LookSmart is the largest search network outside the major engines.
Who is LookSmart?

- Founded in 1995 (Nasdaq: LOOK)
- IPO in 1999
- Powered Microsoft (pre-Bing) and Ask.com
- The Largest Independent Search Ad Network since 2006
- Purchase Syncapse in 2016
- Relaunch Clickable in 2016
- Intro of Connected Television Advertising in 2019

LookSmart Platinum Services:
- Dedicated Account Manager
- Full Service Campaign Optimization Management Team
- Daily Campaign Optimization
- Daily Campaign Reporting with Deep Insight to Performance Data
- LookSmart Team Available 24/7
Customers
Value Proposition

01
More so today, search is happening outside the Google and Bing search engines—domain, toolbars, mobile apps, vertical searches etc.

02
There are 6 Billion monthly search queries on the Looksmart Network, outside the coverage of Google and Bing.

03
Looksmart drives new customers for the largest brands and their agencies with incremental search traffic.

04
Google and Bing do not let advertisers optimize by individual search traffic sources. Looksmart does.
Technology

LookSmart Technology
Over $100 Million Invested Capital

- Internet’s PPC platform pioneers
- Original founding member of IAB
- Original member of click quality council
- Historically powered MSN Adcenter, Ask.com, Facebook’s PPC platform in the past
- Delivers ads at the industry-leading speed of 25 milliseconds
- Internal click-filter and traffic quality technology perfected over 10 years
**Next Steps**

01 **SETTING THE RIGHT GOALS**
Our Account Managers will do a thorough analysis of your current campaigns and identify the ones with the highest odds for success on the Looksmart Network.

02 **INSERTION ORDER**
Budget & flight date confirmation. Insertion order signed.

03 **TRACKING**
Pixel placed and Click IDs added as a parameter. Data feedback testing.

04 **GO LIVE**
Initial 10 day evaluation period, in which we optimize the campaign continually to start hitting KPI goals.

05 **RAMP**
Account team presents initial campaign evaluation, and makes recommendations for ongoing spend and ramp campaign accordingly.