads