



PERFORM
MEDIA

PERFORM MEDIA SEARCH

HIGH PERFORMANCE SOLUTIONS FOR EDUCATION MARKETERS

PERFORM MEDIA SEARCH

Perform Media Search provides advertisers and agencies with direct, transparent 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

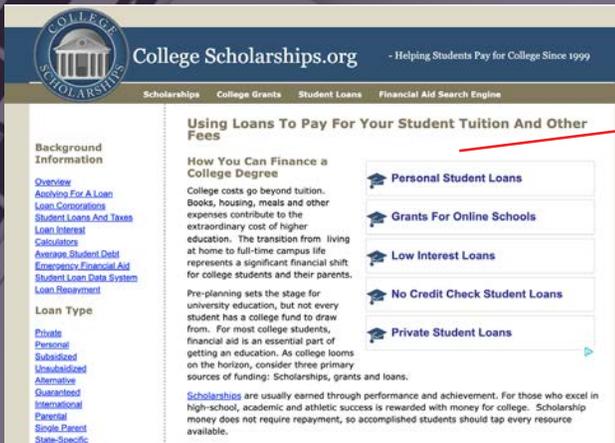
KEY BENEFITS

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



performmedia.com | advertisers@performmedia.com

PERFORM MEDIA SEARCH HOW IT WORKS



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



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



5. 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

85%

Reach in the US

10 BIL

Impressions per month

1 BIL

Clicks each year