



PERFORM
MEDIA

PERFORM MEDIA SEARCH

HIGH PERFORMANCE SOLUTIONS FOR AUTOMOTIVE MARKETERS



PERFORM MEDIA SEARCH

Perform Media Search provides automotive marketers with direct, transparent access to the Autoweb portfolio of brands. Autoweb is the premier provider of consumer leads, web traffic, and sales enhancing technologies in the automotive space. Perform Media automotive marketers also have access to high performance, keyword-based ads across the largest single source of implicit search supply in the world - the Media.net publisher network.

AT A GLANCE

KEY BENEFITS

- ✓ **Exclusive Direct Access** - we are the only partner that enables direct, transparent access to Autobytel.com and the Media.net publisher network.
- ✓ **Publisher Quality & Scale** - access top automotive publishers like Autobytel and Car.com in addition to top Comscore publishers like CNN, Forbes, Newsweek, and Good Housekeeping in a network with 10 billion monthly ad impressions across 500,000 sites.
- ✓ **High Performance** - our 2 click search model ensures highly qualified traffic and eliminates fraud while the Autoweb search experience delivers qualified leads based on make, model and search locations.
- ✓ **Easy Portability** - use existing campaigns to get started.
- ✓ **Platform & Expert Service** - the Perform Media Console and our expert client services team ensure campaign success.

TOP AUTOMOTIVE

KEYWORD CATEGORIES

Auto OEM Brands

5MM searches & 3MM ad clicks

SUVs

1MM searches & 700K ad clicks

Trucks

1MM searches & 600K ad clicks

Vehicle Wheels & Tires

1MM searches & 300K ad clicks

Generic Autos & Vehicles Keywords

16MM searches & 8MM ad clicks



Newsweek

Forbes

autobytel

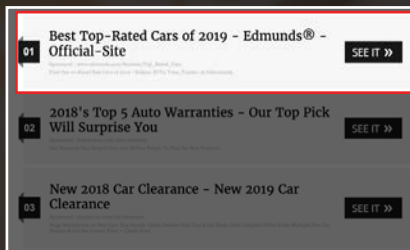
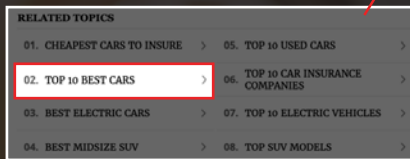
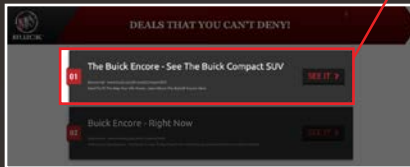
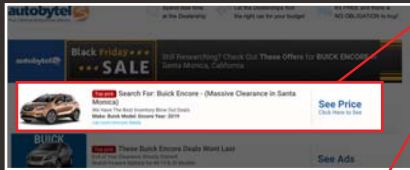
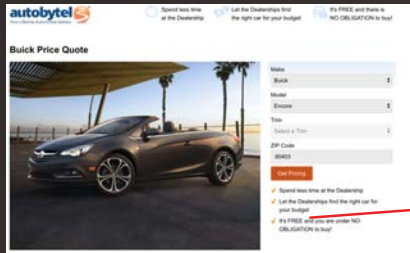
autoweb



PERFORM
MEDIA

performmedia.com | advertisers@performmedia.com

PERFORM MEDIA SEARCH HOW IT WORKS



One campaign gives you access to two high performance ad placements.....



AutoWeb listings provide car buyers with local pricing offers based on make and model.



Users are also presented with relevant related automotive topics across the Media.net publisher network.



1. Media.net's contextual relevance algorithm leverages user and publisher signals to generate "Related Topics" keyword modules for publisher articles.



2. A visitor clicks on a keyword contained in the "Related Topics" module on a publisher page.



3. The visitor is taken to a search results page powered by Media.net and Perform Media - no CPC is charged for the first click on related topics.



4. A Perform Media Search ad is served in positions one through five.



5. The user clicks off to the advertiser's landing page and a CPC is charged.

The Perform Media Console provides full transparency on ad delivery and performance; and the ability to optimize campaigns, ad groups, and keywords across devices and publishers. These capabilities aren't available with any other buying partner.

KEY STATS

PERFORM MEDIA SEARCH DRIVES TRAFFIC AND ROI AT SCALE

60 MIL

Qualified automotive leads generated each quarter with AutoWeb

85%

Reach in United States

10 BIL

Impressions per month



**PERFORM
MEDIA**

performmedia.com | advertisers@performmedia.com