

Online Retailers Transforming into Media Properties

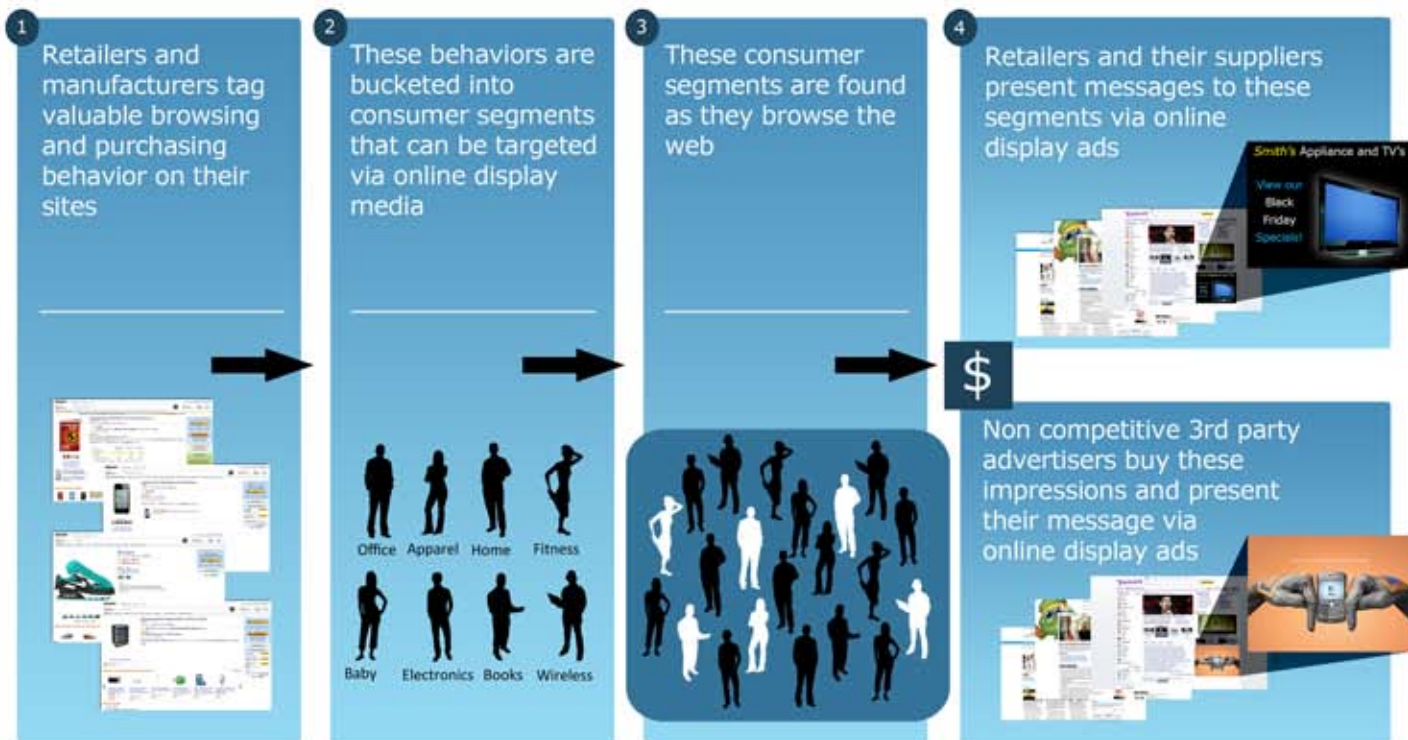
For decades, retailers have created new revenue streams by transforming existing assets into innovative paid media channels, e.g. product in-store signage, TV display ads, co-op circulars, etc.

Today, there's a new asset retailers are increasingly looking to convert into a profit-making media channel: website visitors (See figure 1). In 2011, Amazon, Best Buy and Walmart have all invested in building or buying media companies to transform their data into profit and new marketing opportunities. Now, the barriers to entry for all retailers and manufacturers to follow suit are falling away.

"Savvier online retailers aren't merely consumer-facing stores anymore; they're evolving into media companies that can sell advertising and profit off their audience."

-Jay Habegger, CEO OwnerIQ
AdAge Oct 2011 "Retailers Are Creating Media Properties That Will Revolutionize Marketing"

Figure 1 Transforming Web Visits into Media Opportunities



For more information go to owneriq.com, or contact mediasolutions@owneriq.com or call 866-870-2295 x 705



OwnerIQ Media Solutions for Retailers and Manufacturers

OwnerIQ Media Solutions offers a secure, end-to-end solution that empowers retailers and manufacturers to transform their website visits into new marketing opportunities and revenue streams. With no capital investment or change to your online customer's experience, companies can generate new and significant revenue streams today through a myriad of opportunities:

- **Launch the next generation of co-operative advertising**
Safely and securely deposit and exchange site data with your suppliers to run better targeted co-operative advertising, or generate additional revenue
- **Gain share of 3rd party, non competitive, brand budgets**
Transforms your site data into a "Branded" media property offering premium target audience segments that are highly coveted by your suppliers and non competitive 3rd party online advertisers
- **Monetize remnant inventory**
Earn advertising credits or revenue by anonymously participating in our data pool which powers OwnerIQ's unique audience targeting segments

"Every online retailer is a media network, even if they don't know it yet, and there's plenty of opportunity for retailers of all sizes to copy Amazon's model."

-Jay Habegger, CEO OwnerIQ

AdAge Aug 2011 "Why Amazon is About to become a Force in Online Advertising"

Total End-to-End Solution

OwnerIQ offers a total end-to-end solution that includes the best-in-class technology and staff to enable retailers and manufacturers to start generating revenue quickly and securely.

Our total product includes:

- Data Management Platform (DMP)
- National Sales Force
- Privacy Compliance
- Demand Side Platform (DSP)
- Performance and Delivery



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