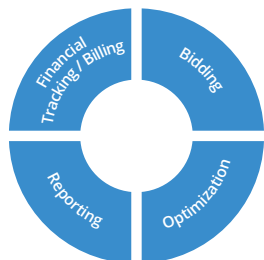


A smarter, more efficient way to buy media

Invite Media is a high impact demand-side platform (DSP) providing technology and services to advertisers, agencies and agency trading desks. Invite Media clients gain greater control and performance with a single point of access for transparent media buying across advertising exchanges in real-time. Now backed by Google's global infrastructure, Invite Media provides all the scale and speed you need to get optimal results.



Gain greater control

Leverage a single interface to gain greater control of your cross-exchange media buying.

Set global budgets and targeting criteria, such as universal frequency capping, for de-duplicated reach across multiple sources of inventory.

Optimize for efficiency across the entire buying process and get complete transparency into all costs and sites in your media buy.



Target your precise audience

Incorporate first-party remarketing data or third-party audience data from any major source to find precisely the audience segments you want to reach.

With pre-configured targeting options, you can refine audience with variables such as frequency, geography, recency, time of day, day of week, URL/domain/site, creative history and many more.

Use powerful audience reporting to expand targeting with "look-a-like" segments or to gain actionable insights into specific segments.

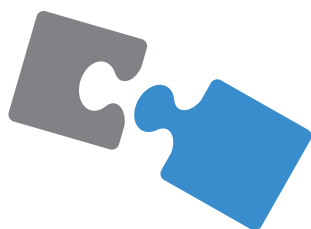


Enhance performance

Invite Media supports 100% real-time bidding on any exchange running in real-time. Your impression-by-impression bidding can be optimized for CTR, CPC or CPA.

Sophisticated machine learning predicts the estimated value of every impression for every campaign, creative and advertiser, and continuously improves predictions during the course of a campaign.

Bottom line: only buy impressions that matter to you and only pay what you think each impression is worth.



Join forces with a proven partner

We put our technology, expertise and resources to work for you:

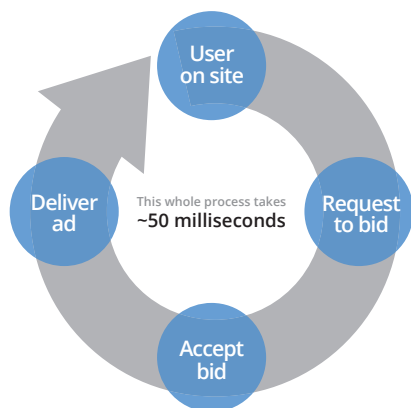
Access the global reach of one of the largest buyers of inventory across advertising exchanges today.

Benefit from in-depth training, support and campaign consulting from our experienced professional services team.

Leverage a common technology infrastructure with other Google products, providing support for long-term growth as well as unmatched efficiencies across the workflow.

What is *real-time bidding (RTB)*?

RTB is a new and dynamic way to buy online media. Through an automated process, media buyers can evaluate, bid on and purchase ad inventory on an impression-by-impression basis. With RTB, media buyers can drive meaningful one-to-one connections to consumers with greater scale and efficiency.



Every time an **impression is available**, the advertising exchange “asks” us if we’d like to bid on behalf of an advertiser (the “bid request”).

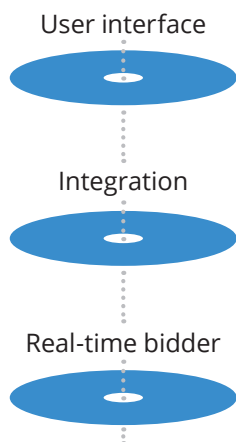
You get a variety of information, such as the **site the impression** is on, the **time stamp**, information about the **user**, etc.

You typically have **milliseconds to respond** with a bid (the “bid response”). What you bid is entirely up to you. You don’t have to bid if the impression is not valuable to you.

If you **win the impression**, your creative is served.

What is a *demand-side platform (DSP)*?

A DSP is a technology platform that integrates with existing ad marketplaces. DSPs help buyers to evaluate and bid for online media on an impression-by-impression basis across multiple sources of inventory.



Ideally, a DSP partner provides three layers of technology:

A **user interface** that enables media buyers to quickly bid, optimize and report on their media spend through all their inventory sources at once.

Integration with other technologies that support an efficient online advertising workflow including ad serving, analytics and reporting.

A **real-time bidder**, which consolidates access to multiple inventory sources and supports real-time bidding protocols. This enables buyers to evaluate and bid on any available impressions in real-time.

Google’s Invite Media provides a technology platform and service that enables you to use real-time bidding to buy and optimize online media campaigns. With a single point of access to every major advertising exchange, Invite Media allows you to use global controls to manage your media buying in a smarter way. Top agencies and advertisers rely on Invite Media’s transparent universal buying platform, Bid Manager, to effectively engage audience. With access to data from any major source, plus the freedom to create your own business rules for bidding and optimization, you can drive greater control over campaign performance.

For more information, visit www.invitemedia.com

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