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:

- AUTO TOP 3 UNIQUE VISITORS
- TRAVEL TOP 15
- 470MM MONTHLY PAGE VIEWS
- COMSCORE TOP 100
- HOME TOP 15
- 95MM UNIQUE VISITORS PER MONTH
PREMIUM CONTENT AND ENGAGED AUDDIENCES

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
1P Data Collection/Processing

**THE PAST**
Cloud

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

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**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

<table>
<thead>
<tr>
<th>Segment</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Got Insurance?</td>
<td>1.2 Million</td>
</tr>
<tr>
<td>Auto Enthusiasts</td>
<td>4 Million</td>
</tr>
<tr>
<td>Luxury Auto Intenders</td>
<td>3.1 Million</td>
</tr>
<tr>
<td>SUV Auto Intenders</td>
<td>2.6 Million</td>
</tr>
</tbody>
</table>

#### IB TRAVEL

<table>
<thead>
<tr>
<th>Segment</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cruisers</td>
<td>1 Million</td>
</tr>
<tr>
<td>Passport Stampers</td>
<td>1.4 Million</td>
</tr>
<tr>
<td>First Class Tickets</td>
<td>3.6 Million</td>
</tr>
<tr>
<td>Thrill Seekers</td>
<td>3.5 Million</td>
</tr>
</tbody>
</table>

#### IB HOME

<table>
<thead>
<tr>
<th>Segment</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fashionistas</td>
<td>1.6 Million</td>
</tr>
<tr>
<td>Techies</td>
<td>2.5 Million</td>
</tr>
<tr>
<td>Fitness Junkies</td>
<td>2 Million</td>
</tr>
<tr>
<td>DIYers</td>
<td>3.2 Million</td>
</tr>
</tbody>
</table>
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
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.

A FEW OF OUR BRAND PARTNERS

- Target
- American Express
- Williams-Sonoma
- State Farm
- BFGoodrich
- Hilton
- Bridgestone
- The Home Depot
- United
- General Motors
- GEICO
- Farmers Insurance
ADVERTISING CAPABILITIES

- High-Impact Units
- Mobile Web
- Rich Media Units
- Takeovers & Roadblocks
- Native Capabilities
- Video (15 & 30 seconds)
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