

HIGH PERFORMANCE SOLUTIONS FOR HEALTH, WELLNESS, AND PHARMA MARKETERS

PERFORM MEDIA SEARCH

Perform Media Search provides direct-to-consumer marketers with direct, transparent access to WebMD - the nation's largest and most trusted health destination. Perform Media clients also have access to Media.net publisher network with over 85% reach in the US.

AT A GLANCE **KEY BENEFITS**

Exclusive Direct Access - we are the only partner that enables direct, transparent access to WebMD and the Media.net publisher network



Publisher Quality & Scale - access top health publishers such as WebMD, MedicineNet, eMedicineHealth and RxList in addition to 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

High Performance - our 2 click search model

ensures highly qualified traffic and eliminates fraud

Platform & Expert Service - the Perform Media Console and our expert client services team ensure campaign success, and publisher reporting and controls allow you to control where ads are served

TOP CONDITION BASED KEYWORD CATEGORIES

Pain Management over 7MM searches & 2.5MM ad clicks

Skin Conditions over 9MM searches & 4MM ad clicks

Arthritis over 3MM searches & 1MM ad clicks

media.net

Diabetes

over 4MM searches & 2MM ad clicks

GERD & Digestive Disorders

over 4MM searches & 2MM ad clicks





HOW IT WORKS

 Stay home. Don't go to work, school, the gym, religious services, or run errands while your symptoms are severe, because you don't want to spread the germs around. Cover your mouth and nose with a tissue when coughing or sneezing to keep from spreading the virus. Clean your hands. This helps keep germs from spreading. Avoid touching your nose, eyes, and mouth, since germs often spread when you do this after touching something contaminated. Clean and disinfect common surfaces at home, work, and school, especially when someone is sick, to keep germs from spreading. WAND Ance Newedly Model W. Saway 04, 2018 Stores v 2018 WAND, ILC & Angles termed Spottsoet Aos I Best Hedelines for Colds Stensch Flu Remedies 	 Media.net's contextual relevance algorithm leverages user and publisher signals to generate "Sponsored Ads" keyword modules for articles on WebMD and Media.net networks.
2 Current ru symptomis 3 Dest ru kennedies 3 Treatment For The Flu 6 Meningitis Symptoms in Children Top Picots 4 Warning Signs That Your Cold Is Bronchitis Fever & Aches May Not Mean Flu	2. A visitor clicks on a keyword contained in the "Sponsored Ads" module on a publisher page.
WEEMD SPONSORED ADS Theraflu® Provides Flu Tips Get Educated On Myths & One more therafluces Flu Tips Get Educated On Myths & Decuses and the symptoms of Cancer O1 Bornords used therafluces Flu Tips Get Educated On Hyths & Decuses theraflue Symptoms of Cancer O2 Relief For Cold & Flu Symptoms - Coricidin HBP® Decuse theraflue O3 Welgenene Flue Medicine - Fluid the Right Relief Fact Medices are streamed work flue flue flue flue flue flue flue flue	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 Sponsored Ads.
Sourceet www.walgeren.com/Colle/Coll (Doo Recommended Polacits by Synchronic Ardull Dehydydration Treatment Survive the Flu w/ Pedialyte8 Pedialyte8 Flu Cold at Amazon Sourceet www.Amazon.com/milling Source Pluc Coll Fires 2 Day Singlery of Amazon Plane. Flu Symptoms And Treatment - Flu Signs, Relief, Remedy	4. Perform Media Search ad is served in positions one through five.
06 benefore an advectation on 1 for you adverte there legit? Be every, you regist law the full > benefore them. 07 Source wave heads to sour Cost a for full symptoms Search for Cast Ard Flu Symptoms Search for Cast Ard F	ンリン 5. Visitor clicks off to the advertiser's landing アマン 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.

REY STATS PERFORM MEDIA SEARCH DRIVES TRAFFIC AT SCALE AND ROI

25%

1 in 4 US adults use WebMD each month 50%

WebMD has 50% more reach than the next competitor

85%

Media.net has over 85% reach in the US

