

enRICH™
for brands

for BRAND ADVERTISERS

If we told you your brand could
target millions of active consumers
across the **largest retailer websites,**



would we get your attention?



Drive brand awareness and preference
by directly connecting with online
consumers deep in the purchase funnel.

Where it matters most

Present your brand on *Shopping Media*

For the first time in the history of advertising, brands have a powerful way to **contextually and behaviorally** target consumers when and where they are making purchase decisions—inside major retail websites.

Just as Shopper Marketing was created to develop in-store programs that engage shoppers in relevant ways—driving sales and building brand equity—**Shopping Media** has been created to introduce the same benefits in the online retail channel.

When it matters most

Connect with consumers when they want to hear you

Speak to them when they are actively engaged in the context of your brand's product to influence brand preference and choice.

We have **90 million unique users** across our retailer publishers

to **Who** matters most

Send the right message to your target consumer

Parallel shoppers' actions and preferences on a retail site with relevant advertising, messaging, and complementary products. We can modify the delivery and style of each ad as shoppers navigate from a broad level of interest down to product pages.

with **What** matters most

Deliver engaging media relevant to a shopper's experience

Our advertising platform leverages search, content and behavioral analyses and provides interactive advertising vehicles for you to deliver brand content on a merchant's site. Through the **millions of personalized product recommendations** our enRICH Personalization Engine delivers daily across major retailing web sites, we are able to place your brand message directly in front of consumers.

RichPlacement Branded Recommendations

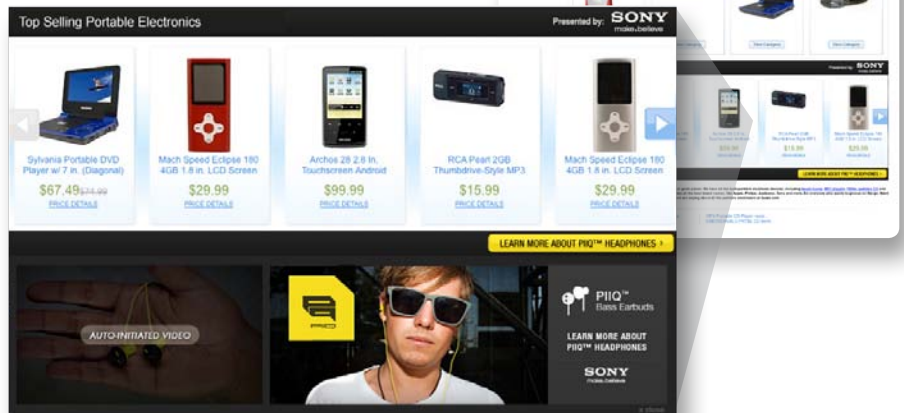
An entirely new ad unit that leverages the millions of product recommendations delivered by RichRelevance every day

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, item pages) and target ads by a variety of attributes including search terms, geo-location, past behavior and more.

Custom creative can feature:

Video	Reviews
Advertorials	Geo-targeting
Coupons	Social
Lead Generation	and more...



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

Premium Push Down Bar

A high impact, above-the-fold placement that sits directly under the site navigation bar

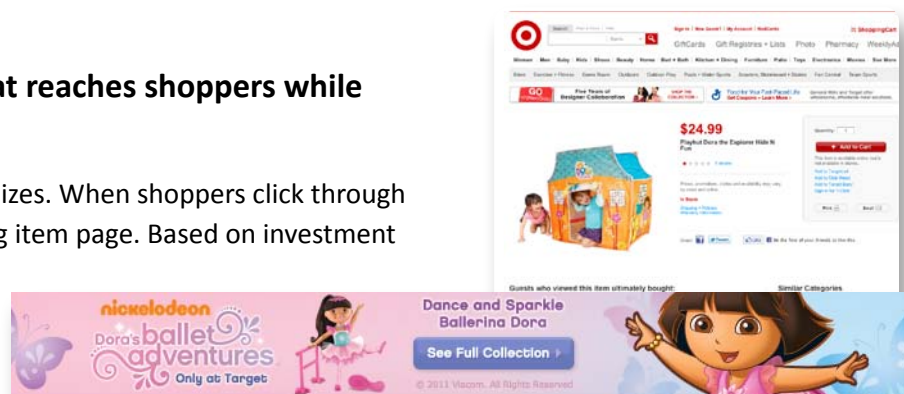
This exclusive and time-based placement runs across an entire category. Upon mouseover, a drop down unit is activated, pushing down all content on the page. The drop down—which can be a video, advertorial, etc.—directs shoppers to an internal product page, brand showcase or an external landing page.



Targeted Banner Ads

A contextually targeted banner ad that reaches shoppers while they're making purchase decisions

This placement is offered in standard IAB ad sizes. When shoppers click through this ad type they are taken to a corresponding item page. Based on investment levels, RichRelevance can be commissioned to create custom banner ad units.

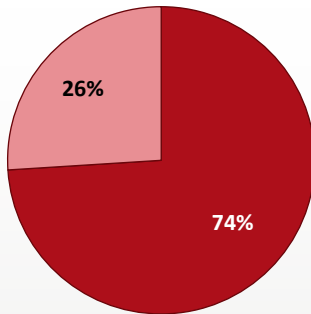


Advertising Opportunity - Target.com



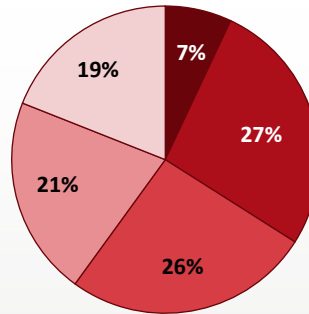
Target Corporation is the nation's #2 discount chain and ranks number 28 on the Fortune 500. The design-minded discounter operates about 1,745 Target and SuperTarget stores in 49 states, as well as its online business, Target.com, which boasts over 26 million unique shoppers and 260 million page views per month.

Shopper Info



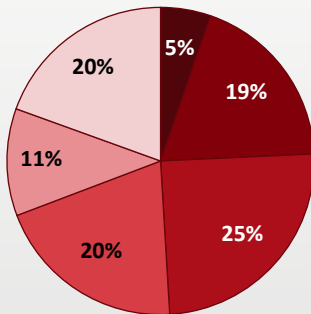
Gender

- Female
- Male



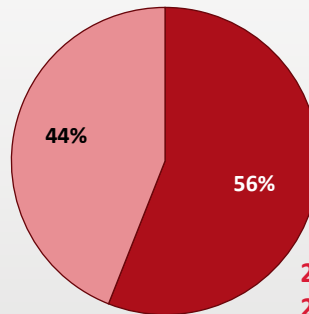
Age range

- 25 and under
- 26-34
- 35-44
- 45-54
- 55+



Household income

- Under \$30,000
- \$30,000-\$59,999
- \$60,000-\$99,999
- \$100,000 or more



Children in the Home

- Have children
- Do not have children

26 Million Monthly Uniques
260 Million Page Views Per Month

Comscore. Dec. 2010-Jan. 2011 and merchant's internal data

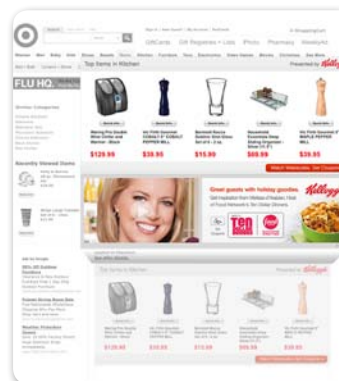
Available Categories

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

- » Beauty
- » Bed + Bath
- » Baby
- » Clearance
- » Gift Giving
- » Furniture
- » Electronics
- » Health
- » Home
- » Kids
- » Men
- » Music
- » Movies
- » Pets
- » Shoes
- » Sports
- » Toys
- » Video
- » Games
- » Women

Advertising Options

RichPlacement Branded Recommendations



Targeted Banner Ads



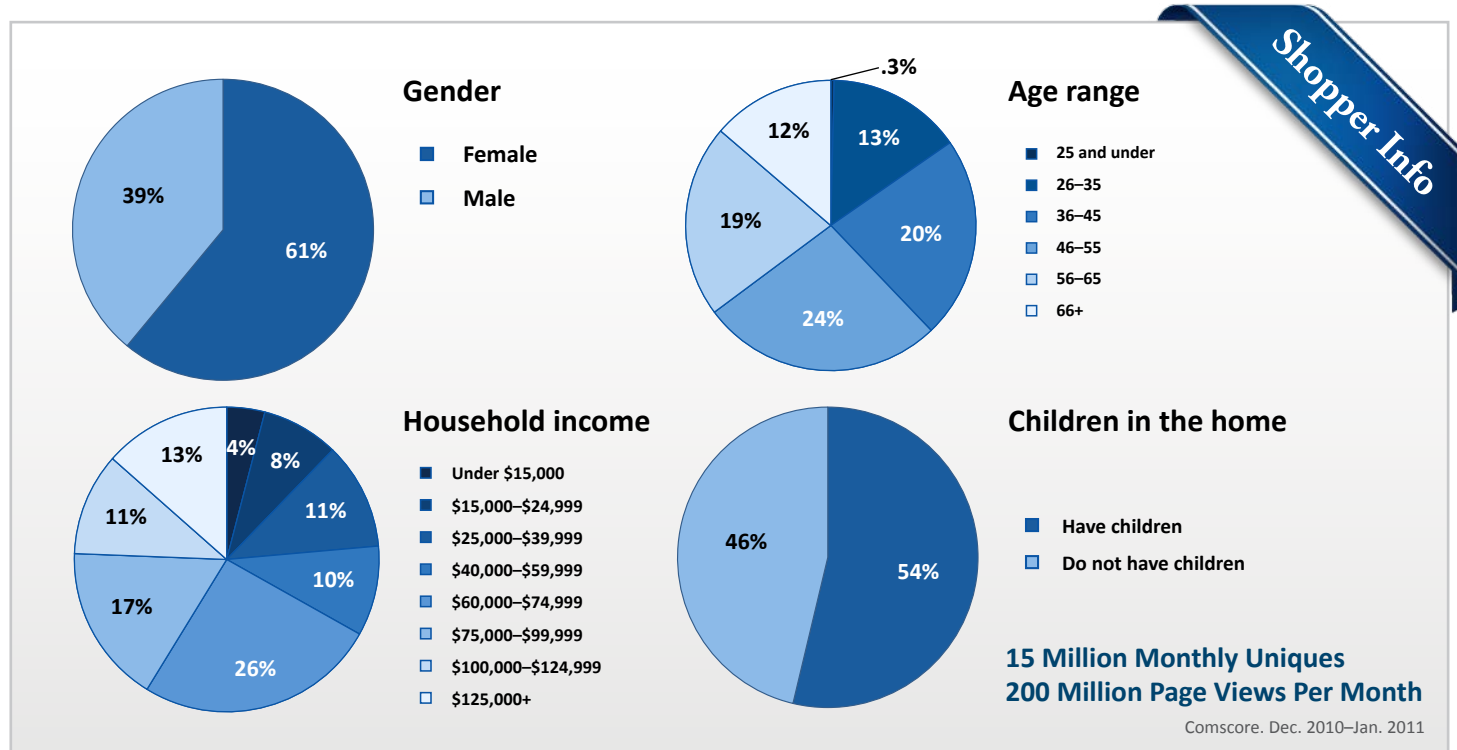
Premium Push Down Bar



Advertising Opportunity - Sears.com



With over 15 million unique shoppers and over 200 million page views across Sears.com each month, Sears is the 5th largest big-box 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.

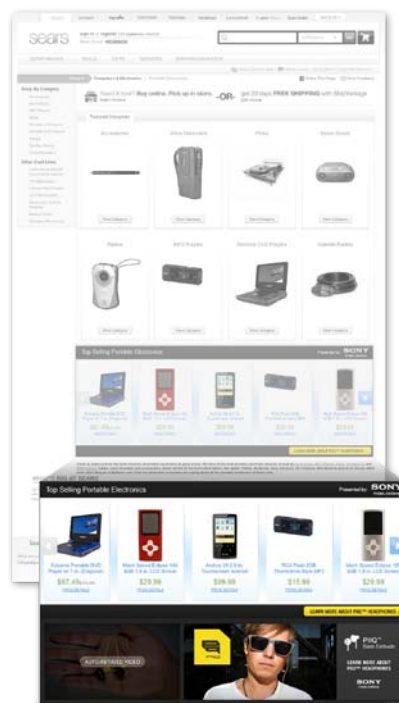


Available Categories

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

Advertising Options



RichPlacement Branded Recommendations

Learn More

www.richrelevance.com

info@richrelevance.com

415.956.1947



Mission: Innovate and deliver next generation personalization and relevance products and tools that enrich the online shopping experience, resulting in higher sales and deeper customer engagement for leading online retailers.

The Company: RichRelevance is the leading provider of dynamic e-commerce personalization for the world's largest retailers, including Walmart and Sears. Founded and led by the e-commerce expert who pioneered personalization R&D at Amazon.com, RichRelevance helps retailers increase revenues by **powering relevant experiences throughout the customer lifecycle and across multiple sales channels.**