



# BlueKai Intent™

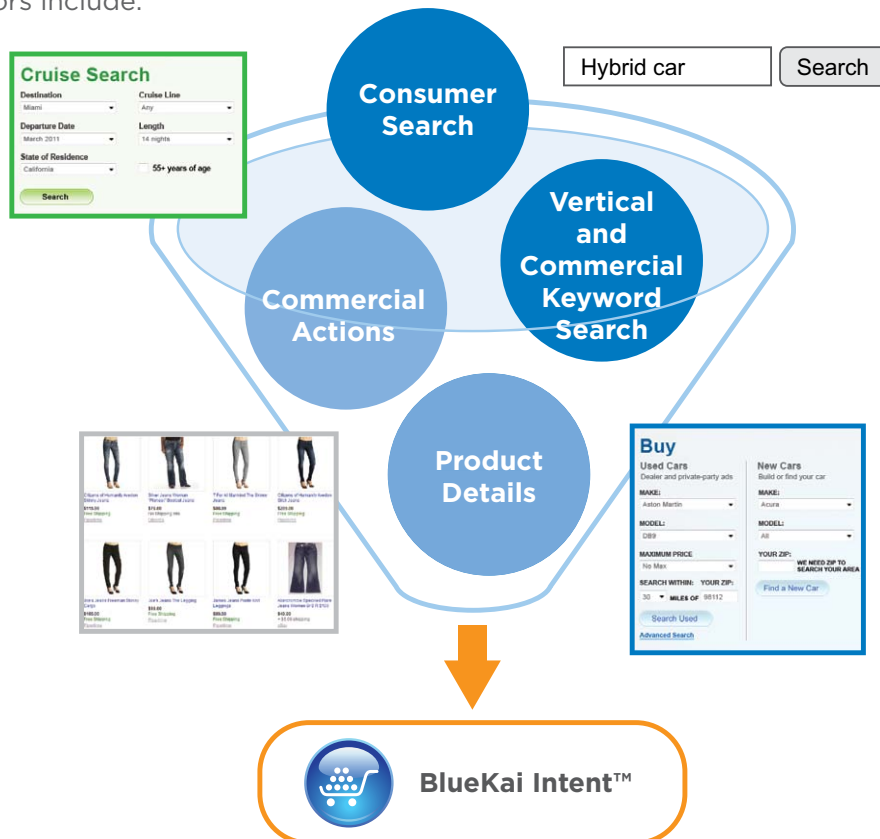
Your connection with the most qualified in-market shoppers - anywhere on the Internet



There is a lot of data on the Internet but until now, there isn't one place to buy quality data for scalable targeting. With premium data and fair market pricing, BlueKai attracts and aggregates intent data from top tier e-commerce and keyword search providers to reveal valuable in-market shoppers across key verticals. BlueKai Intent™ is the single, largest source of shopping data in the world, connecting your message with the right audience - anywhere on the Internet.

## What is BlueKai Intent?

BlueKai aggregates intent behaviors across the entire purchase funnel to enable targeting of intenders at scale. Intent behaviors include:



Offered Exclusively on the BlueKai Exchange™.

# Your consumer is a moving target. Fortunately, your ads know where they are.

Specifically, BlueKai Intent™ data delivers:

**High Quality Sources:** We aggregate and classify intent data from 80% of the top 20 sites in seven key vertical markets.

**Targeting Depth:** With thousands of in-market data attributes available, you can define target audiences with unmatched granularity and reach EXACTLY the kind of consumer you want.

**Massive Scalability:** BlueKai provides targeting data on nearly 160 million in-market shoppers, so we have both specificity and scale of reach.

**Complete Transparency:** BlueKai shows you the pedigree of the data you're buying with visibility into deeply organized data categories.

**Better Performance:** BlueKai Intent data is the best performing targeting data available. On average, it performs 200 to 300 percent better than traditional targeting.

**Audience Expansion:** With BlueKai Analytics, you can learn more about your ideal customer, their demographic profile and what else they may be shopping for - and reach more of your audience at scale.

## Ways to Define Your Audience Using BlueKai Intent

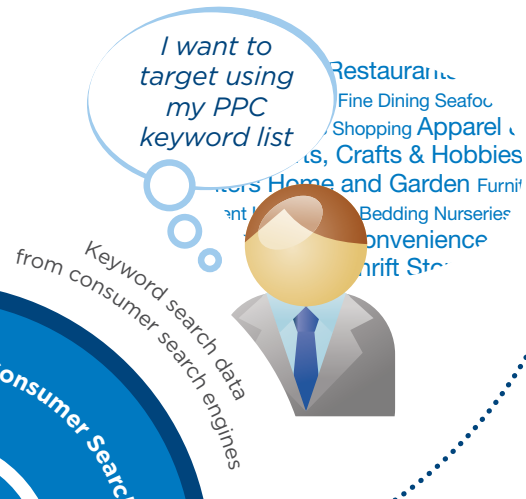
### BlueKai Intent™ by Categories

Tell us about your target audience and we provide the relevant Intent data categories



### BlueKai Intent™ by Keywords

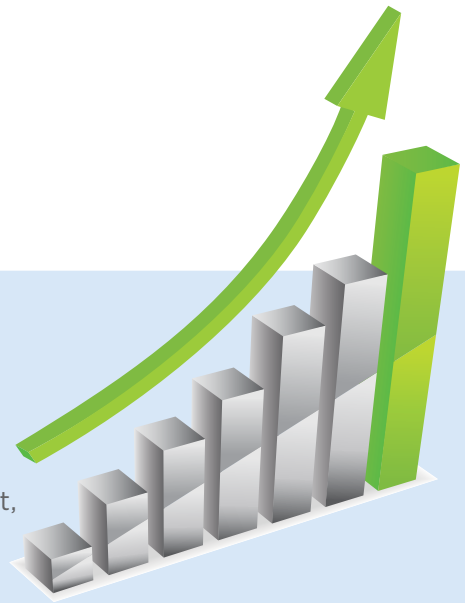
Give us your keyword list and we will match it to Intent data categories



*Interest, contextual and modeled data or data from blogs or community sites are not considered Intent Data.*

BlueKai Intent brings **over 160M unique in-market shoppers** who are ready to buy.

 <p><b>IN-MARKET AUTO BUYERS</b></p>	<ul style="list-style-type: none"> <li>• <b>Autos</b> by Make &amp; Model</li> <li>• <b>Class</b> Compacts &amp; Sub-Compacts</li> </ul>	<p>Convertibles Family Sedans Green Cars Luxury Cars Midsize Cars</p>	 <p>Minivans Pickup Trucks Sport Utility Vehicles Sports Cars Station Wagons</p>
 <p><b>IN-MARKET RETAIL SHOPPERS</b></p>	<ul style="list-style-type: none"> <li>• <b>Auto Parts &amp; Accessories</b></li> <li>• <b>Bags</b></li> <li>• <b>Books &amp; Magazines</b></li> <li>• <b>Cameras</b></li> <li>• <b>Cell Phones &amp; PDA's</b></li> <li>• <b>Clothing &amp; Accessories</b> Women's &gt; Jeans, Shoes, Outerwear Men's &gt; Accessories, Shoes, Outerwear, etc.</li> </ul>	<p>Boys Girls Infants &amp; Toddlers Jewelry &amp; Watches, etc.</p> <ul style="list-style-type: none"> <li>• <b>Computers</b></li> <li>• <b>Consumer Electronics</b> Apple iPod, MP3 players DVD and Home Theater MP3 Accessories Satellite, Cable TV, etc.</li> </ul>	 <ul style="list-style-type: none"> <li>• <b>DVD &amp; Movies</b></li> <li>• <b>Health</b> Fragrance Hair Care Makeup</li> <li>• <b>Home &amp; Garden</b> Furniture Appliances Kitchen, etc.</li> <li>• <b>Toys, Games, Video Games</b></li> </ul>
 <p><b>IN-MARKET TRAVEL SHOPPERS</b></p>	<ul style="list-style-type: none"> <li>• <b>Air Travel</b> International Flyers Domestic Flyers By Destination City By Departure City Length of Stay By Advanced Booking</li> </ul> 	<ul style="list-style-type: none"> <li>• <b>Hotels &amp; Lodging</b> By City By Star Rating Length of Stay By Advanced Booking</li> <li>• <b>Car Rentals</b> By City By Rental Company By Type of Car</li> </ul>	<p>By Advanced Booking Saturday Rental</p> <ul style="list-style-type: none"> <li>• <b>Cruises</b> By Destination By Cruise line By Class Duration Departure Month</li> </ul>
 <p><b>IN-MARKET FINANCIAL SERVICES SHOPPERS</b></p>	<ul style="list-style-type: none"> <li>• <b>Banking, Checking and Savings</b></li> <li>• <b>Credit Reporting</b></li> <li>• <b>Credit Cards</b> Airline Miles Reward Card Amex Mastercard Visa</li> </ul> 	<ul style="list-style-type: none"> <li>• <b>Financial Planning</b> Education Estate Planning Retirement Tax</li> <li>• <b>Home Equity</b></li> <li>• <b>Insurance</b></li> <li>• <b>Investments</b> Life Insurance Mutual Funds</li> </ul> 	<p>Other investments Real Estate Stocks and bonds</p> <ul style="list-style-type: none"> <li>• <b>Loans</b> Home Equity Home Purchase Refinancing/Debt Consolidation</li> <li>• <b>Mortgage: New and Refinance</b></li> </ul>
 <p><b>IN-MARKET EDUCATION SEEKERS</b></p>	<ul style="list-style-type: none"> <li>• <b>By School</b> By State* Online*</li> <li>• <b>By Type</b> Certificate Graduate* Online/Continuing Education Trade/Vocation* Undergraduate*</li> </ul> 	<ul style="list-style-type: none"> <li>• <b>Interest</b> Accredited Education On Campus Education Online Education</li> <li>• <b>Major/Field</b> Arts &amp; Humanities* Business* Computing and Technology* Education</li> </ul>	<p>Health science* Informatics Law* Political Science, Law, and Criminal Justice* Undecided</p> <ul style="list-style-type: none"> <li>• <b>Parent of Student*</b></li> <li>• <b>Scholarships and Financial Aid*</b></li> </ul>
 <p><b>IN-MARKET CPG SHOPPERS</b></p>	<ul style="list-style-type: none"> <li>• <b>By Brand*</b></li> <li>• <b>Floral &amp; Garden</b></li> <li>• <b>Food &amp; Beverages*</b></li> <li>• <b>Health &amp; Beauty</b> Beauty* Contacts &amp; Eyeglasses* Health* Personal Care*</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Household Supplies</b> Cleaning &amp; Laundry* Film, Photo &amp; Batteries*</li> <li>• <b>Pet Supplies</b> By Animal* Convertible Car Seats Flea &amp; Tick Products Pet Accessories*</li> </ul>	
 <p><b>IN-MARKET LOCAL GOODS &amp; SERVICES SHOPPERS</b></p>	<ul style="list-style-type: none"> <li>• <b>Apartment Rentals*</b></li> <li>• <b>Arts &amp; Entertainment*</b></li> <li>• <b>Education</b> Schools* Training*</li> <li>• <b>Local Goods</b> Food &amp; Dining* Shopping*</li> <li>• <b>Local Services</b> Business Services Health* Public Utilities Real Estate Services* Safety Services* Travel Services</li> </ul>	<p>Government Services Insurance Social Service Wedding Services Automotive Services* Financial and Legal Services* Industry and Trades* Personal Care* Telecommunication Services* Employment Agencies Copy and Print Services</p> <ul style="list-style-type: none"> <li>• <b>Facilities*</b></li> </ul>	



## The proof is in the pudding.



### Automobiles

More than a tune up: BlueKai drives up brand-campaign performance for auto manufacturer by 200 to 300 percent, using in-market competitive targeting at scale.



### Travel

BlueKai lowers CPA costs by more than 40 percent for travel client compared to typical campaigns; campaign achieves more than 4.1 million impressions and hits conversion goals.



### Consumer Product Goods

Tasty response: BlueKai increases coupon downloads by 36 percent.



### Telecom

Communication breakthrough: BlueKai generates lift of 200 - 600 percent for telecom client.



### Retail

Energy boost: BlueKai doubles data performance for leading appliance manufacturer.

## How to buy BlueKai Intent data.

BlueKai Intent data is offered exclusively through the BlueKai Exchange. Agencies and marketers can buy BlueKai Intent and all other audience data packaged with media through trading desks and channel partners. For a complete list of our channel partners, please visit [www.Bluekai.com/buynow](http://www.Bluekai.com/buynow)



**In-Market & Keyword**

**Frequent Buyers**

**Demo/Geo**

**Lifestyle**

**B2B**