



DIGITAL
OPPORTUNITIES

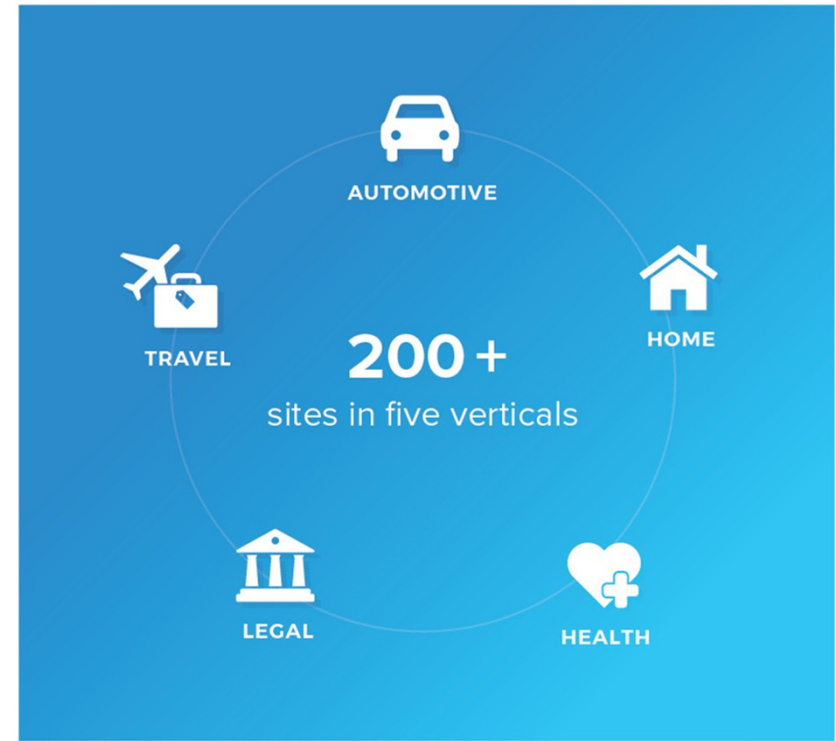




BRAND-SAFE DIGITAL MEDIA AT SCALE

Internet Brands offers premium digital inventory at scale across a portfolio of sites organized into five key verticals

- 200+ owned and operated sites
- Brand safe content
- 1 in 3 US adults visit our sites
- Highly engaged audiences
- Proprietary first party data and sophisticated targeting options



HERE ARE SOME OF OUR NETWORK HIGHLIGHTS:





PREMIUM CONTENT AND ENGAGED AUDIENCES

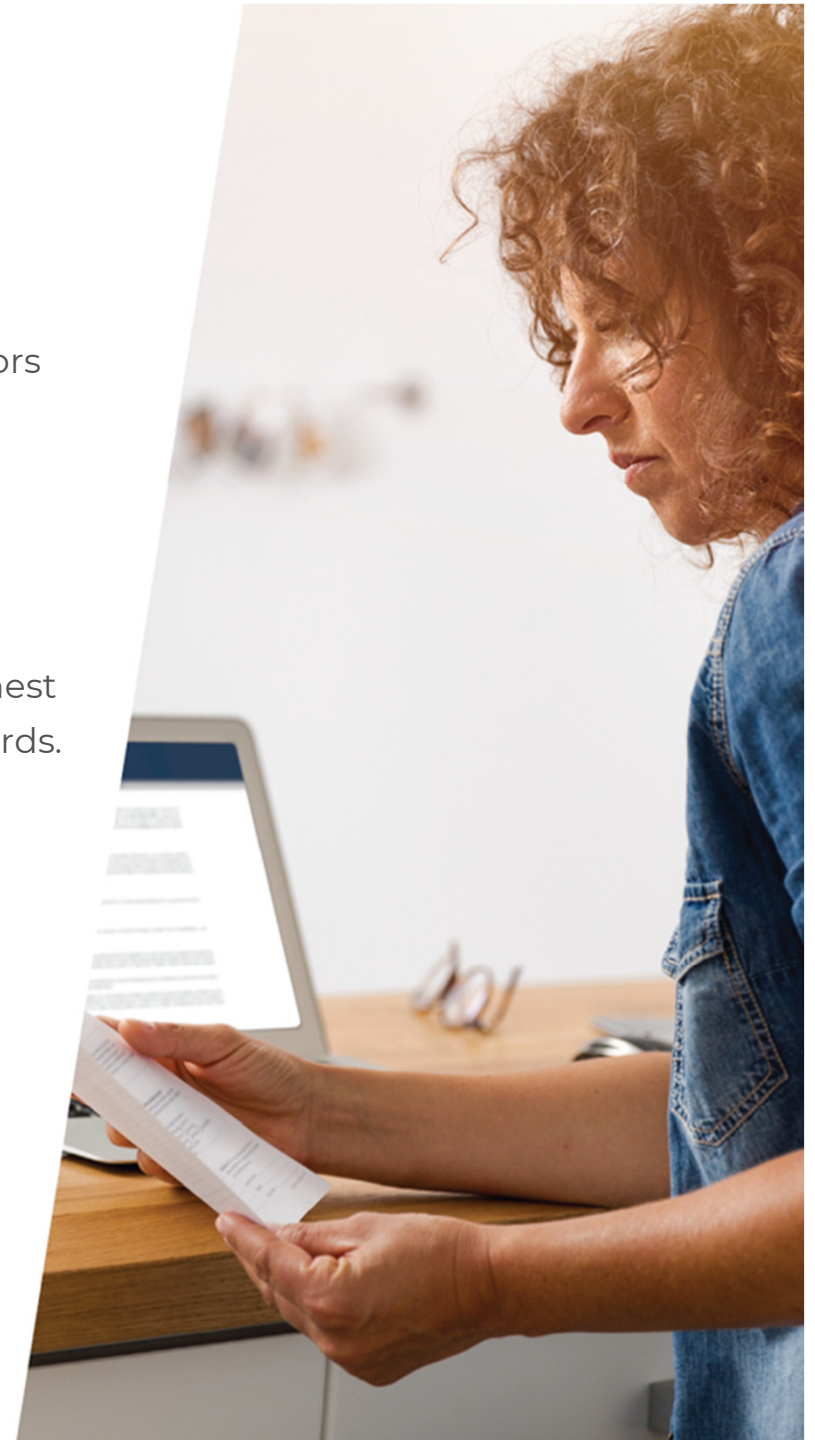
We employ hundreds of editors, writers, and content moderators to create and curate millions of pieces of content each month, attracting passionate and highly-engaged audiences who routinely seek and share advice and take action based on the information they find on our Sites.

All of our sites are **continuously moderated** to ensure the highest levels of brand safety, exceeding the IAB's Brand Safety Standards.

**DEDICATED MODERATORS &
CONTENT CREATORS**

**TRANSPARENT
& ACCOUNTABLE**

**ORGANIC TRAFFIC
& QUALITY ASSURANCE**



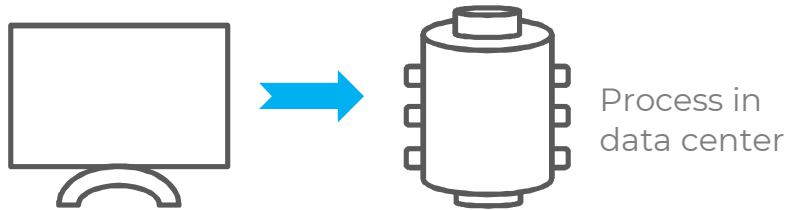


The Future of Data Targeting is Here

IP Data Collection/Processing

THE PAST

Cloud

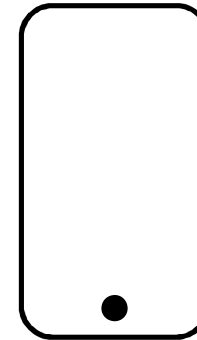


Process in data center

Aggregate and sample data, process in batch for later targeting

IBiQ NOW

Edge



Process on device in real time

Collect and process all user data in milliseconds for immediate targeting

EDGE COMPUTING | Key Advantages



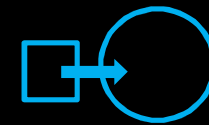
Speed

Data is processed on device in milliseconds, allowing you to collect and target users from their very first pageview.



Privacy

The Edge is the gold standard in privacy. No sensitive data ever has to leave the users' device.



Scale

The Edge is not limited by the compromises the cloud has to make in the amount of data that is processed.

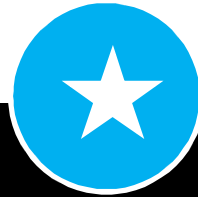
IBiQ | 1st Party Data

Value for Advertisers



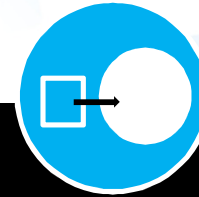
Attract the Right Audience

Using relevance and personalization to resonate with an interest-based segment



Improve Performance

Turning intent into action with retargeting techniques and brand awareness lift



Connect Intent to Consideration

Maximizing scale and avoiding wasted ad impressions

Why IBiQ 1st-Party Data?

- It is a reliable indicator of intent
- No demographic-driven stereotypes
- Trusted and transparent
- Increased scale
- No lookback restrictions
- Privacy safe
- Unique to each publisher



SAMPLE IBIQ AUDIENCE TARGETING SEGMENTS



IB AUTO

Got Insurance?

1.2 Million

Auto Enthusiasts

4 Million

Luxury Auto Intenders

3.1 Million

SUV Auto Intenders

2.6 Million



IB TRAVEL

Cruisers

1 Million

Passport Stampers

1.4 Million

First Class Tickets

3.6 Million

Thrill Seekers

3.5 Million



IB HOME

Fashionistas

1.6 Million

Techies

2.5 Million

Fitness Junkies

2 Million

DIYers

3.2 Million



PROGRAMMATIC CASE STUDY: RETAIL

CHALLENGE

Campaign Goals +KPIs:

- Major US retail chain seeking always-on PMPs for ongoing marketing
- Advertiser's campaigns would change monthly and include initiatives like:
 - Deal promotions
 - New product awareness
 - Seasonal sales
- General goal: Consistent scale against target audiences with eCPMs \$5-\$6
- Video pre-roll eCPMs ~\$25
- US traffic only

STRATEGY / SOLUTION

Address Campaign goals:

- Scale: Include run-of-portfolio placements for maximum reach across our audiences
- Target audiences: Vertical-specific placements on Home and Travel to reach the primary targets like Moms and Household Decision-Makers **using our proprietary 1st party data.**
- Efficiency: Floor rates provided to help match their ~\$5 CPM goal

RESULT

Notable Performance:

- Spend has increased from \$5,000 to \$25,000+ per month due to strong performance
- Deals have been running nonstop for over 2 years with high engagement at scale
- Home vertical placements have shown strong mobile conversions, helping the brand connect with Moms "on the go."
- Travel vertical placements saw high impact performance, with 300x600 units driving a consistent CTR of .11%
- Pre-roll VCR performance is trending high with an outstanding 94.17%





DIRECT CUSTOM PROGRAM CASE STUDY: TRUCK TIRE LAUNCH

CHALLENGE

- National tire manufacturer advertising the launch of Off-Road Tires
- Reach Outdoor Enthusiasts, Truck Owners, and In-Market Tire Buyers
- Drive users to their landing page and dealer locator

STRATEGY / SOLUTION

- Off-Road / Outdoor Topic & Keyword Targeting
- Home Page Takeovers & Roadblocks
- High-Impact Units
- 3 Phases – Tease / Launch / Sustain

RESULTS

3-Month

Campaign 11,923,374

Impressions 0.39% Overall

CTR

Top Performing Units (CTA):

- F150Online HPTO: 1.86%
- ATVConnection HPTO: 1.65%
- Ford-Trucks HPTO: 1.55%
- 300x600 Off-Road Topic: 1.27%
- 300x600 Truck Owner: 0.92%

Campaign Renewed 3 Years In A Row



OUR VALUE PROPOSITION

Open Auction

We offer a full spectrum of services that allow you to reach our audiences in whatever ways suit your needs.

From accessing our private auction premium placements to utilizing our full-service, bespoke direct programs that include complete campaign management, we can tailor marketing programs for you.

Private Auction Deal

INCLUDES:

Access to Premium Placements not available in open auction

Preferred Deal

INCLUDES:

Access to Premium Placements not available in open auction
Guaranteed Viewability

Use of IB 1st Party Data

Programmatic Guaranteed

INCLUDES:

Access to Premium Placements not available in open auction

Guaranteed Viewability

Use of IB 1st Party Data

Confirmed Pricing & Inventory

Sponsorship Placements

Native & Custom Placements

Campaign Optimization & Performance Analysis

Direct Service

INCLUDES:

Access to Premium Placements not available in open auction

Guaranteed Viewability

Use of IB 1st Party Data

Confirmed Pricing & Inventory

Sponsorship Placements

Native & Custom Placements
Campaign Optimization & Performance Analysis

Bespoke Editorial Content Programs

Newsletters & eBlasts

Social Media Marketing Opportunities

A FEW OF OUR BRAND PARTNERS





ADVERTISING CAPABILITIES



High-Impact Units

Rich Media Units

Native Capabilities

Mobile Web

Takeovers & Roadblocks

Video (15 & 30 seconds)



320 x 50 &
320 x 100

300 X 250



SITE WALL

728 X 90, 970 X 250 & PUSHDOWN

SITE WALL

160 X 600



300 X 250 &
300 X 600

PRE-ROLL 15 & 30 SEC



SITE WALL

728 X 90, 970 X 250 & PUSHDOWN

SITE WALL

160 X 600



300 X 250 &
300 X 600

PRE-ROLL 15 & 30 SEC



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