

CPC Ad Analytics

Adometry analyzes click data for ad networks and publishers to significantly improve traffic acquisition costs and monetization. It is the world's leading traffic quality management solution, providing actionable insights both upstream and downstream. The predictive click quality scoring engine is powered by the most advanced click fraud detection algorithms trained on a massive, real-world data set from advertisers, publishers and ad networks.

Adometry offers 4 distinct areas of insight for the ad network or publisher business platforms:

Inbound Traffic	Outbound Traffic
<ul style="list-style-type: none"> • Publisher and affiliate management • SEM traffic acquisition 	<ul style="list-style-type: none"> • Advertiser management • Feed management

Publisher and Affiliate Management

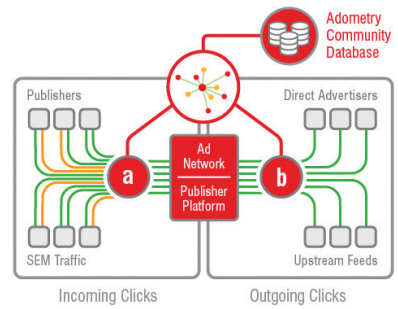
Screening: The Adometry system gives insight into potential partners by evaluating the sites they submit using a variety of criteria, including: historical traffic quality, publicly available traffic metrics, registration information, content identification, malware screening, reputation metrics, and more. Ad networks and publishers use this insight to help decide whether to approve or deny specific sites into their program.

Monitoring: As publishers begin sending traffic to a network, the Adometry solution scores this traffic in real-time, providing valuable feedback and enabling a variety of decisions. With access to real-time traffic quality scores, ad networks may choose to employ quality-based pricing programs, compensating publishers differently based on the quality of traffic they send. By enabling ad networks to differentiate between publishers based on the value they provide to advertisers, Adometry helps improve margins while allowing networks to monetize a wider range of traffic.

Downstream publisher and affiliate management benefits
<ul style="list-style-type: none"> • Increase average traffic quality score by 15-20% • Improve eCPM by 20-30% • Increased advertiser retention by 10-15% • Increased bid prices by 20-25%

Advertiser Management

For ad networks and publishers, it is imperative to keep advertisers happy by delivering traffic that provides sustainable value. Comparison shopping sites, Internet yellow pages, or any content publishing sites are essentially ad networks that deliver traffic directly to advertisers or to other ad network feeds. For those with direct advertiser relationships, Adometry provides the ability to proactively monitor and manage the quality of traffic delivered. The service provides actionable reports that segregate traffic destination by feed, by ad network, by merchant partners, or by individual advertisers. This helps ad networks and publishers to protect and strengthen their direct advertiser relationships.



Advertiser management benefits
<ul style="list-style-type: none"> • Deliver higher quality traffic to advertisers • Protect and strengthen direct advertiser relationships • Easy investigation into advertiser complaints • Third-party auditing to quantify advertiser benefit

Yahoo! TQ Scores

Often, ad networks and publishers are not dealing directly with advertisers, but through intermediaries that provide feeds of ads such as Yahoo! or other ad exchanges. In this situation, it is even more important to manage traffic quality as a single feed provider controls the provision of many advertisers to a network or site, and networks lack any direct communication or personal relationships with those advertisers. The quality of traffic will be reflected in a single number such as the Yahoo! TQ score, which will determine the commissions earned.

Using the traffic quality scores provided by Adometry, including the Yahoo! TQ prediction, and proactively managing publishers and affiliates, ad networks can improve the quality of the traffic they send to feed providers.

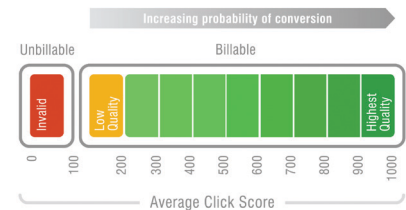
Effective use of the Adometry service will result in higher average click scores for a network's traffic, and that translates directly to improved TQ scores.

Click quality scoring and click fraud detection delivered as a service	Multiple reporting and analytics options	Support for real-time filtering and quality-based routing/pricing
<ul style="list-style-type: none"> • Near real-time batch upload • Real-time web service API 	<ul style="list-style-type: none"> • Web-based reporting interface for actionable insights • Web services reporting API for integration into existing back-end systems 	<ul style="list-style-type: none"> • Real-time scoring API • Known Offenders List compiled from Adometry's community data, Visitor • Block List compiled from customer specific traffic patterns, and other block lists for quick-start implementations

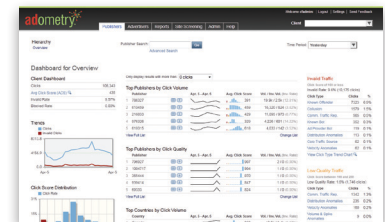
About Adometry

Adometry, formerly Click Forensics, Inc., provides scoring, auditing, verification, and attribution metrics to optimize results for online advertisers, agencies, publishers, and ad networks. Tracking billions of impressions in real-time, reporting on where they appeared, for how long, and to what effect; the Adometry mission is to bring greater levels of transparency and accountability to the online advertising industry. Headquartered in Austin, Texas, Adometry is privately held and backed by Sierra Ventures, Austin Ventures, Shasta Ventures and Stanford University. For more information visit www.adometry.com.

Adometry audits and scores traffic quality for ad networks and publishers, allowing them deliver higher quality traffic to advertisers and improve monetization through upstream ad feeds



Adometry scores every click with a 3-digit score between 0 and 999. Higher scores indicate a higher propensity to convert and thus indicate traffic that's more valuable for advertisers and upstream ad feeds.



The Adometry reporting interface launches with a dashboard providing a summary of overall traffic quality highlighting the best and worst sources of traffic and those sources with the greatest change in the specified time period.



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