



GDN Blast vs. Portal Takeovers

Standard Vehicle Shoppers

Google/Compete

April 2011

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Objective and Methodology

Objective | To demonstrate the relative value of the Google Display Network (GDN) in reaching Automotive target audiences compared to major Portal Homepage Takeovers

Methodology |

- The Standard Vehicle Shopper consumer segment was defined based on observed online clickstream behavior using data from Compete's opt-in consumer panel. Users were included if they had visited one of the defined segment sites, and in some cases were further defined by repeat visitation and demographics.
 - Standard Vehicle Shoppers (performed a KPI on at least one of the listed brand sites – see Appendix)
- Visitation to the following web properties was measured for April 2011 on:
 - The Google Display Network (full and custom site pack)
 - Homepages of three leading portals: Yahoo!, MSN, AOL
 - Homepage of YouTube.com
 - Homepage of ESPN.com

Key Takeaways



1

The Google Display Network reaches 4x more Standard Vehicle Shoppers than the top Portal Homepage

2


The Google Display Network exclusively reaches over 35% of Standard Vehicle Shoppers that do not visit the top performing Portal Homepage

The GDN Reaches 4x More Standard Vehicle Shoppers

Site	Daily Reach
 Google Display Network	76%
 YouTube	12%
AOL	4%
MSN	7%
Yahoo!	19%
ESPN	2%

On average, 76% of Standard Vehicle Shoppers visit the GDN every day compared to 19% that visit the Yahoo! Homepage

The GDN Exclusively Reaches Over 35% of Standard Vehicle Shoppers

% of Standard Vehicle Shoppers reached exclusively through GDN and NOT through...		Google Display Network
Yahoo!	36%	
AOL	66%	
MSN	60%	
	35%	
ESPN	70%	



Custom GDN Channel vs. Portal Takeovers

Standard Vehicle Shoppers

Google/Compete
April 2011

Key Takeaways



1

The Google Display Network custom channel has a competitive reach of Standard Vehicle Shoppers compared to the top Portal Homepages

2


The Google Display Network custom channel exclusively reaches 5% of Standard Vehicle Shoppers that do not visit the top performing Portal Homepage

The GDN Custom Channel has a Competitive Reach of Standard Vehicle Shoppers

Site	Daily Reach
	12%
	12%
AOL	4%
MSN	7%
Yahoo!	19%
ESPN	2%

On average, 12% of Standard Vehicle Shoppers visit the GDN every day, comparable to or higher than the top portal homepages

The GDN Custom Channel Exclusively Reaches 5% of Standard Vehicle Shoppers

% Standard Vehicle Shoppers reached exclusively through Custom GDN and NOT through...		Google Display Network
Yahoo!	5%	
AOL	10%	
MSN	9%	
	5%	
ESPN	10%	

5% of all Standard Vehicle Shoppers would not be reached through the Yahoo homepage but would be reached via the Google Display Network custom site pack each day



Single Slides

Standard Vehicle Shoppers

Google/Compete

April 2011

Reach Standard Vehicle Shoppers That Don't Visit Top Portals

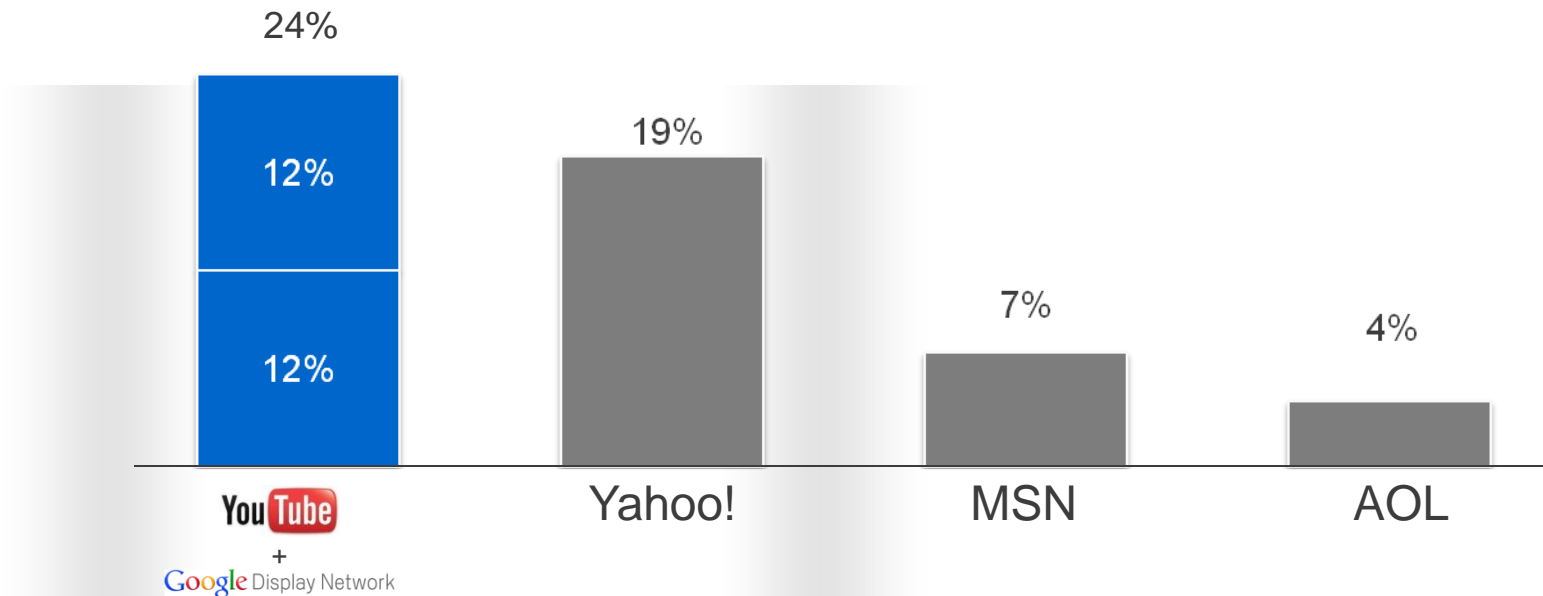


36% of Standard Vehicle Shoppers can uniquely be reached via a one-day Google Display Network Blast that **cannot be reached on the top portal homepage***

Blast your ad over a one or two day period to a targeted group of Standard Vehicle Shoppers on hundreds of premium and niche websites, driving millions of impressions at a cost-efficient price

Reach More Standard Vehicle Shoppers with YouTube + GDN Blast

A one-day Custom Google Display Network Blast + YouTube Homepage Takeover reaches **24%** of Standard Vehicle Shoppers



Blast your ad over a one or two day period to a targeted group of Standard Vehicle Shoppers on hundreds of premium and niche websites, driving millions of impressions at a cost-efficient price





Appendix

Standard Vehicle Shoppers

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Segment Definitions

Standard Vehicle Shoppers

Chevrolet
Dodge
Ford
Honda
Nissan
Toyota

Note: Visitors were included in a segment if they had visited one of the defined segment 2x times or had performed a KPI on an automotive brand site (May-July 2010)

Analytic Definitions

Segment Daily Reach

- The share of a segment which can be reached through a given property on an average day (e.g. 50% of Standard Vehicle Shoppers can be reached through the GDN on an average day)

Average Monthly Composition Mix

- The share of a given property's unique visitors during a month that are in a given segment (e.g. 10% of GDN visitors are Standard Vehicle Shoppers)

GDN Exclusive

- The share of a segment which can be reached through the GDN, but not through another specific property (e.g. 35% of Standard Vehicle Shoppers can be reached through the GDN, but are not reachable on Y!)

Update on Compete's Data Methodology

- Compete recently enhanced its data methodology to better align with IAB standards
 - Changed definitions of page views, visits, and referrals
 - Restated historical data set
- At the same time as the planned data methodology rollout, Compete experienced a disruption with one of its data partners
 - Compete developed a methodology to correct for this disruption
 - Rigorous testing was conducted to ensure the data correlated & trended with previously reported data
- Data published with Compete's new methodology will not always match historically published data

The release of the new methodology has significantly enhanced Compete's ability to describe, estimate, and quantify online consumer behavior

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