

LookSmart Quality Manifesto

We pledge to our advertisers, publishers and the entire search marketing community to provide the highest quality search advertising network possible. We promise relentless dedication to finding the very best ways to acquire and deliver quality traffic based on values of trust, respect and integrity.



We Stand For:

TRUST - *Strong partnerships that stem from open communication with our advertisers and publishers*

QUALITY - *Unyielding adherence to strict rules about traffic origin and performance*

INNOVATION - *Constantly enhancing and advancing our technology to improve partner performance*

EXPERTISE - *Leveraging and building on our extensive hands-on search industry knowledge*

PEOPLE - *Employing smart and dedicated teams of people focused on providing the highest level of service to help partners achieve their goals*

RESPONSIBILITY - *Holding ourselves accountable to the delivery of rapid and consistent results for our partners*

TRANSPARENCY - *Understanding traffic performance on a granular level, and sharing that knowledge with our partners*

COLLABORATION - *Continuously working together with our partners to identify new opportunities and optimize for success*

DEDICATION - *Meeting or exceeding partner goals, each and every time*

FAIRNESS - *What is unfair and unacceptable to our partners is unfair and unacceptable to us*



As one of the founding pioneers of search marketing, LookSmart possesses empirical knowledge based on over a decade of experience, which allows us to progress search marketing to the next level. Our ability to understand our advertisers' goals and translate them into successful campaigns ensures strong relationships with thousands of advertisers, who in turn drive large premiums for our publisher partners. With our unparalleled technology and uncompromising commitment to quality, we provide a competitive advantage to those who work with us. We continue to set new and higher expectations for delivering superior results.

Providing a quality network is an ongoing process of development and improvement. We will continue to evolve in a way that is positive, significant and fruitful. And you're part of making it happen, every time you work with us.

LookSmart

looksmart
SEARCH MARKETING
Demand Quality. Expect Results.