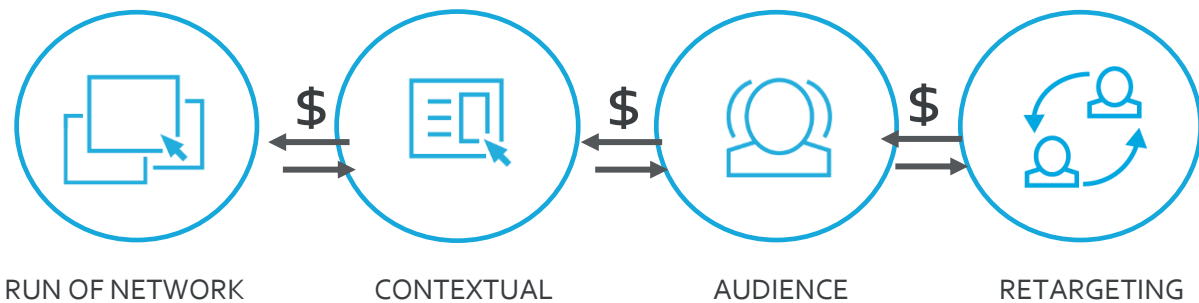


PERFORMANCE DRIVEN CAMPAIGNS

Performance driven campaigns allow for the media to be executed in a way that places emphasis on KPI performance and campaign results.

DELIVERY BASED ON REAL TIME PERFORMANCE



Delivery is based on performance of the tactic or targeting method. Spend is allocated to areas of the campaign exceeding the campaign goal, resulting in fewer wasted dollars.

DEFINE YOUR GOAL & DRIVE RESULTS



Brand Awareness

Campaign Objective

Drive awareness through exposure to the campaign.

Measuring Success

- Impressions
- eCPM
- Viewability
- Completion Rate
- eCPCV



Site Traffic

Campaign Objective

Drive site traffic through campaign clicks.

Measuring Success

- Clicks
- eCPC
- CTR
- View Through Traffic



User Action

Campaign Objective

Drive on-site actions through clicks & exposure to the campaign.

Measuring Success

- View Through Conversions
- Click Through Conversions
- eCPA