

24/7 Real Media Partnership Profile

Open AdStream® Ad Management Platform



360° View of Your Online Presence with 24/7 Real Media and Omniture

Connecting your Audience with your Advertisers and your Web Analytics with your Ad Metrics

"Channel4 has been using both Open AdStream to see advertising data and Omniture SiteCatalyst to provide analytics data for some time, and this integration is great news because it will allow us to identify interesting visitor segments through Omniture and then target messages to those visitors using Open AdStream."

ED COUCHMAN, COMMERCIAL CONTROLLER - FUTURE AND DIGITAL MEDIA ADVERTISING AT CHANNEL4

PARTNERSHIP HIGHLIGHTS

24/7 Real Media's Open AdStream is the digital marketing industry's most robust, integrated ad management platform. It combines the technology, service and business intelligence that publishers need to optimally monetize inventory and lower operational costs, while satisfying increasingly complex advertiser demands. Open AdStream's integration with Omniture Genesis leverages SiteCatalyst's rich site analytics and visitor data for enhanced ad targeting and delivery. Publishers and advertisers can now utilize data collected in SiteCatalyst and use it to group their audience into detailed segments and target advertising and promotional messages to users with Open AdStream. Benefits include:

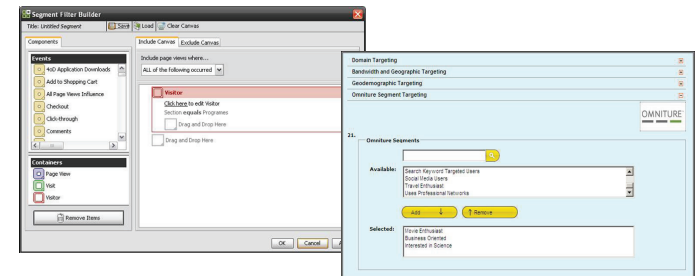
- » Leverage SiteCatalyst (and CRM) data to create actionable user segments based on behaviors
- » Dynamically deliver ads targeted specifically to behavioral segments through Open AdStream
- » Personalize site content and promotional messaging according to user behavioral segment through Open AdStream for Ecommerce®
- » Leverage productive segments, generating higher conversion rates and more successful advertising campaigns
- » Raise CPMs on non-premium content by targeting your premium users

Standard Ad Metrics and user-level ad interaction can be shared between Open AdStream and SiteCatalyst. This enables campaign impressions, click through, revenue and eCPM to be viewed in tandem with content metrics. Benefits include:

- » A single, comprehensive view into marketing and development efforts
- » Better understanding around which site portions have the highest value to advertisers, and improved forecasting and inventory management
- » Common view and language for Ad Operations and Web Analytics teams
- » Ability to glean insight and action existing data

LEVERAGE ANALYTICS DATA IN SITECATALYST TO CREATE BEHAVIORAL SEGMENTS AND DELIVER TARGETED, RELEVANT ADVERTISING MESSAGES

Open AdStream enables the dynamic delivery of advertising messaging targeted to the audience segments you create and designate in SiteCatalyst, allowing you to extract the most value from your inventory.



COMBINE AD DELIVERY INFORMATION WITH YOUR WEB ANALYTICS DATA

Your Web and ad serving analytics teams will now be able to communicate effectively by referencing the same key data. At the same time, executives gain a comprehensive view of your online marketing performance.

Acquisition Channels	Searches	Cost	Impressions	Ad Revenue
1. Natural Search	1,052,526 19.18%	\$ 87,116 6.35%	25,755,816 16.63%	\$ 40,423 5.22%
2. Affiliate	878,569 16.01%	\$ 99,600 7.26%	29,581,243 19.10%	\$ 151,159 19.52%
3. Paid Search	856,818 15.61%	\$ 272,461 19.86%	13,799,418 8.91%	\$ 181,127 23.39%
4. RSS	670,588 12.22%	\$ - 0.00%	20,443,582 13.20%	\$ 98,733 12.75%
5. Other	447,241 8.15%	\$ 23,322 1.70%	7,495,980 4.84%	\$ 47,005 6.07%



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OMNITURE®

ABOUT 24/7 REAL MEDIA

24/7 Real Media, Inc. a WPP company (NASDAQ: WPPGY) is the leading global digital marketing company, empowering advertisers and publishers to engage their target audiences with greater precision, transparency and ROI. Using its award winning ad serving, targeting, tracking and analytics platform, powerful search marketing technology and global ad network, the company has turned the art of reaching audiences across virtually any digital medium into a measurable science. The company is headquartered in New York, with 18 offices in 12 countries. For more information, please visit www.247realmedia.com. 24/7 Real Media: The Science of Digital Marketing.

About Open AdStream

Open AdStream is the digital marketing industry's most robust multi-channel ad management platform for publishers. Open AdStream provides audience management and advertising analytics, along with an extensive array of innovative targeting options and advanced inventory management enabling publishers to optimize ad delivery and monetize inventory.



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ABOUT OMNITURE

Omniture, Inc. is a leading provider of online business optimization software, enabling customers to manage and enhance online, offline and multi-channel business initiatives. Omniture's software, which it hosts and delivers to its customers on-demand, enables customers to capture, store and analyze information generated by their Web sites and other sources and gain critical business insights into the performance and efficiency of marketing and sales initiatives and other business processes. In addition, Omniture offers a range of professional services that complement its online services, including implementation, best practices, consulting, customer support and user training provided through Omniture University™.



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KEY JOINT SOLUTION FEATURES

- » Integrated view into marketing performance and Ad Metrics
- » Behavioral Segments based on SiteCatalyst data can be used for targeting in Open AdStream
- » Drive CPMs higher by leveraging the data you know about your users to better monetize inventory

HOW TO WORK WITH OPEN ADSTREAM AND OMNITURE

- » Use SiteCatalyst to collect Web Analytics data and create user segments based on behaviors
- » Use Open AdStream for ad management including the delivery of targeted advertising messages to your designated behavioral segments
- » Use Open AdStream to understand performance and optimize campaign effectiveness
- » Use Omniture Genesis to import/export behavioral segments and Campaign delivery data between SiteCatalyst and Open AdStream

METRICS DRIVEN ONLINE STRATEGIES

- » Utilize your own existing data for inventory monetization
- » Understand the value of your inventory – Site Sections, Pages and Channels – so you can drive CPMs based on proven data
- » Discover the most lucrative of your audience segments and content
- » Implement advertising and promotional campaigns that drive results