



Media Pack 2009



eSpot Digital performance network

Built to deliver results for both Advertisers and Publishers
eSpot Digital's network consists of over 600 quality websites.
Our network has been assembled based on principles of quality assurance, brand safety and performance.

Company Information

- Offices in UK, US and India.
- A blended offering with site transparency
- Exclusive niche publisher inventory
- Majority of inventory within the 'long tail of the web'
- Proprietary technology (Mobile).

Contents and Services

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- Contact me

effectiveness



Targeting

We can offer a variety of targeting methods

Your campaign can be served across the entire of the eSpot Digital network or you can chose to target in one particular area. We can offer the following targeting strategies.

- System – allows us to select viewers based on their browsers (Firefox, Internet Explorer, Opera, and/or Safari) and their operating systems (Microsoft Windows, Mac, BSD, Linux, or Sun).
- Behavioral – allows us to select viewers based on the viewer's recent search engine queries, and matching those interests against product categories.
- Contextual – allows us to select viewers based on four levels of contextual relevance, including by specific website, any of 26 channels, any of 255 categories, and by any number of keywords. In all cases, eSpot Digital reads the website page on the fly to determine the true content – easily keeping up with the changing content of the network.
- Profile - Allows you to select viewers based on gender and age
- Overlaying all of these methods are the geographic location of the viewer, the time of day (at the viewer's location or at the advertiser's), and frequency-capping, which prevents any one viewer from seeing the same advertisement too many times over a period of your choosing.



Channels and Categories

The eSpot Digital network is broken down into 26 channels and 255 sub categories.

Targeting by channel allows clients to display their campaigns in specific groups of websites in the network related by a common theme.

Targeting by category allows for an even more specific level of targeting than by channel.

The following channels are available -

- Arts & Humanities
- Autos, Boats & Planes
- Business
- Careers & Education
- Comics & Humour
- Computers & Software
- Culture & Society
- Dating & Social Networking
- Entertainment
- Family & Living
- Games
- Health & Fitness
- Home & Garden
- Internet & Search
- Lifestyle
- Money & Investment
- Movies & Television
- Music & Radio
- News & Reference
- Pets
- Real Estate
- Retail Goods & Services
- Science, Nature & Tech
- Sports & Recreation
- Travel & Leisure

Website examples

Here are some examples where your ads may appear

● Autos Boats and Planes

www.boatsandoutboards.co.uk
www.boatshop24.co.uk
www.buycar.com
www.netcars.co.uk

● Business

www.remindmenow.co.uk
www.europe.vault.com
www.britishinformation.com

● Computers and Software

www.coldfront.net
www.gaj-it.com
www.tweaktown.com
www.modaco.com
www.laptopmag.com

● Careers and Education

www.encyclopedia.com
www.readitswapit.co.uk
www.sellstudentbooks.com
www.delias.com
www.justparents.co.uk

● Games

www.blastbilliards.com
www.arcademonkey.co.uk
www.pixeldawg.com
www.newgrounds.com
www.gamershell.com

● Dating and Social Networking

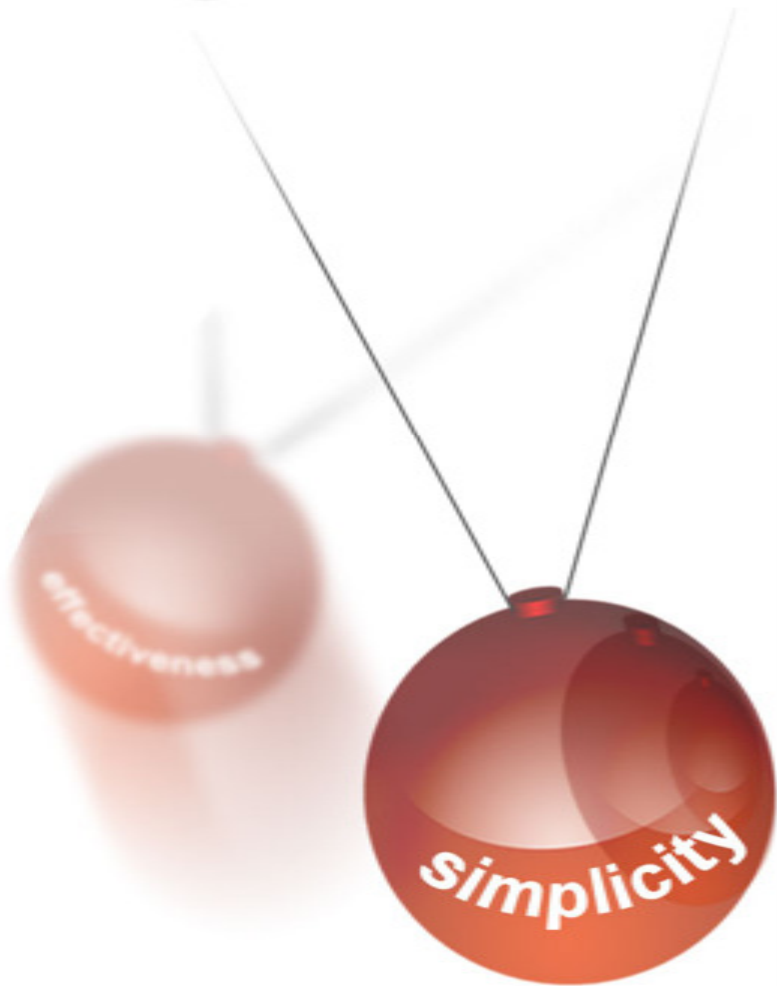
www.freedating.co.uk
www.ukchatterbox.co.uk

● Movies and Television

www.bigbrotheronline.co.uk
www.bollyclips.com
www.eyeforfilm.co.uk

● Travel and Leisure

www.stairway-to-devon.co.uk
www.bestloved.com
www.divesitedirectory.com
www.eurodestination.com



CPM – Cost per thousand impressions

Description of CPM pricing model

CPM (cost per thousand impressions) is an advertising package based on a set amount of advertisements being served across the eSpot Digital network.

We work out the best price available per 1000 impressions, and then serve the adverts to the most applicable websites across the eSpot Digital performance network.

Advantages of using a CPM pricing model

This model is highly recommended for branding awareness with the aim of optimisation mid campaign. It can be run over the eSpot Digital network in the following models:

- **Run of Network**
The campaign will go live across the entire eSpot Digital network
- **Run of Channel**
The campaign will go live over 1 or more specified channels
- **Weighted**
70% across the entire network and 30% over 1 or more channels
- **Site Specific**
The campaign is targeted at a chosen site



CPC – Cost per click

Description of CPC pricing model:

CPC (cost per click) means that your adverts are served across the eSpot Digital network. You only pay for the advertisements that are clicked on.

Advantages of using a CPC pricing model:

The main advantage of CPC is that you only pay for your advertisements when they are actually clicked on by a user. This also means advertisements that are served but not clicked on, may still be seen by the user. This can be effective for branding awareness. With CPC you know the adverts you are paying for have not only been seen by your desired audience, but have also been clicked on by the user who then goes straight to your website.

In our experience, CPC campaigns can perform very well when targeting the entire of the eSpot Digital network or when weighting the adverts toward one or more specific channel.

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- **Run of Network**
The campaign will go live across the entire eSpot Digital network
- **Weighted**
70% across the entire network and 30% over 1 or more channels

performance



CPL – Cost per lead

Description of CPL

CPL (cost per lead) is a service that eSpot Digital provide to companies who deal with customer contact marketing.

Using a combination of our mobile marketing technology, web design, and data capture banners, eSpot Digital can provide you with leads for your company.

The personal data we capture from these potential clients, is an opt in service, meaning the people you will be contacting have decided to give this information freely and are willing to participate in marketing strategies.

Depending on your services and products, we can generate multiple leads for your company to contact and to bolster your client base.

Advantages of using leads

- We charge you for the amount of leads that we provide you for.
- The leads we provide are checked for duplicates, false entries and all give permission to be used for marketing purposes.
- The leads we provide will be specific to your company services.
- Each lead is captured by us, on a bespoke job-by-job basis, rather than being bought from other companies. This means each lead is fresh and has a good chance of converting to a sale.

For more information about lead generation, please contact eSpot Digital and tell us a bit about your company.

Optimisation



CPA – Cost per acquisition

Description of CPA

CPA (cost per acquisition) an online advertising pricing model where the advertiser pays for each specified acquisition (a filled out form, a purchase, a subscriber etc).

By marketing campaigns in this way, the advertiser knows that they will only be paying for actual purchases (or equivalent acquisitions).

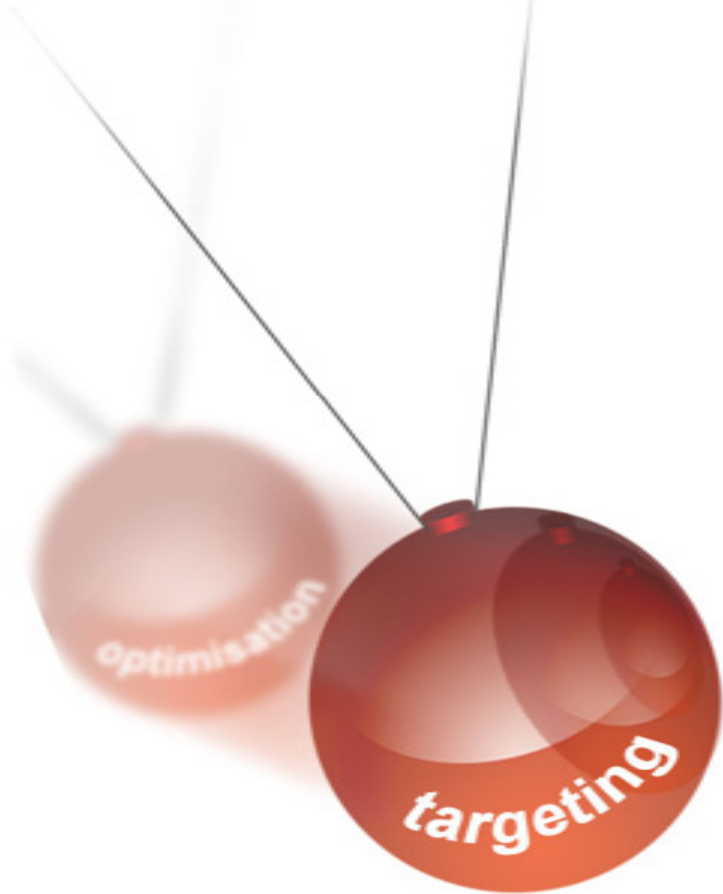
CPA campaigns can be targeted to the entire of the eSpot Digital network, to certain channels, to a specific site, and can be targeted in a contextual or behavioral way. We optimise throughout the campaign, and weight your advertisements toward the better performing areas. Using this technique allows us to reduce your cost per acquisition considerably.

Advantages of using CPA

- You only pay for actual acquisitions.
- Advertisements that are not clicked to produce an acquisition are still served across the eSpot Digital network with no extra cost.
- CPA is minimal risk to you.

If you are considering using a CPA pricing model, it is beneficial to inform us of your target audience, previous marketing strategies and areas in your company marketing that have proven to be successful.

We can use this information to generate real sales for your company.





Contact me

For further enquiries or for a friendly chat, feel free to contact the eSpot Digital team.

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