



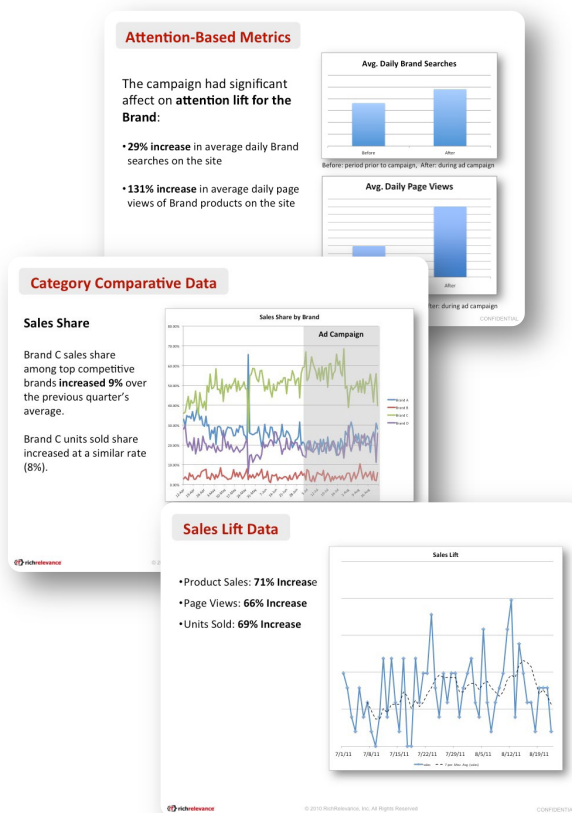
Relevant Brand Advertising on Retail Sites

Data Solutions

Advertising across RichRelevance retailers is powered by our dynamic personalization engine, providing brands with not only our precision targeting (right shopper, right time), but also with our unique perspective on consumer behavior, empowering brands to leverage data that measures advertising impact.

Our reporting ranges from pre-campaign analysis including how your brands stack up against the competition to post-campaign analysis detailing how your ads impacted consideration and sales of your products.

Shopping Media Data Solutions are available in four tiered offerings:



Package Details {rr} Custom Ad Unit Engagement

STANDARD PACKAGE

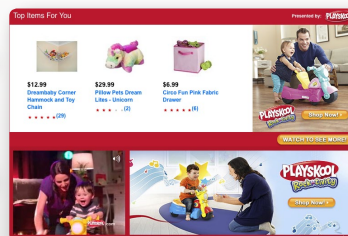
Investment Level: \$40K+

Ad Unit Engagement

- Impressions served
- Clicks on branding
- Clicks on recommendations
- Rollovers to expand the dropdown
- Video views and completions
- Overall engagement

Clicks On
Recommended
Products

Video Views



Clicks on
Branding/CTR

Ad
Expansions

STANDARD

SILVER PACKAGE

Investment Level: \$50K+ per campaign

Includes Standard Package, plus:

Sales Lift (post-campaign)

- % difference in dollars sold of the advertised product
- % difference in units sold of the advertised product



SILVER

GOLD PACKAGE

Investment Level: \$150K+ per campaign

Includes Silver Package, plus:

Category Comparative Rankings—See how your brand stacks up against the competition across relevant categories!

- Sales Share
- Unit Share
- Order Share
- Shelf Share



GOLD

PLATINUM PACKAGE

Investment Level: \$500K+ annual spend

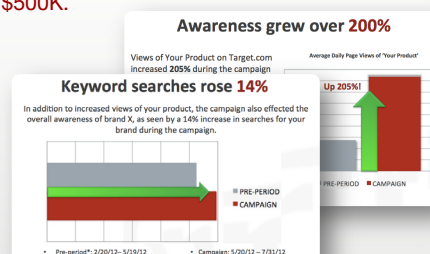
Includes Gold Package, plus:

Consideration Lift (post-campaign)

- Number of brand-related search terms
- Number of brand page views

Brand Purchase Data

- Search terms that lead to purchases of your brand
- Purchases that occurred before and after seeing an ad for the product (co-occurrence)



PLATINUM