

sears

Tell Your Story

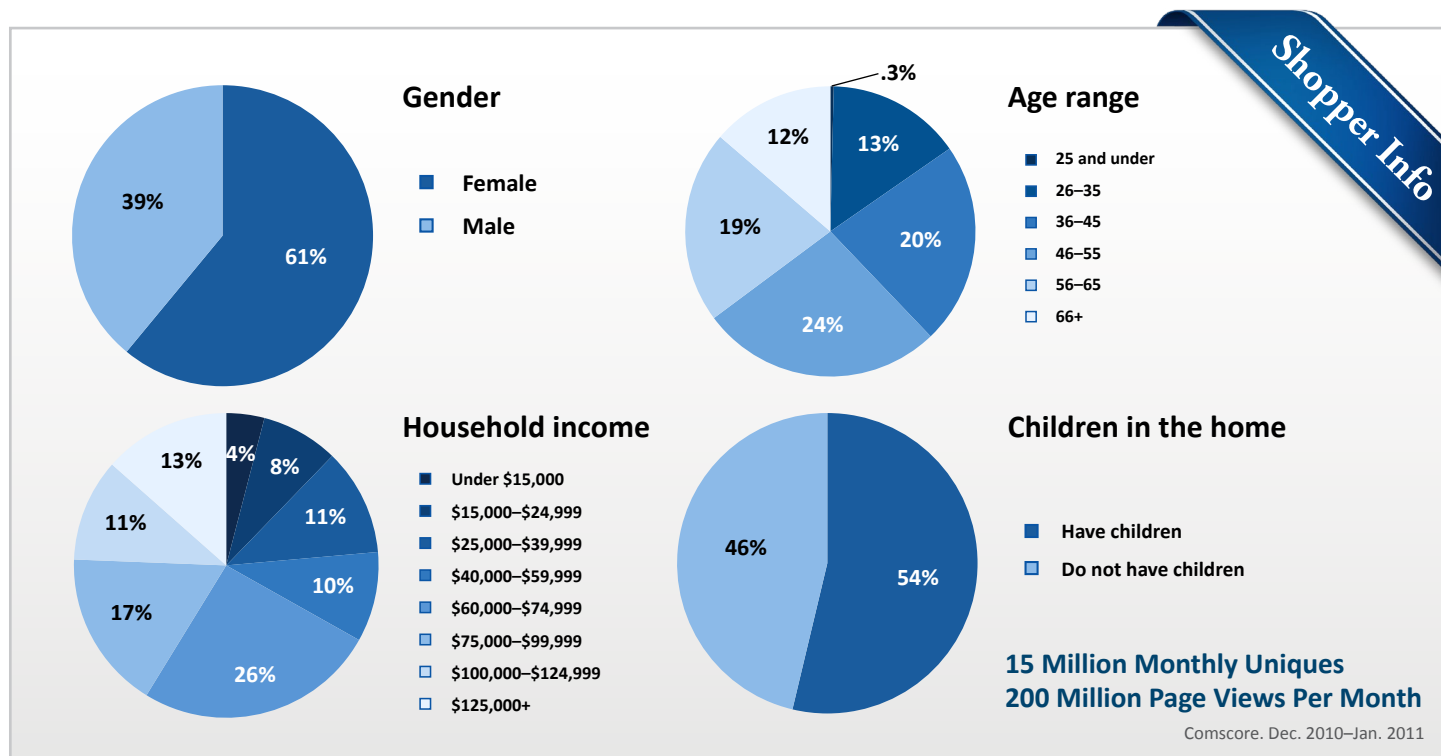
...Where It Matters Most

Shopping Media on Sears.com is the latest innovation from RichRelevance, the leading provider of dynamic e-commerce personalization. Building on Sears' cutting edge design and merchandising, RichRelevance's advertising vehicles enable brands to contextually and behaviorally target consumers deep inside the purchase funnel—across premium real estate on Sears.com—*when* and *where* consumers are making purchase decisions.



Sears.com Advertising Profile

With over 15 million unique shoppers and over 200 million page views across Sears.com each month, Sears is the 5th largest mass merchant online retailer in the United States. This multi-channel retailer also operates over 4,000 full-line and specialty retail stores in the US and Canada.



Audience Profile Information Comscore. Feb. 2011

The 77% of Sears.com shoppers that are homeowners help make Sears the leading home appliance retailer as well as a leader in tools, lawn and garden, consumer electronics, and automotive repair and maintenance.

Home Improvement - Tool and Equipment Brands

- » 5.7 million have performed a remodeling project in the last six months.
- » 1.0 million Sears.com shoppers have searched the internet for outdoor equipment in the last six months.

Small and Large Appliances Brands

- » 1.2 million Sears.com shoppers have searched the internet for information on large appliances.
- » 600,000 Sears.com shoppers have spent \$50-\$99 on small appliances in the last six months.

Consumer Electronic Brands

- » 4.9 million Sears.com shoppers have searched the web for consumer electronics products in the last six months.
- » 1.1 million Sears.com shoppers are first among friends to own or buy DVDs.

Office Product Brands: 720,000 Sears.com shoppers have searched the internet for office furniture.

Baby Brands: 1.8 million Sears.com shoppers have searched the internet for baby gear or baby clothing in the last six months.

Health and Beauty Brands: 840,000 Sears.com shoppers have searched the internet for health and beauty products.

Advertising Vehicle

Available Categories

Sears.com shopping media offerings include placements across any of the Categories below as well as related Sub-category, Product Detail and Search Results pages.

- » Appliances
- » Computer & Electronics
- » Fitness & Sports
- » Baby
- » Lawn & Garden
- » Bed & Bath
- » Movies, Music & Gaming
- » Toys & Games
- » Beauty
- » Office Products

Categories

RichPlacement™ Branded Recommendations

An entirely new ad unit that leverages the millions of product recommendations delivered by RichRelevance every day

Advertisers can wrap their brands around sponsored RichRelevance product recommendation carousels and/or choose to highlight their products within the recommendation set.

Using RichRelevance's proprietary ad serving technology, you can control where you want ads to show (search, category, product pages, etc.) and target ads by a variety of attributes including search terms, geo-location, past behavior and more.

As the shopper interacts with the recommendation module she is presented with an engaging experience, which includes your brand creative, custom-created by RichRelevance.

Creatives can feature:

- » Video
- » Advertorials
- » Coupons
- » Lead generation
- » Reviews
- » Geo-targeting
- » Social content
- » and more...

Computer & Electronics Category

The screenshot displays the Sears.com website interface for the Computer & Electronics category. At the top, there's a navigation bar with links like 'DEPARTMENTS', 'DEALS', 'GIFTS', 'SERVICES', and 'SHOPPING GUIDANCE'. Below this, a 'Shop By Category' sidebar lists various electronics sub-categories. The main content area features a 'Featured Categories' grid with items like 'Accessories', 'Voice Recorders', 'PDAs', and 'Boom Boxes'. A 'Top Selling Portable Electronics' carousel is prominently displayed, showcasing products such as the 'Sylvania Portable DVD Player', 'Mach Speed Eclipse 180', 'Archos 28 2.8 in. Touchscreen Android', 'RCA Pearl 2GB Thumbdrive-Style MP3', and 'Mach Speed Eclipse 180 4GB 1.8 in. LCD Screen'. Each product in the carousel includes its name, price, and a 'PRICE DETAILS' link. Below the carousel, there's a section for 'AUTO-INITIATED VIDEO' featuring a person wearing headphones, with a 'LEARN MORE ABOUT PIQ™ HEADPHONES' link. The bottom right corner of the carousel area includes a 'LEARN MORE ABOUT PIQ™ HEADPHONES' link and a 'Close' button.

Learn More

www.richrelevance.com

info@richrelevance.com

415.956.1947

