

Data Profile Driven Predictive Remarketing and Audience Acquisition

MyBuys Media is the leading provider of data driven, profile ad solutions. Both MyBuys retargeting and audience acquisition solutions are based on one of the fastest growing retail data co-ops for online advertisers. Leveraging 150 million profiles of 300+ clients, MyBuys also has one of the largest real time audience data co-ops in the world.

For over 15 years, online marketers have been playing a guessing game with 3rd party data layered with temporary cookie pools. MyBuys shatters that model leveraging a proprietary 1st party data co-op that can be powerfully leveraged in getting customers to your site or back to your site.

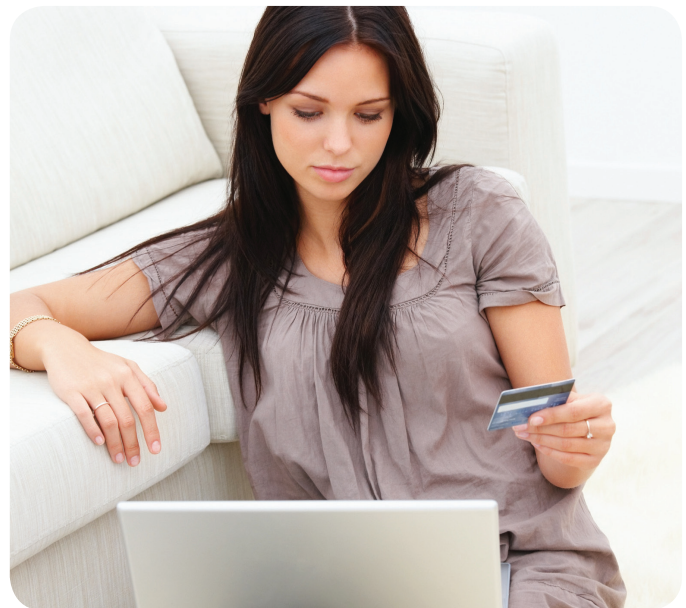
We make it easier than ever for advertisers to reach and engage their most valuable audiences online with the precision of one-to-one marketing, delivering unrivaled performance. MyBuys leverages unique profile targeting to drive engagement with the audiences you want to reach through dynamic display ads delivered when and where they are most likely to take action. With a world-class advertising/demand side platform, we deliver industry leading audience engagement and conversion that aligns to your performance goals, every time.

MyBuys is focused on delivering value to our clients.

Performance – No matter what your marketing or performance goals are, MyBuys remarketing is proven to generate performance results that consistently outperform standard retargeting.

On average, our clients experience:

- 400%+ lift in performance from standard retargeting
- 50-100% lift from dynamic retargeting
- 1500% lift vs. prospecting efforts
- Unparalleled performance against 3rd party data solutions, DSP's and stand alone networks



Key Differentiators

Data Co-op – Growing every minute, we have more than 150 million profiles of Internet users who are actively shopping online. Profiles are hundreds of attribute scores built with years of offline and online purchase, behavioral and demographic data. Each profile has an average of 4.6 MyBuys retailer interactions universally adding depth from multiple sites. These data profiles act as a fingerprint where MyBuys can continuously re-associate cookies regardless of expiration or deletion. The power of this data profile to persistent cookie association is a combination of historical depth, interaction breadth and real time recency. Hard, tangible audience attributes – not layers of 3rd party data and temporary cookie pools. The result is unparalleled performance in retargeting and audience acquisition. Problem solved.

Reach - We put you in touch with your most valuable consumers, including website visitors, customers, and those who look like them. MyBuys Media publishers and networks are selectively chosen to maximize the reach of your campaign. No single ad network or broad combination of publishers can match the architecture of our system, which is tightly tied to our data co-op to match audience and destinations. MyBuys is focused on delivering value to our clients and provides remarketing and audience acquisition services that deliver the most precisely targeted message that help our advertisers sell more and uplift their brands.

Profile Targeting/Retargeting - With MyBuys consumer profiles, we can remember individual consumer behavior from session to session, especially important factors such as brand preferences and price points,- thus providing higher AOV. We can also understand and target or retarget on clicks, views, conversions, sales, or anything else that you can learn about how your customers engage with your brand. No more modeling and hypothetical testing of dozens of segments and temporary cookie pools. Use hard data and defined segments to effectively identify, drive and capture audience. To optimize actions, retarget these high value profiles for ultimate effectiveness.

Dynamic Ad Creation - We are the only remarketer to provide predictive, dynamic and personalized display ads for our clients. We can create and serve dynamically generated ads with an array of ad creative or recommendations and offers selected specifically for that consumer based off their profile.

Pricing - We support industry standard Pay for Performance pricing models, including CPM (cost per impressions), CPC (cost per click, CPE (cost per engagement), and CPA (cost per acquisition). This approach aligns your goals with MyBuys to ensure there is equal incentive to drive performance results.

Demand Side Platform

Optimization - Building on top of our profile targeting, we use real-time spend-optimization algorithms to serve your ads on the most effective

- and cost-effective-ad networks on the Internet for reaching your targeted consumers. We are constantly monitoring results across our network and are able to dynamically redirect ad delivery to networks that are performing better for you, thereby optimizing to your campaign goal in real time. We drive the highest click-thru rates, conversions, and site revenues, delivering strong Return on Ad Spend (ROAS).

A/B Testing - We provide campaign control/ variance testing and analytics to provide and help you understand the lift from your ad campaigns, and we apply those learning's automatically across campaigns, thereby improving performance and return from your marketing budget. We provide transparency around performance, eliminating any discussion around attribution.

Frequency Capping - We provide global frequency capping for all campaigns to ensure the efficiency of every ad impression delivered, thereby maximizing the value and return from your ad budget.

Real Time Bidding - We provide a multiple, real-time bidding capability to maximize reach of your targeted audience at the lowest possible price, across all major ad exchanges, networks, and publishers.

Ad Networks and Exchanges - We partner with 25+major ad exchanges, publishers, ad networks, and yield optimizers, including Pubmatic, Rubicon, BurstMedia, and Ad Meld to name a few, which provides access to more than 100,000 high quality websites, including Google and Yahoo, so we can reach your consumers wherever they are.

Reporting and Insights - MyBuys gives you access to an account dashboard that provides a comprehensive set of reports that cover all aspects of your advertising campaigns and of the service. Our dashboard and reporting puts you in control and gives you the visibility around the metrics that matter most to you, including results across ad networks, campaigns, and audience. You'll know instantly what is working and what is not, and we provide you with automated tools to turn those insights into results.

Client Success

Exceeding our client's expectations is our highest priority. MyBuys has a full client team of experienced account and campaign management team members to support your partnership with MyBuys, beginning with implementation through campaign optimization and management. We're there when you need us with 24/7 phone and email support.

MyBuys has nearly 120 active advertising/media clients and 300 retail clients spanning across all major segments. We are focused on driving revenue for retailers, brands and advertisers who seek to drive the next generation of predictive retargeting or wants to leverage real time, first party data - audience acquisition.

Here is a sampling of our clients:



Creative Guidelines

We accept the following standard IAB ad units in HTML and Flash media formats:

	Recommended Maximum Initial Download File Weight	Recommended Animation Length (Seconds)
300 x 250 - (Medium Rectangle)	40k	:15
728 x 90 - (Leaderboard)	40k	:15
160 x 600 - (Wide Skyscraper)	40k	:15

Privacy - We adhere to industry standard consumer privacy guidelines and do not collect any personally identifiable information (PII) unless provided by the consumer with explicit consent.

Getting Started - Since MyBuys is delivered as a service, there are no servers for you to install, no complex software deployments and no upgrades to worry about. Audience acquisition consultations can happen immediately. Retargeting implementation is simple and straightforward. Cut and paste our JavaScript snippets into your web page templates, and we can have your campaigns activated within 2-3 days.

MyBuys is dedicated to making your online advertising budget work harder for you. To learn how MyBuys can take your remarketing to the next level, contact your MyBuys Media Account Executive and go to www.mybuys.com.

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