

Feedback Advertising Improves Marketing Results

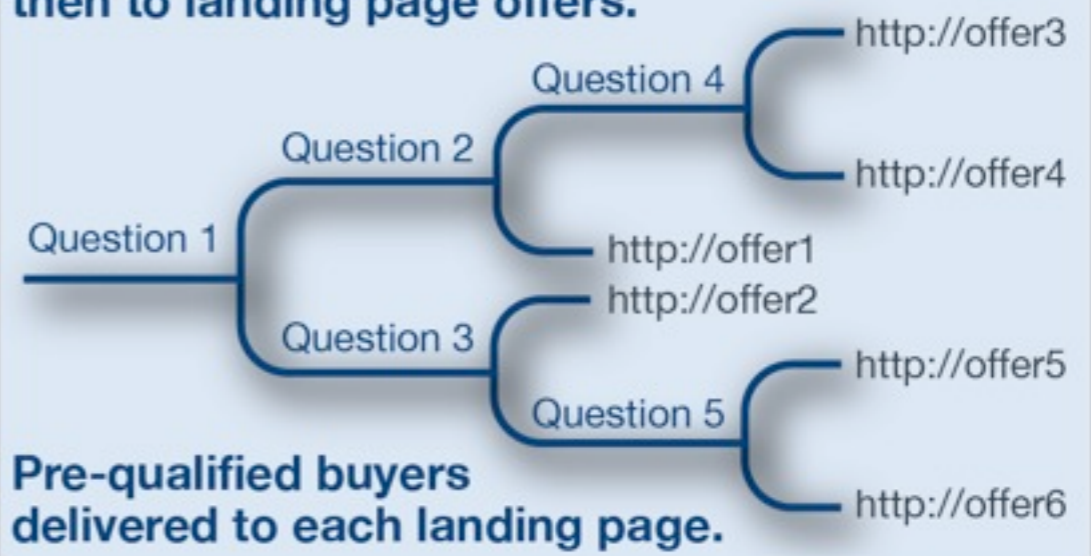
- **Interactive display ad unit**
 - One ad, many offers, superior results
- **Here's how it works:**
 - Opt-in conversations within the ad
 - Uncovers real-time consumer buying intent
 - Choose the right landing page, make the right offer
 - Interaction reports provide actionable consumer insight

Opt-in conversations reveal buying intent so you make the right offer in real-time.



How it looks is up to you.

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



Exclusive Interaction Reports connect you to your customer

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 / 71.48 %
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 %
It's hard to say	79 / 9.21 %
I'm building stairs (779 views)	
Inside	633 / 84.63 %
Outside	101 / 13.8 %
Both	14 / 1.87 %
My interior stairs will have (833 views)	
Up to 11 steps	345 / 56.65 %
Up to 15 steps	264 / 43.35 %

Answers Report

Showing answers between Dec 1, 2009 and Mar 10, 2010

Question / Answers	Exits this funnel / Percentage of all
What's your stair building IQ?	http://store01.prostores.com/service/qa
I've never built stairs	201 / 25.19 %
I'm starting my stair building project	
Now	
I'm building stairs	
Inside	
My interior stairs will have	
Up to 11 steps	
What's your stair building IQ?	http://store01.prostores.com/service/qa
I've never built stairs	139 / 17.42 %
I'm starting my stair building project	
Now	
I'm building stairs	
Inside	
My interior stairs will have	
Up to 15 steps	
What's your stair building IQ?	http://store01.prostores.com/service/qa
I've never built stairs	65 / 8.15 %
I'm starting my stair building project	
Within the next 3 months	

Funnels Report

Question / Answers	Responses / Question CTR
What's your stair building IQ? (49154 views)	1,087 responses / 2.21 qCTR
• I've never built stairs	
• I've built stairs once or twice	
• I build stairs regularly	
I'm starting my stair building project (1087 views)	856 responses / 78.93 qCTR
• Now	
• Within the next 3 months	
• It's hard to say	
I'm building stairs (779 views)	748 responses / 96.02 qCTR
• Inside	
• Outside	
• Both	
My exterior stairs will have (101 views)	97 responses / 96.04 qCTR
• Up to 5 steps for my deck	
• Up to 11 steps	
• Up to 15 steps	

Question CTR Report

Summary data breaks down Views, Engagements, Exits and enables date filtering

Superior Performance from Every Campaign

- **Improves all key performance metrics**
 - Engagement
 - Dwell
 - Clicks
 - Conversions
- **Brings you closer to your customer**
 - Build brand equity
 - Influence buying behavior
 - Insight to improve future campaigns

Easy Integration with Existing Ad Workflows

- **Self-service platform delivers benefits fast**
 - Full interactivity with no custom programming
 - No limits on your creativity
 - Intuitive ad creation, management and reporting
- **IAB standard interactive ad units**
 - Flash based ad with clickTAG
 - Serve the ads on any ad server
- **Simplified media planning**
 - Makes the most of remnant media