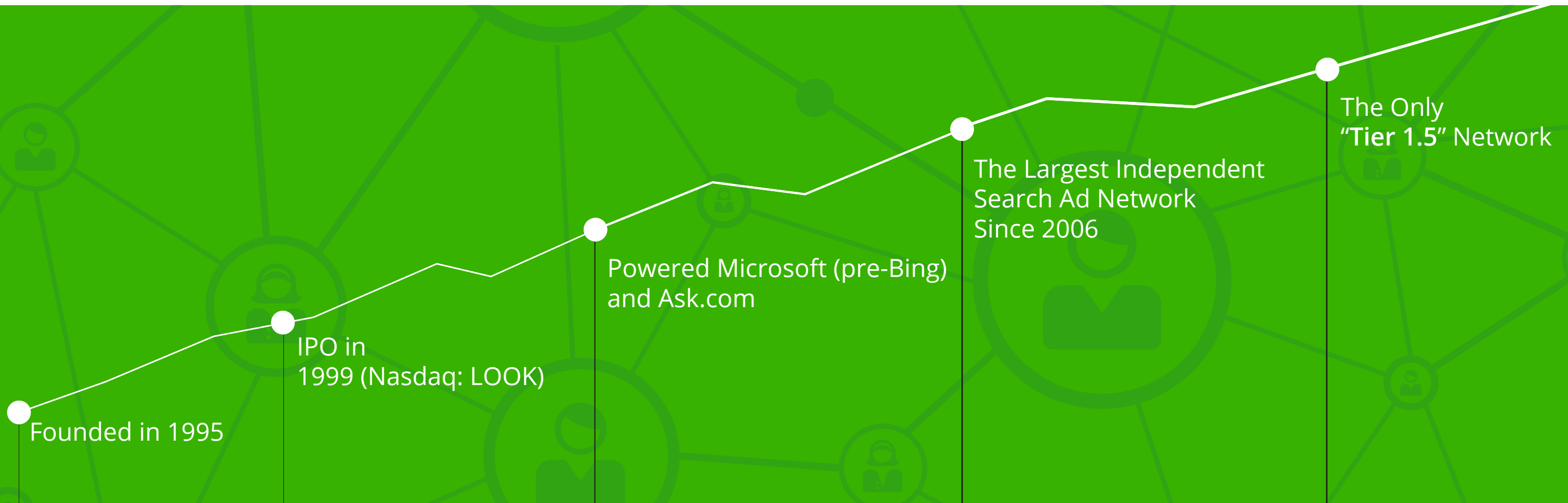


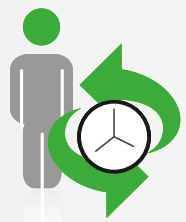


Looksmart is the largest search network outside the major engines.

# WHO IS LOOKSMART?



## 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

looksmart

# CUSTOMERS



looksmart

# VALUE PROPOSITION



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

01



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

02



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

03



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

04

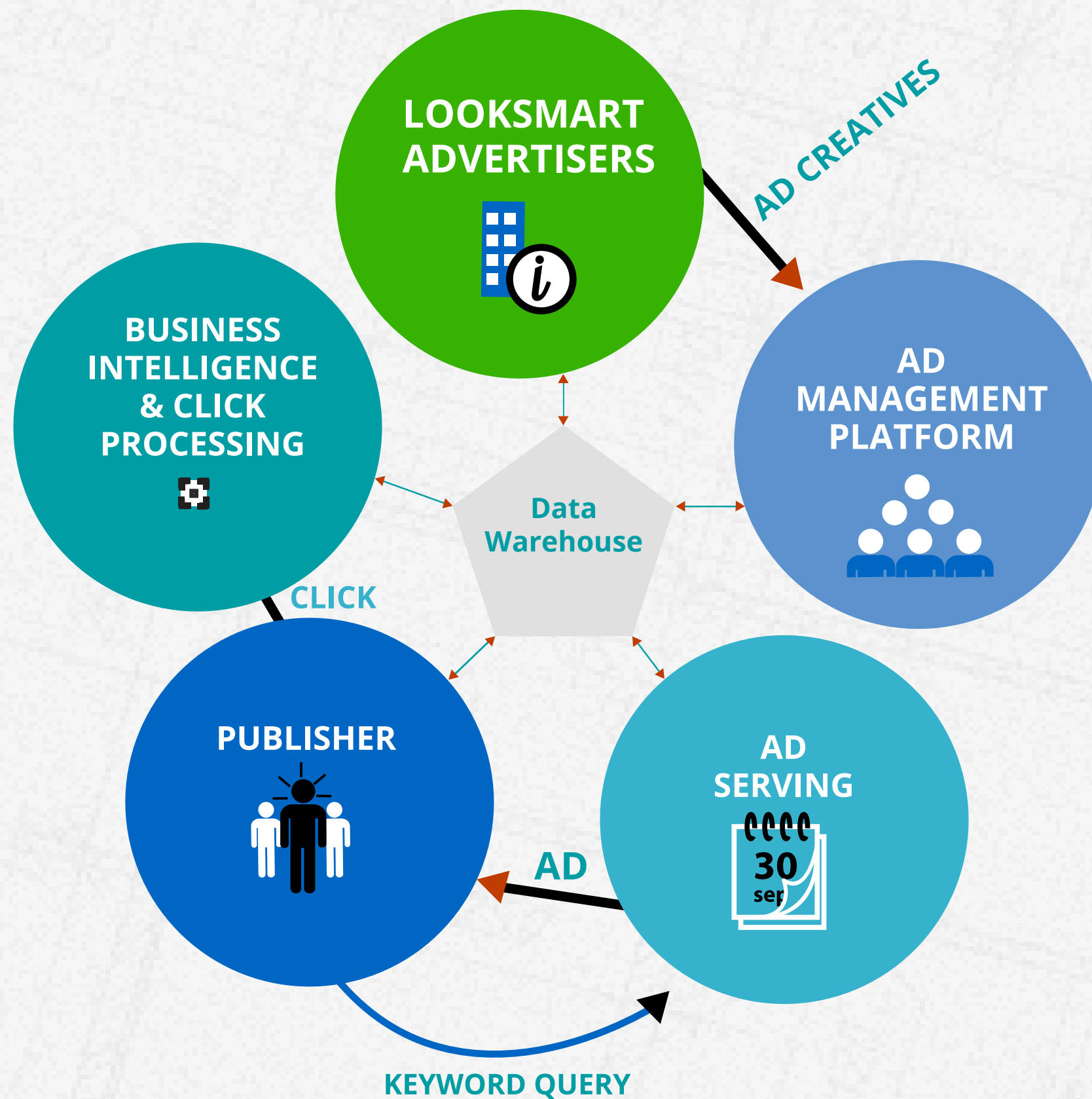
looksmart

# COMPETITION

	Google	looksmart	bing
ADJUST BIDS BY TRAFFIC SOURCE	✗	✓	✗
FOCUSED ONLY ON SEARCH ADVERTISEMENT	✗	✓	✗
DEVICE TYPE TARGETING	✗	✓	✗
BID ADJUST BY KEYWORD	✓	✓	✓
CPC PRICING	✓	✓	✓
TEXT CREATIVE	✓	✓	✓
REAL-TIME REPORTING & ANALYTICS	✓	✓	✓

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# 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

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# NEXT STEPS



**THANK YOU**

**looksmart**

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