

MOJO Adserver

Innovative third-party
ad serving technology



- ▶ Maximize financial returns across all online marketing channels
- ▶ Achieve one-to-one marketing
- ▶ Automatically optimize creative to improve campaign performance
- ▶ Drive efficiencies with best-in-class workflow
- ▶ React quickly to changing conditions with comprehensive, real-time reporting
- ▶ Customizable, scalable solutions

MOJO Adserver is the most advanced third-party ad serving technology available for managing online advertising, measuring campaign effectiveness and achieving the greatest return on investment. MOJO Adserver was developed for maximum usability, enabling users to manage all interactive marketing programs in one streamlined interface.

Comprehensive Marketing Management

MOJO Adserver supports all of your interactive marketing programs, allowing users to achieve significant workflow efficiencies and increase ROI throughout the entire interactive marketing lifecycle.

- ▶ Plan, configure and track all interactive marketing programs in a single interface
- ▶ Deliver targeted messages from one integrated platform
- ▶ Leverage results across interactive channels for intelligent decision making
- ▶ Integrate behavior, interest and conversion data with existing customer data for highly targeted messages
- ▶ Utilize reports to inform decisions for optimizing campaign media, creative and targeting

Media Planning and Buying

MediaDirector is an integrated, web-based workflow solution that manages and streamlines the entire media planning and buying process. Everything from site selection to the automation of RFPs, proposals, negotiation and insertion orders is managed through a centralized tool. And with MediaDirector, users easily transition from the media planning and buying process into the execution phase of their advertising campaigns.

- ▶ Track the entire media planning and buying process in one central location for more effective campaign management
- ▶ Streamline RFP creation and the negotiation process
- ▶ Generate signed insertion orders in PDF format and email to publishers instead of printing and faxing
- ▶ Execute on campaigns with greater efficiency



World Class Client Service and Support

Mediaplex technology is backed by the best customer service and custom solutions in the business. Our client services range from implementation to strategic consulting and best practices to help you achieve optimal deployment and execution.

MOJO Adserver

Real-Time Optimization

Mediaplex's Optimizer for MOJO Adserver is a fully automated solution that helps advertisers gain the highest return on their digital media buys by automatically updating individual creative ad frequency based on real-time campaign performance.

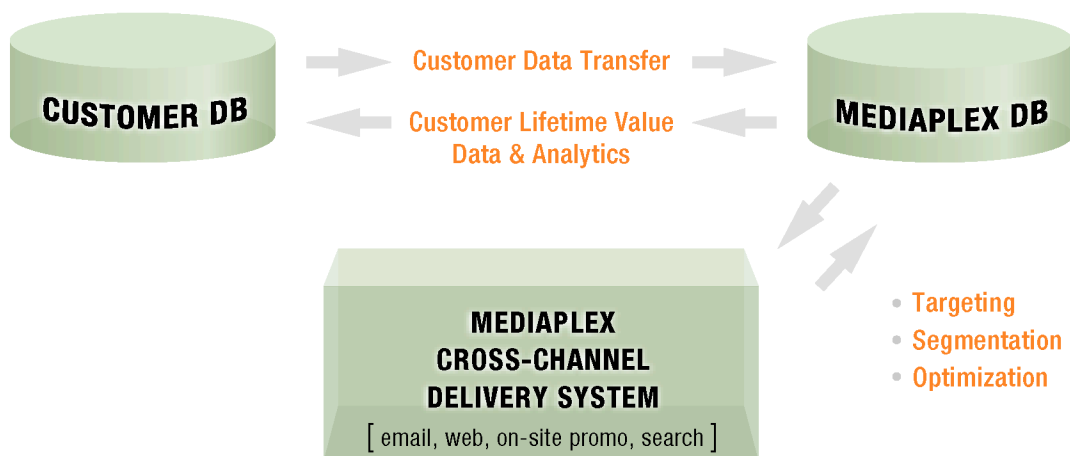
- ▶ Automatically update creative weights based on real-time campaign performance metrics around the clock
- ▶ Optimize creatives based on goals that you define: conversion rates, click through rates and any custom combination
- ▶ Consistently serve the most effective combination of creatives and landing pages
- ▶ Improve results for different types of campaigns with custom formulas that measure each campaign's unique performance metrics
- ▶ Make decisions on only the most relevant performance data
- ▶ Easy configuration allows users to begin using the Optimizer within minutes
- ▶ Validate how optimization will work before going live

Behavioral Targeting

Mediaplex delivers advanced behavioral targeting technology that allows advertisers to target users based on previous actions and deliver the most relevant messages that increase overall conversion rates.

- ▶ Segment and target web users based on their behavior on your site as well as sites where you have made media buys to increase conversions and overall revenue
- ▶ Use control group testing and reporting to inform intelligent campaign management and decision making allowing users to measure the lift from behavioral targeting
- ▶ Differentiate between customers and prospects for intelligent analysis and targeting
- ▶ Cross-channel targeting capabilities include web, email and on-site promotions
- ▶ Retarget across all media buys, not just within individual networks or websites

Integrate marketing performance data with CRM to maximize lifetime customer value



Search Tools

MOJO Adserver empowers users with comprehensive tracking capabilities for all search activity, improving decision making and search management.

Paid Search

- ▶ Detailed keyword level reporting including term, conversion and time lag
- ▶ Conversions are attributed to the appropriate channel
- ▶ Simple configuration supports unlimited keyword tracking

Natural Search

- ▶ View a complete picture of your natural search patterns through reporting on referring search engines, landing pages and key words
- ▶ Attribute conversions from natural searches that occurred after a click from paid search or a display ad to understand the true performance of paid search, unpaid search and display ads, all in one place
- ▶ Discover new keywords that drive conversions and apply this knowledge to future keyword buys

Dynamic Messaging

Instantly respond to changing business conditions and realize significant time and cost savings by generating the most relevant messages in fast changing environments.

- ▶ Generate creative messaging based on live, relevant business data
- ▶ Respond immediately to changing business needs, inventory levels and market conditions
- ▶ Reduce creative implementation time and costs with automated creative generation

Reporting and Analytics

Gain valuable insight into your data and make informed decisions that help you increase performance with advanced reporting. MOJO Adserver provides the most comprehensive suite of reports for performance analysis and delivery management, making it easier for you to monitor and review the performance of your online marketing campaigns.

- ▶ Integrated performance and conversion tracking
- ▶ View reports online or export to Excel, CSV or PDF
- ▶ Report builder generates customizable, reusable and sharable Analytics reports
- ▶ Interactive graphical reports
- ▶ Custom reports based on specific reporting needs

Advanced, real-time conversion tracking capabilities allow you to react quickly to changing conditions.

- ▶ Integrated conversion reports at the campaign, placement, creative, keyword, targeting and time levels
- ▶ Compare performance across all digital marketing channels
- ▶ Track leads, orders, units, dollars or any custom event
- ▶ Understand trends on the time lag between impressions and clicks to conversions
- ▶ Feed detailed event data (impressions, clicks, conversions, searches) to your Enterprise System
- ▶ Leverage conversion learning with behavioral targeting
- ▶ Discover optimal frequency to maximize conversions by campaign, site, placement and creative

Mediaplex, the technology division of ValueClick, provides intelligent technology solutions and services that help advertisers, agencies and publishers manage their interactive and traditional advertising programs. Our superior service and integrated solutions allow our customers to achieve the greatest return on investment across a variety of marketing activities, including third-party advertising, email management and delivery, publisher ad management, financial and media management and digital advertising management.