

24/7 Real Media

Digital Marketing Solutions

24/7 Real Media brings the science of digital marketing to advertisers, agencies, and publishers around the world. Through the years, innovation has fueled our growth, but our focus has remained the same. We continue to empower advertisers and publishers to engage their audiences. From our award winning ad management Open AdStream to our Global Web Alliance Media network, we take digital marketing to the next level.



Largest Global Footprint

To every relationship, we bring the experience of 18 offices in 12 countries. Both our personnel and technology has experience and acuity in different geographic markets, languages and currencies. We serve billions of global advertising impressions every month and our partners, clients, and audience reach spans the globe.

Experience and Reputation

We're proud of our stellar reputation as a leader in the digital marketing industry and of our values: integrity, passion, service, excellence, and innovation. With over 15 years industry experience and numerous awards and accolades, 24/7 Real Media has unparalleled knowledge, capabilities, and relationships.

Full Service, Integrated Solutions

We offer digital marketing strategy and technology that is consistent with client objectives. From display advertising to ad management, we can help you to make the most of every digital dollar in any medium.

Innovation

Every day, we bring our values to life as we deliver innovative technology and services to digital marketers around the world. We look to the future and actively brainstorm, plan and develop for what's next.

Take your Digital Marketing Strategy New Places

Whether you want to manage your online ad campaigns easily and efficiently, serve video or rich media, or precisely target your customers, 24/7 is a company that you can trust to take your digital marketing strategy new places.



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Ad Management for Publishers

What if you had one unified platform that not only lets you set up campaigns easily and efficiently, but also gives you the insight of real-time reporting and the ability to target your customers any way that you want to? Open AdStream® is the digital marketing industry's only fully integrated ad management platform that serves advertising across all digital media – the Internet, mobile devices, digital television, even addressable billboards and airplane seatbacks. With Open AdStream your data is your own. It's everything you need to manage your ad campaigns in one place, without conflict.

Digital Media

Leadership in digital media comes from understanding exactly what your customers need because you're right there with them. From video and rich media to a wide range of digital formats, we'll work with you to determine what's best for your strategy. With our Global Web Alliance, we can deliver audiences from five major networks across the globe. We're working with our customers side by side to manage their digital marketing, bring them unprecedented precision targeting, and make sure we're making the most of every revenue dollar.



Select clients:



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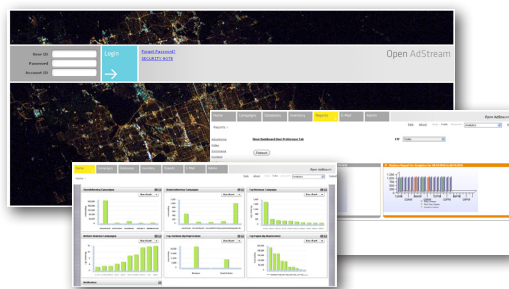


Open AdStream® Overview

The Most Innovative Ad Management Platform for Publishers

Web publishers today need a robust, holistic ad management platform that enables them to maximize inventory monetization, increase revenue, and operate efficiently while satisfying the increasingly complex demands of advertisers. Open AdStream, with its comprehensive feature set and capabilities, provides publishers with flexibility, control, and the tools needed to streamline and optimize ad management operations. By integrating all of the vital and progressive capabilities in one platform, Open AdStream gives Web site publishers a quantum leap forward in productivity, facility and potential.

Open AdStream is the only ad management system that combines the technologies, services and business intelligence that publishers need most to improve results, maximize revenue and lower operational costs.



Single, Intuitive Interface

Open AdStream's re-engineered user friendly interface allows for easy navigation, campaign scheduling, administration and reporting, streamlining your workflow processes. A customizable real-time dashboard provides up to the minute visibility into data.

Sophisticated Decision Engine

At the root of Open AdStream technology is a highly sophisticated, intelligent decision engine for optimal efficient ad delivery. Open AdStream ensures that the most advantageous ad is delivered every time for maximization of revenue.

Flexible Reporting

Open AdStream includes a wide range of comprehensive, ready-to-use reports that automatically provide most of the information needed by most publishers. These reports can be customized to include campaign, site, advertiser, section, unique viewer, and many other criteria. All results are easily exportable to external applications via the API.

Open AdStream delivers ads in any digital format to any digital medium



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Web Analytics

Leverage rich site analytics and visitor data powered by SiteCatalyst for enhanced ad targeting and delivery. Utilize data collected in SiteCatalyst to group your audience into detailed segments and target advertising and promotional messages to users with Open AdStream.

Audience Segmentation

Segment your customers and visitors based on user attributes and behaviors, as well as CRM data. Open AdStream's open taxonomy and infinite number of attributes enable you to build segments according to the traits that matter to your business.

Campaign Optimization

Open AdStream Optimization powered by Maxifier provides you with improved performance results, greater control over and visibility into data, more efficient ad operations, and overall increased profitability. You can maximize the value of your inventory and generate better results for you and your advertisers.

Advanced Targeting Capabilities

Open AdStream provides the most innovative array of targeting filters, enabling one click targeting and delivery of advertising messages to the right audience segments.

Advanced Targeting Filters

- Behavioral
- Behavioral Targeting by SiteCatalyst segment
- Custom Zone Targeting
- Domain
- Geography
- Daypart
- Reach and Frequency
- Content
- Demographic
- Geodemographic Targeting by Nielsen Claritas PRIZM segment
- Retargeting
- Ad Sequencing
- Keyword/ Search
- Technographic
- Transaction history
- Unique Viewer
- Custom Cookies

Inventory/Yield Manager

Open AdStream's yield manager with inventory availability forecasting ensures that you get top return on inventory. Using powerful, customizable algorithms, it automatically calculates the revenue potential of all active campaigns and dynamically allocates priority to those with higher value.

Performance Tracking

Obtain a comprehensive view into audience metrics and behaviors by tracking and reporting on activities that occur after a visitor views or clicks on an ad message. This insight helps publishers better understand campaign success, conversions, and revenue generation.

Network/Multiple Site Management

For ease of management of vertical networks, or multiple Web sites, Open AdStream provides control and flexibility over multiple sites. You can tailor your ad management to your particular business model and organizational structure, and rely on enhanced permissions access controls and reporting tools to streamline your ad operations.

Video & Rich Media

Open AdStream enables integrated video and rich media ad management. 24/7's Rich Media Foundry allows publishers to easily create, customize and serve rich media and video (pre, post and mid roll) ads from third party vendors. Rich media vendors manage their own accounts, ensuring their most up to date product catalogs are offered, so they can keep pace with the evolving market. For VAST standard players, advanced functionality includes simplified video ad trafficking and tracking, and robust reporting.

Mobile & Multi-Platform

Open AdStream provides mobile and multi-platform ad serving functionality integrated directly with the other digital management capabilities of the platform. Digital ads can be served to WAP devices, mobile phones and other handheld devices. Various targeting options are available and the ability to review performance through analytics and reporting.

Contract Management

Fully integrated Contract Management powered by FIVIA provides end to end automated financial workflow. You can easily manage sales, billing and revenue and sync with CRM, accounting and inventory management.

Open API

It is simple to access data and integrate custom and third party software applications through Open AdStream's open connectivity API. Publishers can increase operational efficiency, automation, and functionality through external applications. 24/7 also offers professional services and consulting for custom applications and projects.

Superior Client Service & Support

Skilled and experienced account management team and dedicated technical support resources on call to service client needs. Robust system monitoring systems and personnel ensure performance. Ongoing training and knowledge generation initiatives include university extranet, client training sessions, webinars and newsletters.

Preferred Solution of Industry Leaders



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24/7 Real Media's Global Web Alliance

The Leading Precision Targeting Media Network

24/7 Real Media offers the paramount solution to target and deliver the right audience for every advertiser. The Global Web Alliance includes thousands of quality Web publishers around the globe serving display, rich media, and video advertising. With the most advanced technology, innovative strategies, and strong partnerships, 24/7 provides the premier array of targeting options. No matter who you want to reach, we can segment and target your customers so that they deliver the most value to you giving the highest return on audience.

Quality Extensive Reach

- Over 3000+ Web sites
- 165 million unique users per month
- Reaching over 78 percent of the Internet and expanding rapidly
- Relationships with every publisher on the network
- Top 6 reach network

New Innovative Targeting Options

- **Geodemographic Targeting:** Target users by PRIZM segment leveraging demographics, consumer behavior and geographic data
- **Psychographic Targeting with Mindset Media:** Target customers based on relevant psychographics or personality traits
- **SiteCatalyst Segment:** Target users by SiteCatalyst segment based on analytics data
- **Compete™ Audience Segment Verification and Customization:** Map custom advertising marketplace to advertiser goals

Unique Advertising Opportunities

- **Realogy:** Reach the receptive home buying and selling audience through elite branded real estate sites
- **BBN:** Reach business owners and decision makers in the context of their work through largest online B2B network
- **24/7 Mobile:** Engage customers with our mobile network; utilize location based services

Superior Technology and Service

- Powered by award-winning proprietary Open AdStream®
- Optimized media placements and performance
- State of the art reporting and analysis
- Rigorous QA standards and processes
- Quality customer service

Video and Rich Media

- Partnerships with all major rich media vendors
- Multiplatform, multichannel advertising including banner, flash, video and mobile
- Easy video implementation



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Extensive Advanced Targeting Options

User Based Targeting

- Behavioral - based on a robust taxonomy of over 750 behavioral characteristics
 - Globe Trotters
 - Market Makers
 - Gamers
 - Techies
 - Big Spenders
 - Music Lovers
 - Other Behavioral
- Geographic
- Behavioral by SiteCatalyst Segment
- Demographic
- Psychographic Targeting with Mindset Media
- Geodemographic by Nielsen PRIZM segment
- Look-alike
- Technographic
- Retargeting
- Search retargeting
- Dayparting
- Ad sequencing
- Mobile
- Netblocking
- Third party data partners
- Custom

Content Channel Targeting

- Auto
- Business Finance
- Dating
- Education
- Entertainment
- Family
- Games
- Green
- Health
- Home&Garden
- Men's Interest
- News/Media
- Personal Finance
- Real Estate
- Shopping
- Social Media
- Sports
- Technology
- Teens
- Travel
- Women's Interest
- comScore 100
- comScore 200
- comScore 300
- Custom

Portfolio of Industry Leading Web Publishers:



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