

Product Overview

Targeted, Contextual Marketing from eExact

eExact Advertising displays advertising messages to consumers based on real-time online behaviour. eExact distributes software called Bargain Buddy which the users download to their desktop. The benefit to the user is that they receive coupons and discounts from big brands when they visit their sites – an incentive from the site owner to purchase online. In return for this service, the user agrees to have adverts served to their desktop that are relevant to the sites they are viewing. The advantage for advertisers is therefore that via adShape, you can display offers to users based on URLs and Keywords.

How does it work?

Users obtain Bargain Buddy via the eExact Advertising owned Mail.com email service and Net2phone ad network. The software is also offered as a free download with shareware and freeware from many software distribution sites. eExact Advertising has created two forms of highly effective online Advertising software applications, CPC BullsEye Contextual Marketing Platform and CPV BullsEye Targeted Visitor.

Reach

eExact has the ability to reach 4.2 million Global Users, half a million of these are users in the UK. Feature your messaging in front of millions of qualified customers who have opted-in to receive coupons and offers from marketers.

Performance

Proven results on all aspects of a campaign - from click to conversion.

Targeting

Multiple targeting criteria allow advertisers to feature relevant messages at the moment a user is most interested in seeing them. Ads are served as pop ups or as pop unders. Targeting is based on Categories supplied by eExact. These consist of top line categories such as online gambling, shopping and the financial sector. Targeting can then be provided to sub level categories; for example, if a client wishes to advertise in the financial sector, they will also be able to drill targeting down to credit cards, loans, life insurance, etc.

CPC and CPV Pricing Models

There are 2 ways to access this user base:

BullsEye Contextual Marketing Platform

The contextual marketing CPC pricing model allows advertisers to feature special offers and coupons within a separate browser window when a user visits a specific site or searches for a specific keyword. One of the most appealing aspects of the cost-per-click model is that costs are performance based, and payment is based only when someone actually clicks through to your web site.

BullsEye Targeted Visitor

'Targeted Visitor' is a "Full Page" Advertisement of your website delivered to users of eExact Advertising's software applications. Targeted Visitor is priced on a cost-per-view basis which is a cost effective way to drive highly targeted users to websites or specific areas of a particular site. It is a great strategy for businesses that wish to generate lead inquiries and under certain conditions, direct online sales.

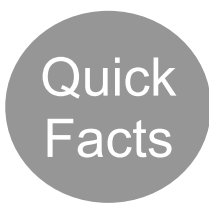


Example Contextual pop up on User Browser



Example Targeted Visitor Campaign

Call adShape for an immediate quote on 020 7428 6680



- Contextual Marketing and Keyword Searches
- Internet savvy user base
- High conversion rates
- Very high average CTR of up to 15%
- Multiple tracking URLs accepted for campaigns
- CPV and CPC pricing models
- Aggressive user signs ups in UK and Europe
- Adaptable campaign options from targeted CPC to untargeted Run Of Network