

PAYPAL MEDIA NETWORK

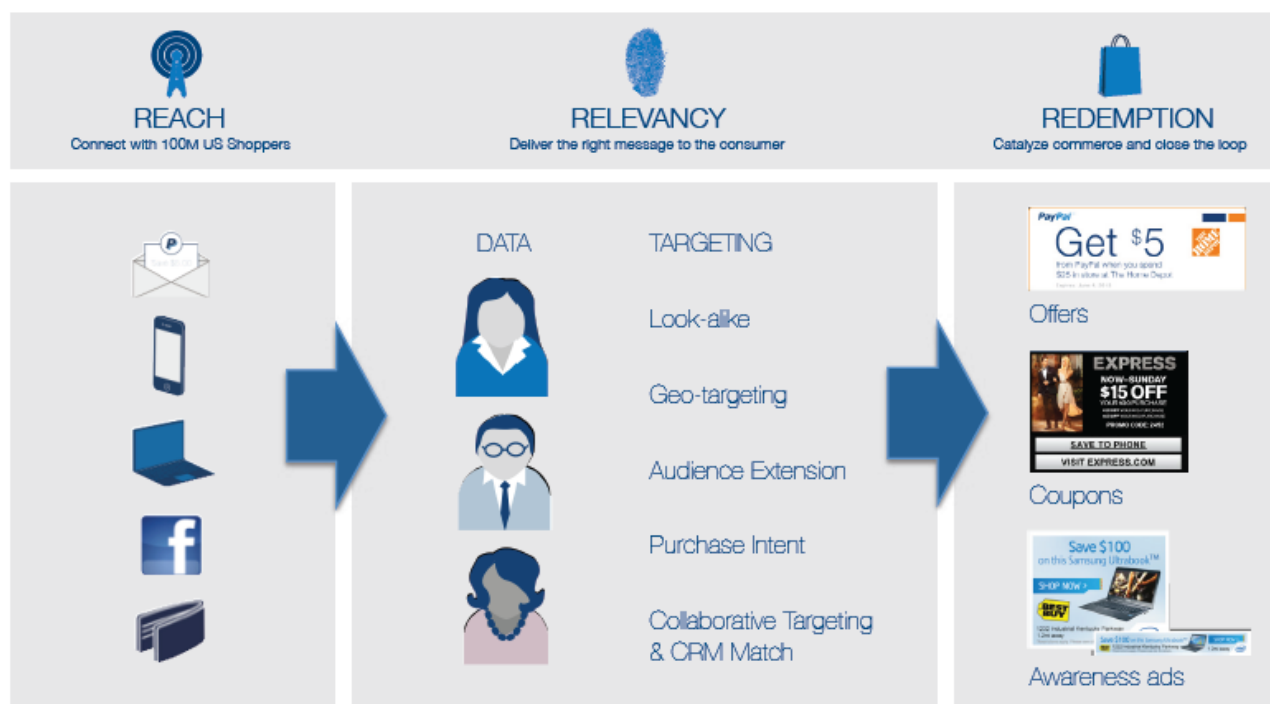
MEDIA KIT

2013

WHO WE ARE

PayPal Media Network is the nation's largest location-based mobile ad network reaching 100M+ consumers across over 375 third party publishers. PayPal Media Network enables retailers and brands to engage consumers, drive commerce and compete in the omni-channel marketplace by combining our "best in class" location technology with a multitude of proprietary PayPal data, algorithms and distribution assets.

67% of purchases start in one channel and end in another



Through our suite of demand generation tools PayPal Media Network helps you reach consumers throughout their omni-channel shopping journey, empowering them to engage anytime, anywhere and anyway.

REACH THE RIGHT AUDIENCE

PayPal Media Network will help you find customers who have the highest buying potential with your brand. Engage new customers, enable current customers, or incentivize disengaged customers. PayPal Media Network will find the right audience through the right channels.

Acquire new customers and increase frequency & spend of existing ones. Our network is comprised of:

PayPal's Location Based Mobile Network

Reaches 106M+ customers and serves ads nationally or based on location across 375+ third party sites.

RedLaser

The leading in-aisle shopping app, reaching consumers with purchase intent at the "moment of truth."

PayPal's Online Shopper Network

Reaches 100M+ customers with targeted display ads across PayPal, Facebook and third party sites.



DATA & TARGETING

Better data equals better results. PayPal Media Network aggregates proprietary shopper data from over 60M US consumers and third party data providers to ensure each campaign is delivered to the most relevant customers and prospects possible. Create custom segments through these data-driven solutions:

Geo-targeting

Leverage our 100% location-aware technology to target users based off their exact proximity to certain locations.

Engage current customers

Gain insight into your current customer base and target your most valued segments.

Reach intenders

Engage consumers with purchase intent that are actively shopping in your category.

Target high-performing demographics

Deliver your message to demographic segments that hold the highest potential. Target based upon age, household income, home ownership, families with children and more.

Identify look-alikes

Develop new audiences based on existing segments and reach consumers who look like your best customers. Our proprietary data science algorithms identify new audience segments that exhibit high propensity to purchase.

Collaborative targeting using CRM Match

Create identified segments for online targeting by matching your CRM database with PayPal's high fidelity customer data through our trusted safe haven provider, Acxiom.



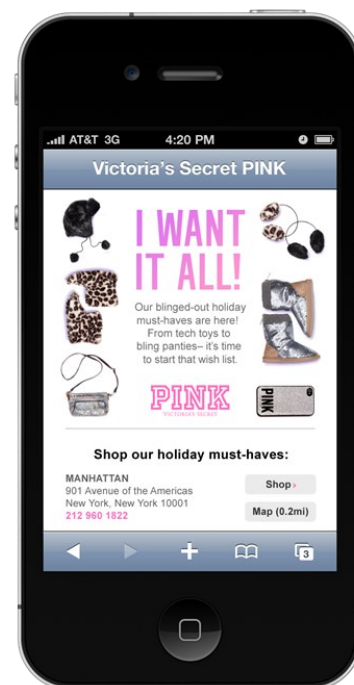
THE IDEAL ADVERTISING EXPERIENCE

Awareness Ads

Advertise your brand where your most valuable customers spend their time. Geo-fence relevant locations or push mobile ads to targeted customer segments.

Build your brand presence across mobile, online, and in-store. Our in-house design expertise will develop creative that engages your audience and enables you to:

- Acquire new customers
- Drive foot traffic
- Enable mobile commerce
- Stimulate sales with mobile coupons
- Increase brand awareness



Offers

Closed Loop Offers enable PayPal merchants to put real money into customers' PayPal accounts that can only be spent within that merchant's points of sale.

Drive channel-specific sales with online or in-store only offers, or stimulate omni-channel commerce by making the offer available across online, mobile and offline.

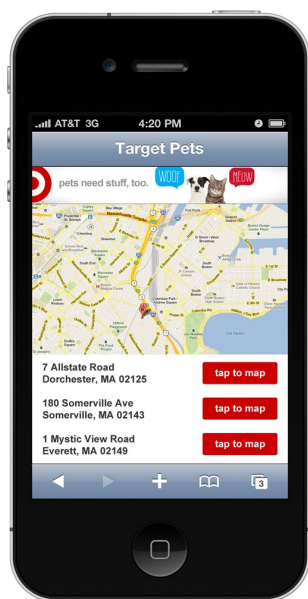
Optimize the distribution of your offer based on targeting across various channels such as: online, mobile, and direct deposit.

Closed Loop Offers are automatically applied at checkout, creating a frictionless experience for merchant and consumer alike.



PRODUCT FEATURES

Enhance your advertising campaign with a multitude of unique and unparalleled product features.

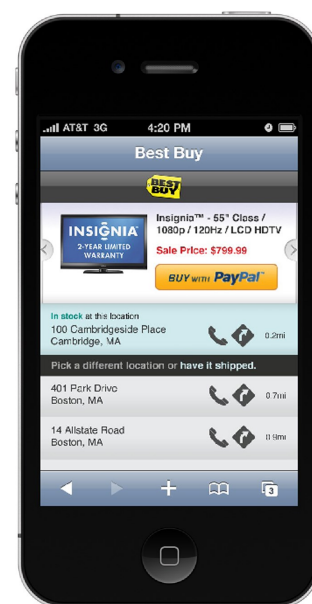


Geo-fence

Target users around a certain location such as competitor stores or events. Mobile ads are displayed only to users within the target zone.

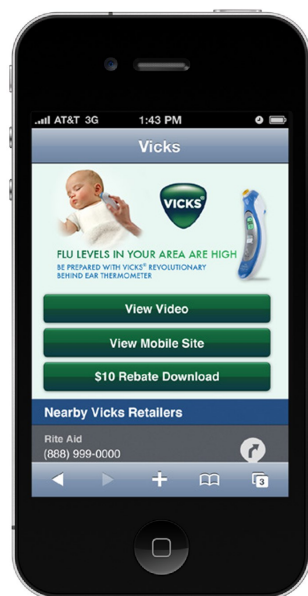
Roaming geo-fence

Trigger ad serving based on conditions such as weather, sports scores flight status, and more.



Landing Page features

Click-to-map, click-to-call, share-to-social.

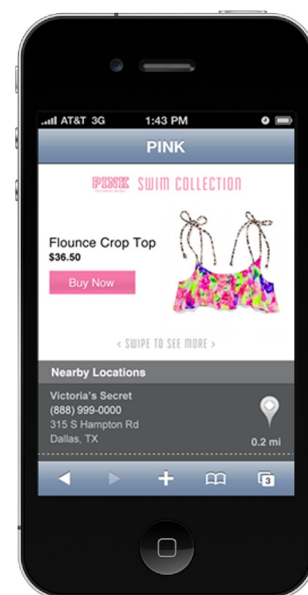


Banner to map

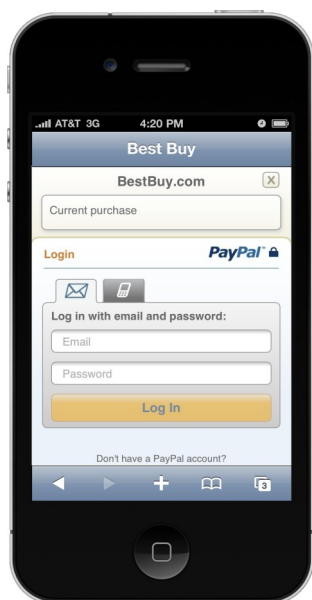
Banner click lands on interactive map with nearby store locations visually mapped.

Product feeds

Drive consumers to purchase via mobile or at a local store by showing real time product feeds powered by Milo.



PRODUCT FEATURES

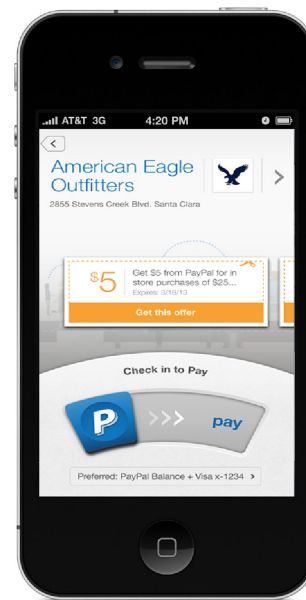


Rich Media

Choose from a variety of media solutions to engage your customers in interactive platforms.

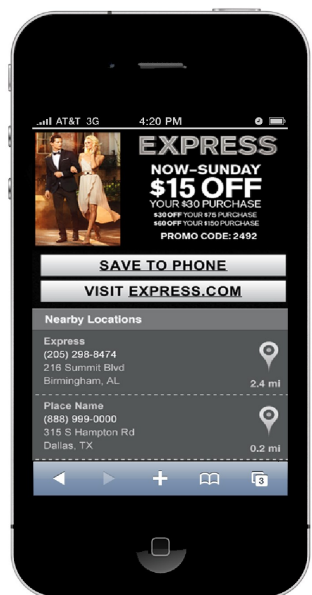
PayPal Mobile Express Checkout

Quick and easy payment experience which simplifies the steps in the checkout process.



Closed Loop Offers

Put real money into customers' PayPal accounts that can only be spent within a specific merchants points of sale.



Coupons

Distribute offers through mobile and create an interactive customer experience to drive sales within multiple channels.



PayPal Media Network's exclusive product features allows merchants to drive traffic through multiple channels and increase engagement through relevant content.

RESEARCH & REPORTING

Quarterly Reports

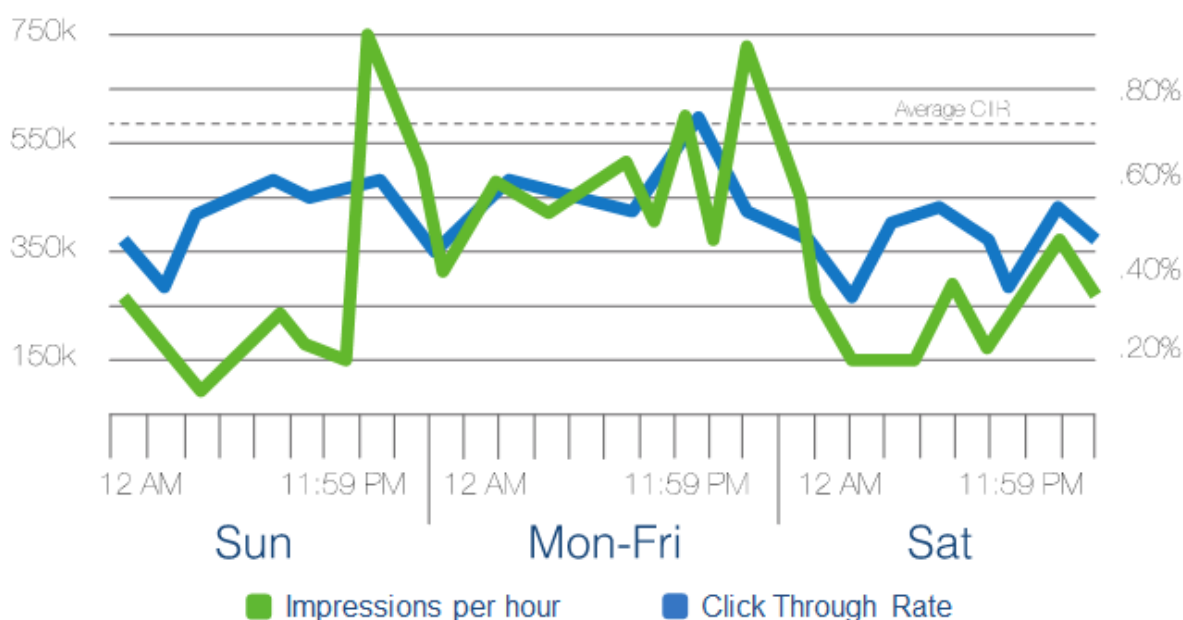
PayPal Media Network compiles the most up-to-date customer data, campaign data, and third-party data to provide detailed industry insight. Advertisers can utilize these reports to create successful campaigns and target the ideal audience.

Case Studies

As leaders in the mobile advertising industry, PayPal Media Network provides merchants with the latest industry data. We leverage our own campaign data to relay our most important findings to help merchants continuously improve their advertising campaigns.

Campaign Reports

Leverage our detailed data to gain insight into your customer base by how they interact with your advertising and offers. PayPal Media Network provides full-funnel metrics on the results of your campaign.



PayPal™ | Media Network

ADVERTISERS



PUBLISHERS



ABOUT US

PayPal Media Network is a leader in multi-media solutions designed to increase awareness and help drive consumer transactions for retailers, manufacturers, and restaurants. We are leveraging a unique data set to allow advertisers to target users on multiple channels with the most relevant shopping parameters.

THE NUMBERS

OVER 100M
Monthly Unique Users

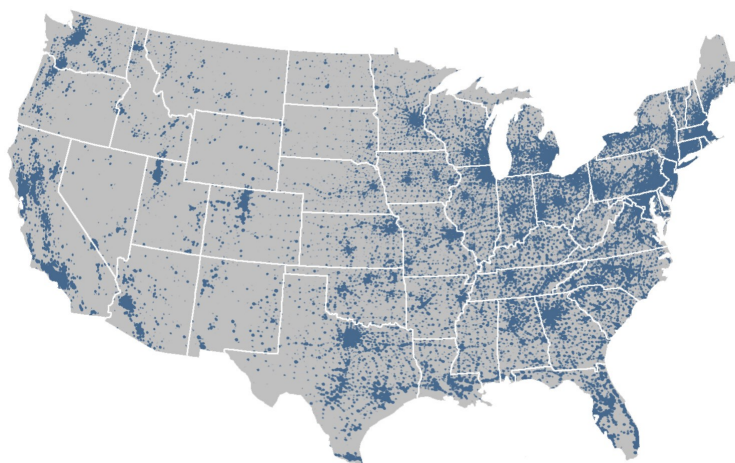
OVER 60M
PayPal Consumers

OVER 5.5B
Monthly Impressions

OVER \$14B
Commerce in 2012

OVER 100M
U.S. Consumers

OVER 375
Premium publishers



CONTACT US

Visit us online at advertising.paypal.com

Email us at advertise@paypal.com

Call us at (866) 649-4373