

# 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



The Science of  
Digital Marketing



For further information please visit  
us online at [www.247realmedia.com](http://www.247realmedia.com)

## 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:



The Science of  
Digital Marketing

For further information please visit  
us online at [www.247realmedia.com](http://www.247realmedia.com)

