

# FeedbackAdvertising™

Demand Side Technologies Delivering Actionable Insight and Real-time Results

An interactive add-on for any campaign, this easy-to-use display ad creation, management and reporting platform integrates with existing workflows and delivers significant benefits fast.

Pre-click conversations drive engagement and brand affinity. Real-time responses drive conversion and sales.



Instant access to real-time buying intent:

- Opt-in interactions uncover buying intent and drive customers to their ideal landing page.
- Interaction reports turn non-PII into actionable insight about the customer and why they buy.

Easy integration with existing workflows:

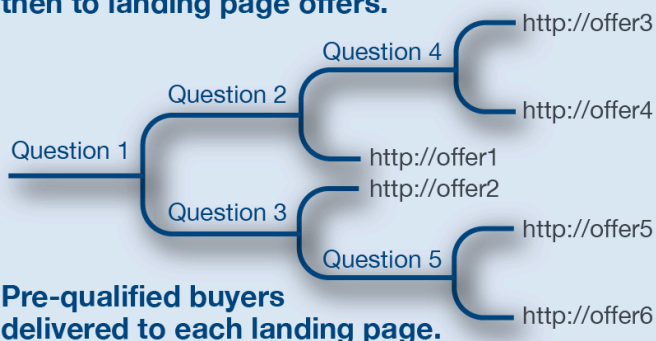
- Create and manage your own Feedback Ads, no custom programming, no hassle.
- Quickly produce IAB standard interactive ad units that traffic on your existing ad server.

Superior campaign performance:

- Improves all key performance metrics for both brand and direct response campaigns.
- Immediately brings you closer to the customer.

Interaction reports give immediate insight available nowhere else.

One question leads to another, then to landing page offers.



Pre-qualified buyers delivered to each landing page.

GoPro_ExtremeHowTo_1	
Ad Performance	Report Settings
Status: Live	Select Report Date Ranges
Ad views: 49,154	Start date: 12/01/09 (mm/dd/yy)
Exits: 798 / 1.62%	End date: Today (mm/dd/yy)
Engagements: 1,087 / 2.21% (of Ad views)	Start date presets: [dropdown]
Attrition: 289 / 26.59% (of Engagements)	[Generate Filtered Report]

Showing answers between Dec 1, 2009 and Mar 10, 2010	
Question	Responses by choice
What's your stair building IQ? (49154 views)	
I've never built stairs	777 / 1.48 %
I've built stairs once or twice	240 / 22.08 %
I build stairs regularly	70 / 6.44 %
I'm starting my stair building project (1087 views)	
Now	556 / 64.8 %
Within the next 3 months	223 / 25.99 %

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