



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
- ✓ **High Performance** - our 2 click search model ensures highly qualified traffic and eliminates fraud
- ✓ **Easy Portability** - use existing campaigns to get started
- ✓ **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
- ✓ **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

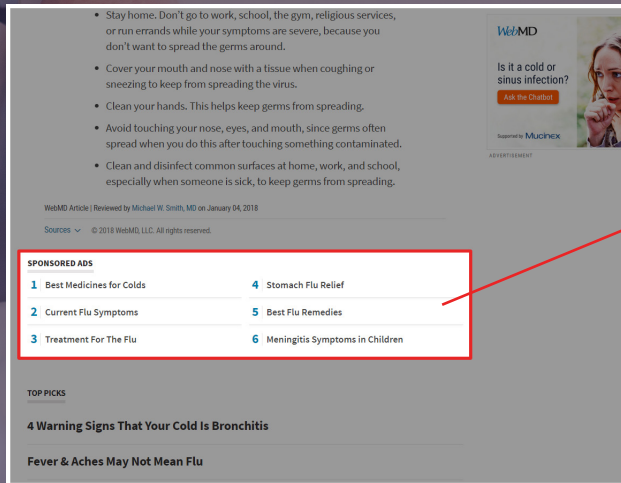
Diabetes

over 4MM searches & 2MM ad clicks

GERD & Digestive Disorders

over 4MM searches & 2MM ad clicks

PERFORM MEDIA SEARCH HOW IT WORKS



1. 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. A visitor clicks on a keyword contained in the "Sponsored Ads" module on a publisher page.



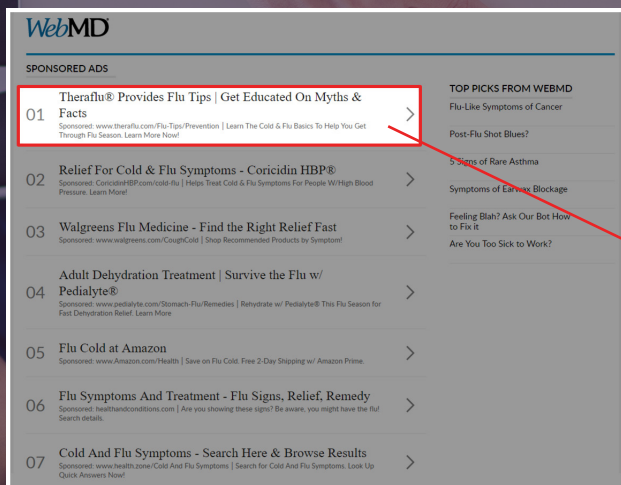
3. Visitor is taken to a search results page that is powered by Media.net and Perform Media - no CPC is charged for the first click on Sponsored Ads.



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



5. Visitor 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 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