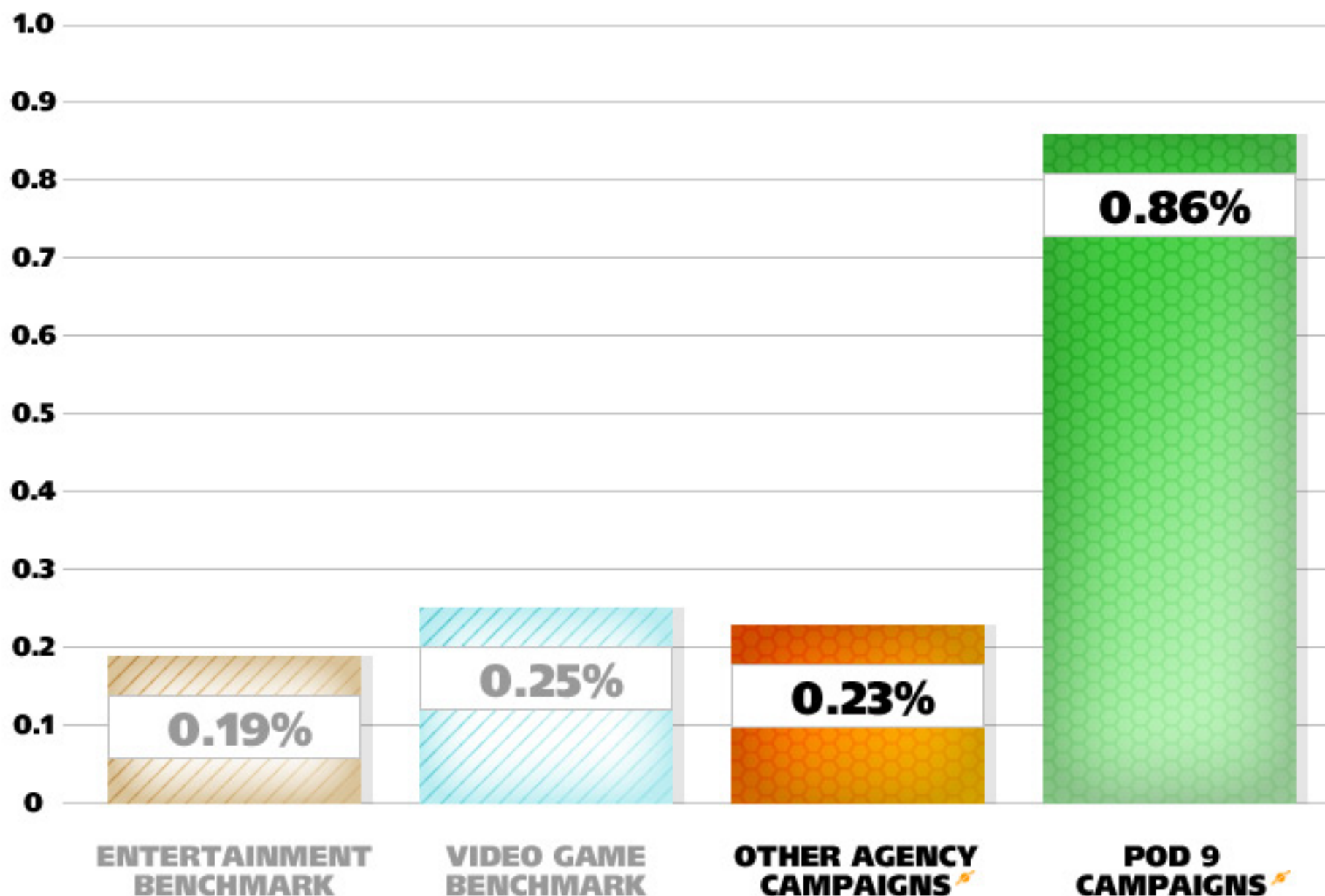


FLASH DISPLAY AD CLICK THRU RATES

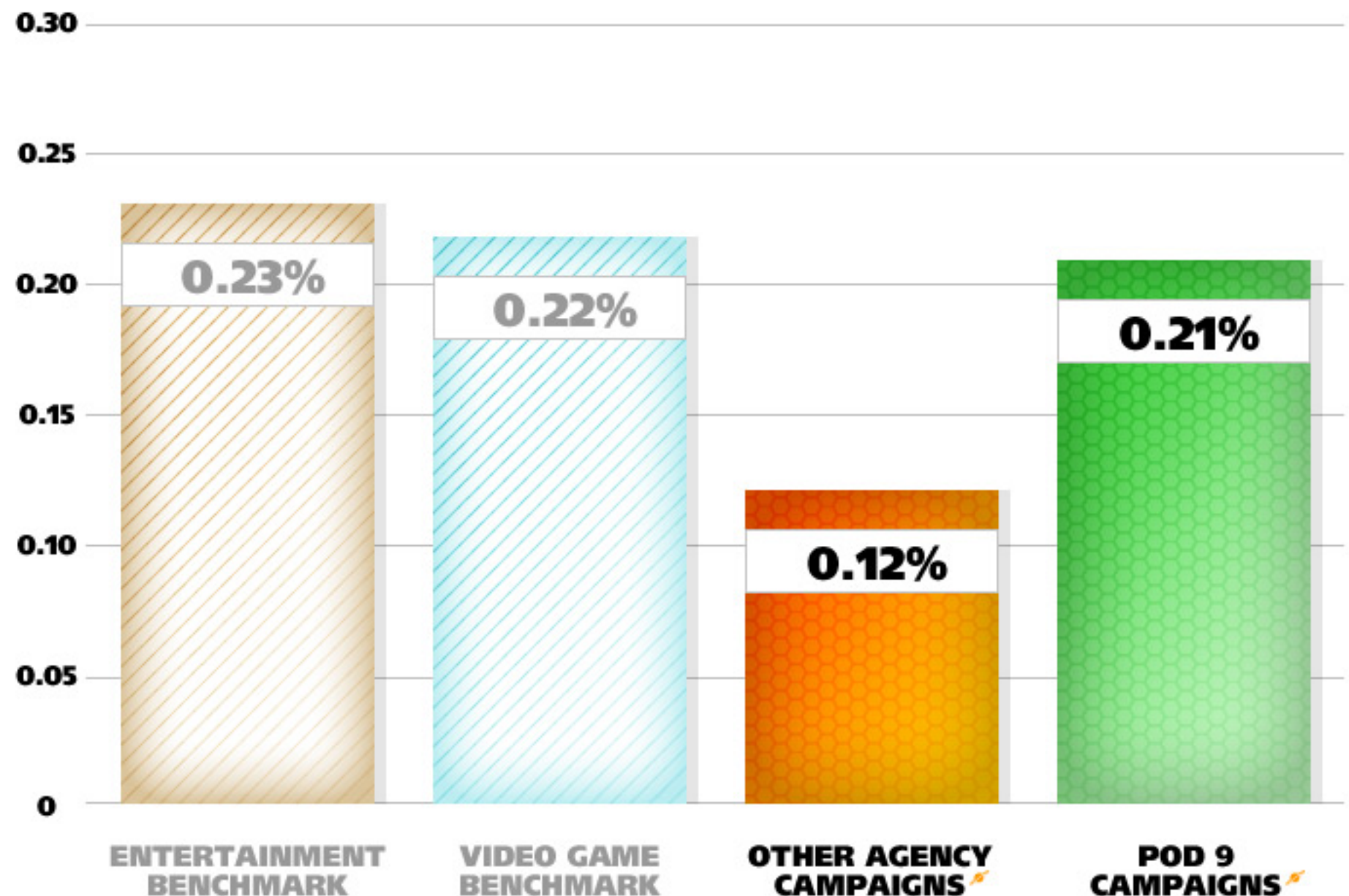
POD 9'S CLICK THRU RATE OUTPERFORMED BY 275%*
RESULT: VIEWERS CLICKED ON POD 9 ADS NEARLY 4X MORE OFTEN



RICH MEDIA AD CLICK THRU RATES

POD 9'S CLICK THRU RATE OUTPERFORMED BY 75%*

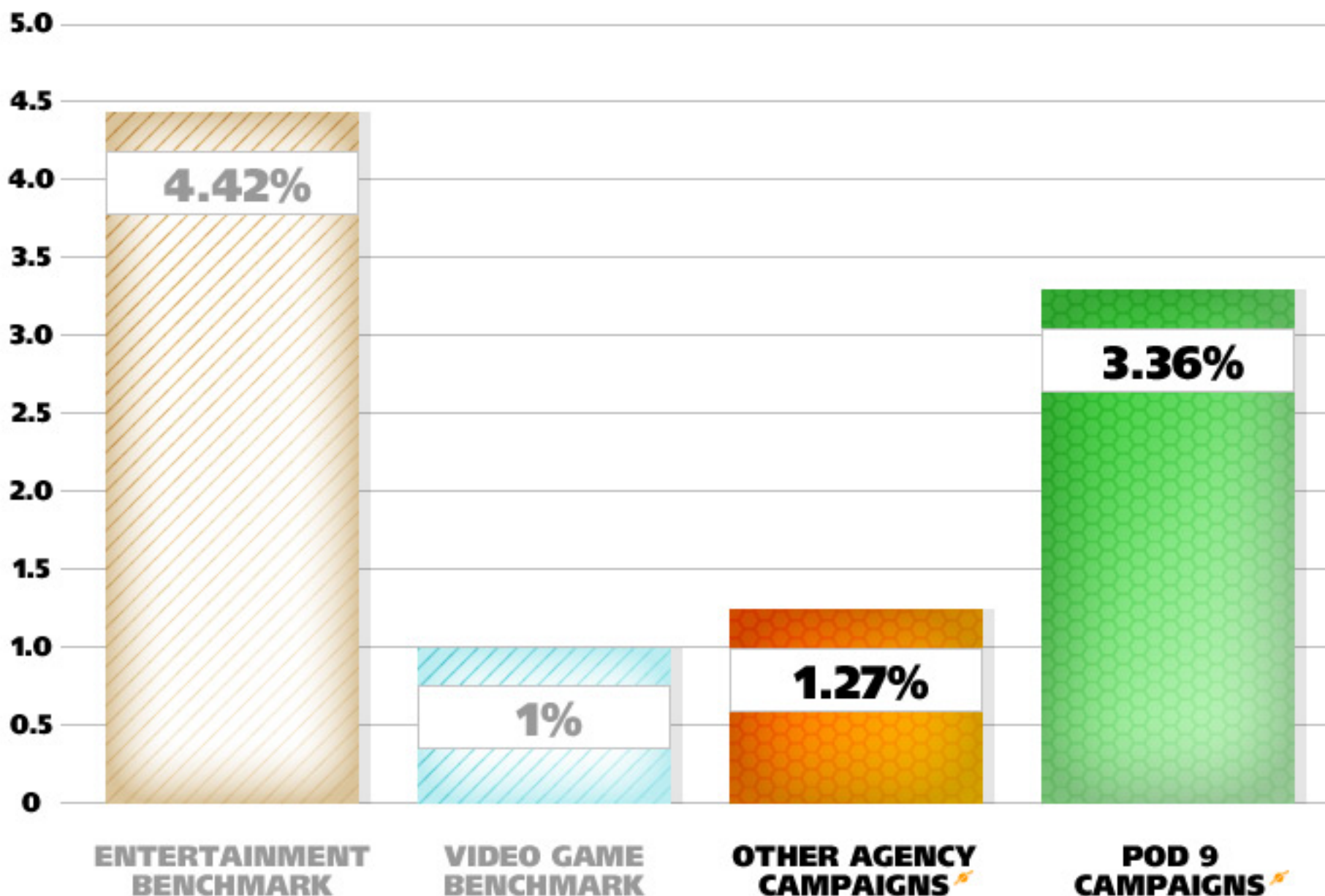
RESULT: VIEWERS CLICKED POD 9 RICH MEDIA ADS NEARLY TWICE AS OFTEN



RICH MEDIA AD INTERACTION RATES

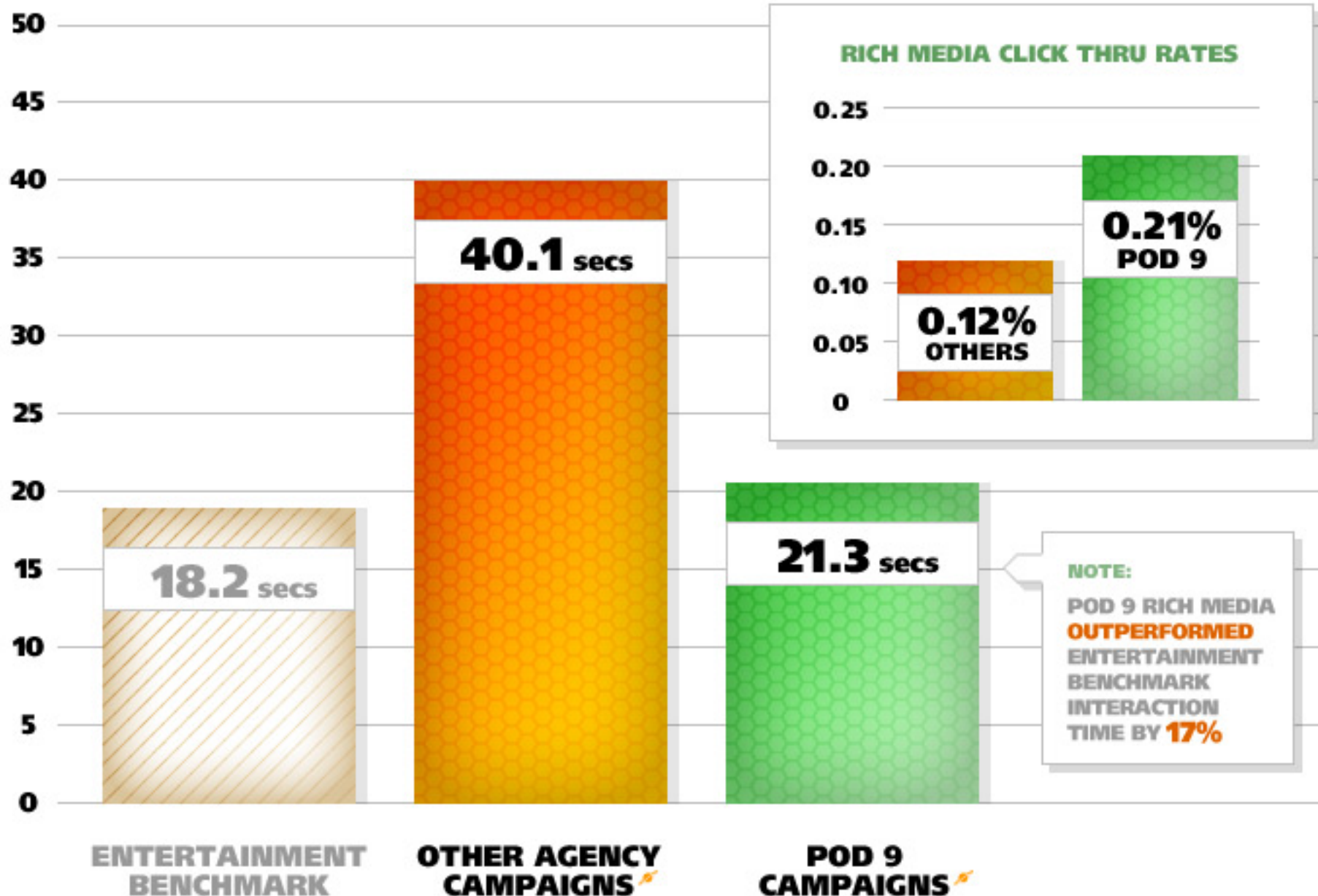
POD 9'S INTERACTION RATE OUTPERFORMED BY 165%*

RESULT: VIEWERS INTERACTED WITH POD 9 ADS OVER 2.5 TIMES MORE OFTEN



RICH MEDIA AD INTERACTION TIME

POD 9'S INTERACTION TIME WAS **HALF THAT OF OTHER CAMPAIGNS**
RESULT: POD 9 ADS STILL HAD **OVER 75% HIGHER CLICK THRU RATES**

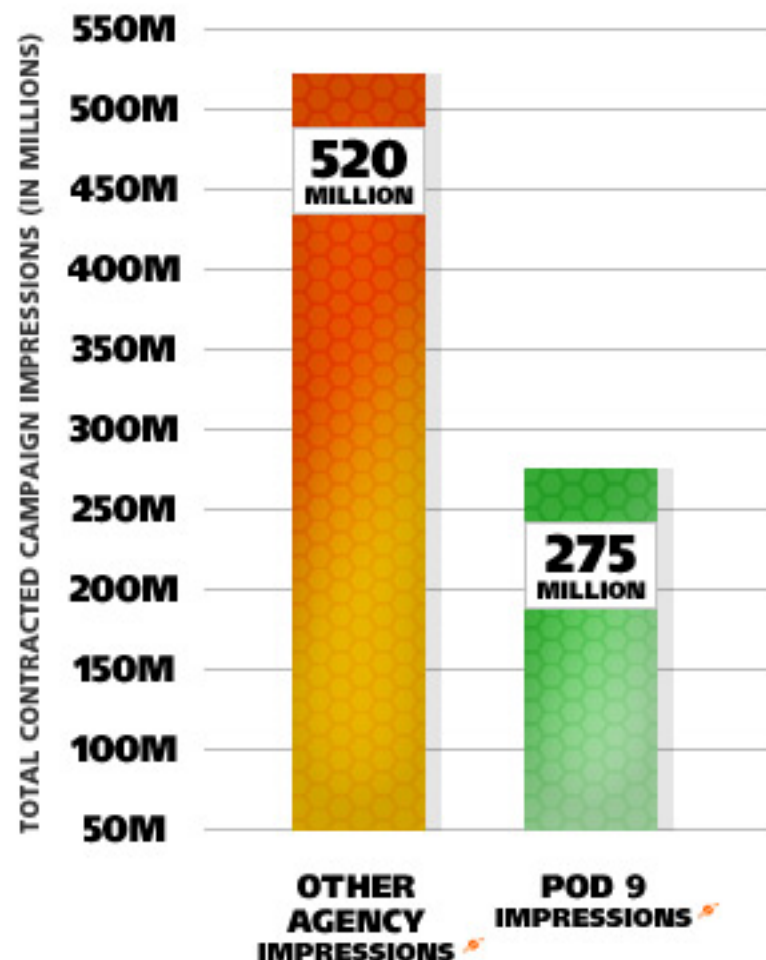


OPPORTUNITY SUMMARY

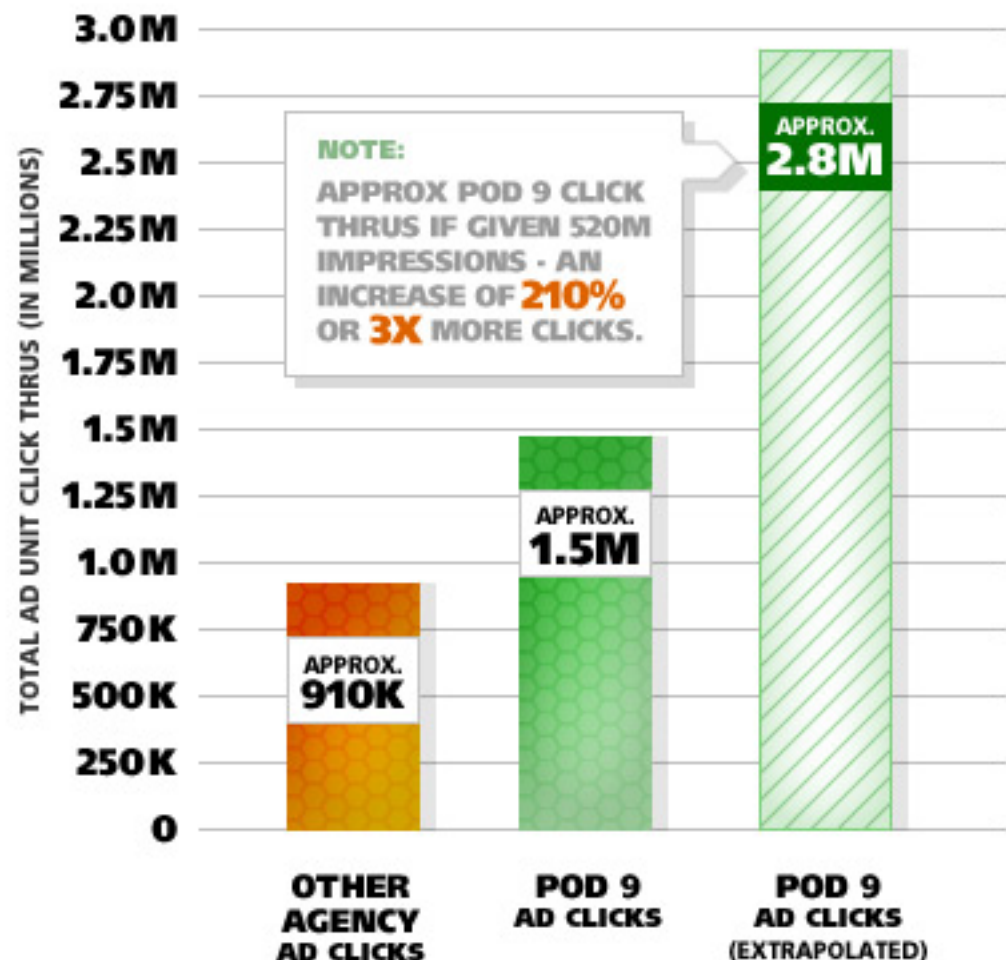
WITH ABOUT **HALF AS MANY** CONTRACTED IMPRESSIONS, POD 9'S CAMPAIGNS DELIVERED **63% MORE** TOTAL CLICK THRU.

IF GIVEN THE SAME TOTAL NUMBER OF IMPRESSIONS, POD 9 CREATIVE WOULD HAVE DELIVERED **1.3 MILLION MORE** CLICKS ON AVERAGE.

TOTAL IMPRESSIONS



TOTAL AD CLICKS



OPPORTUNITY SUMMARY

LEVERAGE POD 9'S PROVEN TRACK RECORD TO HELP INCREASE THE PERFORMANCE OF YOUR ONLINE CAMPAIGNS

- ✦ **INCREASE THE AVERAGE CLICK THRU RATES OF YOUR FLASH DISPLAY ADS BY 275%**
- ✦ **INCREASE RICH MEDIA AVERAGE CLICK THRU RATES BY 75%**
- ✦ **IMPROVE INTERACTION RATES BY AN AVERAGE 165%**
- ✦ **INCREASE ONLINE AD ROI BY AN AVERAGE 210% BY CAPTURING AN ADDITIONAL 1.3 MILLION CLICKS FROM POTENTIAL CUSTOMERS THAT GOT AWAY**

YOUR TARGET AUDIENCE:

- **CLICKED POD 9 FLASH ADS NEARLY 4X MORE OFTEN**
- **CLICKED POD 9 RICH MEDIA NEARLY 2X MORE OFTEN**
- **INTERACTED WITH POD 9 ADS OVER 2.5X MORE OFTEN**