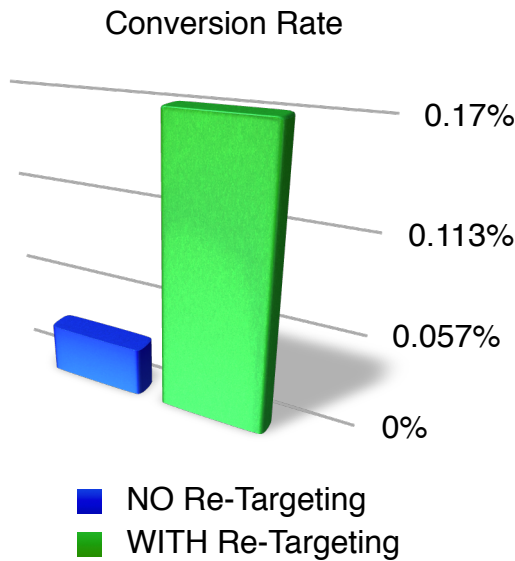


Quick Service Restaurant Campaign Details:

- **2009 Ongoing National Campaign** - SpotXchange was the only participating video ad network.
- The conversion metric is a **View-Based Online Food Order** within 48 hours of seeing the QSR video ad.
- Advertiser installed SpotXchange retargeting tags on their website three months into ongoing campaign. SpotXchange began re-messaging to site visitors that had yet to order online.
- SpotXchange analyzed the **effectiveness of retargeting** in relation to conversion volume:
 - Retargeting was activated in the fourth month and **conversions increased fivefold!**
 - 40% fewer pre-roll ads generated over 200% increase in online orders



Month	Was Re-Targeting Implemented?	Estimated Pre-rolls Served	Approximate Number of Online Orders	Conversion Rate
1	No	3,000,000	1000	0.03%
2	No	3,000,000	825	0.03%
3	No	4,000,000	1225	0.03%
4	Yes	1,500,000	2,500	0.17%