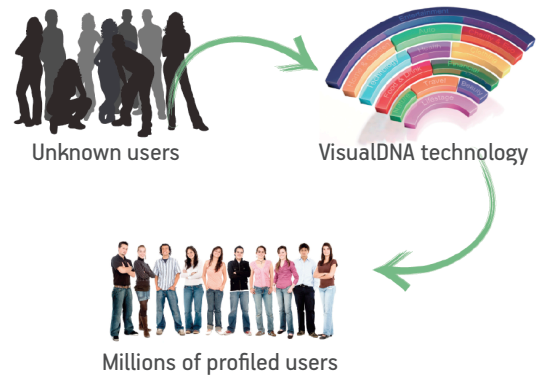


VisualDNA

Making Advertising Personal

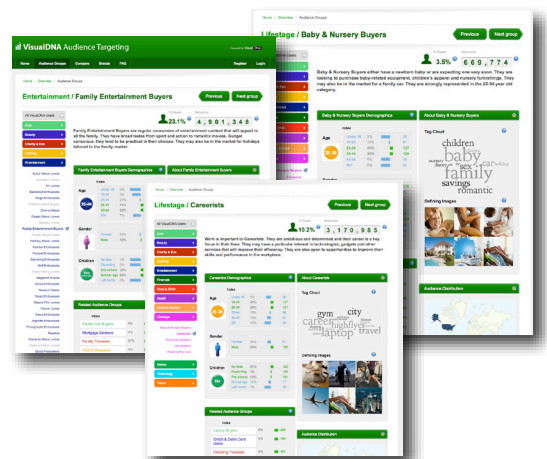
VisualDNA technology profiles online users and provides data for advertisers to target them on a one-to-one basis with relevant advertising.



VisualDNA Explained

1. **85% of users complete our products.** We profile users with fun, visual quizzes that are promoted as content.
2. **Highly accurate intent information is collected** as well as demographic and psychographic data.
3. **Performance uplifts between 300% - 900%** are regularly achieved.
4. **We can adapt our quizzes to create custom segments** to specific advertisers' needs, with a rapid turn around from brief to launch.
5. **Each user is tagged with up to 100 tags** from our contextual taxonomy with over 3,000 nodes.
6. **We have over 140 audience groups** and can instantly create bespoke groups for advertisers.
7. **Fully integrated with AppNexus, Invite Media and AdX** – all users can be targeted using these platforms.
8. **Our Audience Dashboard** brings our audience groups to life in an interactive interface.
9. **Our Audience Reporting** provides campaign performance monitoring and insight for campaign planning.
10. **Bespoke campaigns** are welcomed. We are happy to collect specific intent data for advertisers and insert these users into a DSP.

See our Audience Groups brought to life in our Audience Dashboard at <http://audiences.visualdna.com/visualdna/>



Here is a selection of some of our publisher partners



Try a quiz here at <http://videos.visualdna.com/>