

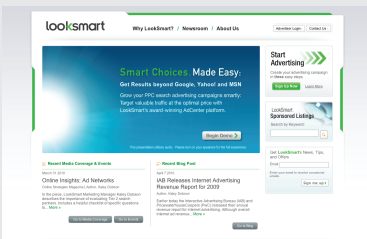
CASE STUDY: LOOKSMART

SPRING 2010

The Customer

looksmart

- ▶ www.looksmart.com
- ▶ San Francisco, CA
- ▶ Search advertising network
- ▶ Founding member of the IAB's Click Measurement Panel



The Goal

- ▶ To proactively identify and filter invalid traffic
- ▶ To identify and capitalize on high quality traffic

The Solution

- ▶ Partnered with Anchor Intelligence in early 2009
- ▶ Integrated with ClearMark for Traffic, Anchor's real-time traffic scoring system

The Results

- ▶ Continuously evaluated traffic to benefit advertisers
- ▶ Doubled its partner referrers with a strong sense of security, enabling a 46% increase in traffic

A SEARCH PIONEER

LookSmart is a veteran of the online search advertising industry. Founded in 1997, LookSmart utilized a directory model to become one of the first consumer-facing search Web sites. Over the years since its first foray into search, LookSmart developed a search-advertising platform to support the LookSmart network as well as other industry players' networks, including MSN and Ask Sponsored Listings.

Today, LookSmart is a premier search advertising network and management company. LookSmart's business now focuses on supporting its advertiser base through a syndicated network that specializes in pay-per-click text ads. LookSmart optimizes traffic from publishers and other networks to ultimately benefit its advertisers.

WHAT THEY NEEDED

Throughout its growth and development, LookSmart has demonstrated its commitment to upholding the integrity of search advertising. LookSmart was one of the five founding members of the IAB's Click Measurement Panel in 2006. And to protect its advertisers and their advertising investments, LookSmart also developed its own arsenal of tools and processes to help identify and filter invalid traffic. These included automated fraud detection controls to help catch instances of unusual activity such as spiders, bots, and click fraud; proprietary filtering software to help identify and remove non-converting traffic from customers' bills; and rigorous partner reviews to pre-screen sites for traffic quality and CTR consistency.

Maintaining its status as an industry trailblazer, LookSmart decided to leverage a third party to extend and enhance traffic quality assurance and value for its advertisers. After evaluating several different solutions, LookSmart determined that Anchor's analytical rigor and comprehensive reporting system best addressed their needs. LookSmart licensed ClearMark, Anchor's real-time traffic scoring system, to score all advertising traffic within its network, in order to help filter invalid traffic while capitalizing on high quality traffic with a higher degree of certainty.

WHAT THEY DID

LookSmart seamlessly implemented the ClearMark for Traffic system in a matter of weeks. After integrating ClearMark with its existing billing and reporting systems, LookSmart was equipped to make real-time billing and traffic optimization decisions. Immediately following integration, LookSmart began to leverage ClearMark as a complement to its pre-existing traffic quality system to bring its traffic quality to the next level.

“ClearMark for Traffic has provided LookSmart with unparalleled visibility into the quality of traffic within our network. ClearMark has created tremendous workflow efficiencies and enabled us to grow our network while continuing to drive traffic and conversions to our advertising clients,” said Kimber Robbins, Director of Traffic Quality at LookSmart.

WHAT THEY ACHIEVED

Anchor Intelligence has given LookSmart greater visibility into its traffic, further allowing it to fulfill its commitment to be “The Tier 2 Network You Can Trust.” LookSmart continuously evaluates its network to deliver quality traffic to its advertisers. By leveraging ClearMark traffic quality scores as well as its own internal metrics, LookSmart has been able to deliver superior traffic to its advertisers, better fulfilling their performance requirements.

Additionally, ClearMark has enabled LookSmart to significantly grow its traffic base with a sense of security. Because LookSmart knows that ClearMark helps it identify and eliminate invalid traffic from publishers and advertising partners in real-time, the company has comfortably acquired new referrer feeds, without having to sacrifice quality. Over the course of a year, LookSmart has doubled the number of partner referrers, resulting in a 46% increase in traffic volume.

For more information about Anchor Intelligence and ClearMark for Traffic, please visit www.anchorintelligence.com or email Toby Trevarthen, VP of Business Development, at toby@anchorintelligence.com.

Anchor Intelligence Inc., headquartered in Mountain View, CA, provides ad networks, search engines, and advertisers from around the globe with rigorous, cutting-edge solutions to maximize advertiser ROI. With its diverse portfolio of data and predictive analytics derived from across the web, Anchor's award-winning ClearMark suite enables industry players to improve the performance of advertising spend online by predicting click and keyword performance. For more information, visit: www.anchorintelligence.com. Follow us on Twitter: twitter.com/AnchorIntel.



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