
MISSION CONTROL

MARKETING OPPORTUNITIES IN A DOWN ECONOMY

CLIENT REACTIONS TO THE ECONOMY

2009 is the first year that spending has been flat online. However, increases in search budgets kept the spend steady. Display has dropped and will continue to by more than 2% in 2009. (BMO Capital Markets)

HOW THIS IS AFFECTING MEDIA BUYS

Less budget to spend from clients, leading media buyers to move buys to networks and search products to reduce media costs, increase impressions and show clients higher ROI.

This has resulted in premium sites only selling approximately 30% of their inventory directly.
- Just a year ago that figure was 60%.

HOW DO CLIENTS BENEFIT FROM THIS?

Premium sites concerned with the cannibalization of their inventory by networks, are looking at new opportunities to create revenue.

One type of campaign, a Cost Per Acquisition or CPA, long considered unacceptable, now has new potential.

WHAT DEFINES A COST PER ACQUISITION

There are two types of CPA's:

- **Product purchases.** Bounties are based on a percentage value of the net profit of the sale and/or current media delivery costs based on conversion data. However if the value is not commensurate with the offer, Publishers will reject it.

Ex. A user sees a clients banner and clicks on it. She lands on a purchase page, provides her credit card information, and purchases the product. The pixel on the thank you page fires and all parties know that the bounty is to be collected.

- **Lead generation.** Publishers usually determine the bounty for these types of CPA's. In this case clients know the conversion rate of their previous lead programs, and can determine if the required bounty is worth getting the lead from that publisher.

Ex. A user sees a clients banner and clicks on it. He lands on a lead form requesting information required by the client such as name, email, phone, address, etc. The more information requested, the higher the cost of the lead. Upon completion of the form, a pixel on the thank you page fires and all parties know that the bounty is to be collected.

All campaigns are tracked using 3rd party media serving and tracking tools that both the client and publisher have access to.

NETWORK CPA CAMPAIGNS

Networks have jumped on this opportunity and are offering CPA's throughout their placement areas. However, this is not necessarily the best type of CPA opportunity, especially for specialized offerings.

- Networks are not given premium inventory on premium sites. They receive ROS placements.
- ROS historically gets significantly lower CTR and brand-uptift metrics than premium, contextually relevant inventory. CPA deals on ROS inventory are therefore less effective than in premium placements.
- CPA deals must compete against other similar network offerings or other higher value CPA's, limiting their opportunity to perform.
- Most of the inventory runs in low-tier sites they have deals with to serve media on. Many of these sites have even lower conversion rates than ROS on premium sites.
- A percentage of the sites are unregulated and not brand safe. This is the nature of many of the ad networks.

These reasons are why we created something more specialized for blue chip brands.

THE PREMIUM CPA CAMPAIGNS

Mission Control has put together a CPA network of premium publishers that is unlike anything other networks have to offer.

- All media is placed on known publishers, in brand-safe environments.
- Each campaign has its' own unique media plan based on target of offer.
- Users first view offering on premium inventory of highly regarded sites.
 - Placement is relevant to offer, increasing conversion opportunities.
 - Individual computers are cookied to ensure direct communication with each user.
 - Additional ad delivery of up to twelve total messaging opportunities, allowing a "story to conversion" path.
- Retargeting is provided to ensure delivery of overall target of impressions required to convert. MC approves all sites for content prior to retargeting.
- All user data is anonymous.
- Publisher sites are not disclosed.
- On most publishers, there is no cost to run the media. There are exceptions where hybrid CPM/CPA deals are required. In general, there are two direct costs to clients:
 - Media serving fees. CPM's ranging from \$.18 for HTML, up to \$2.00 for rich media.
 - Creative costs for banners and landing pages, which are costs from your agency to your client.

SETUP

Performance goals are set with clients and publishers.

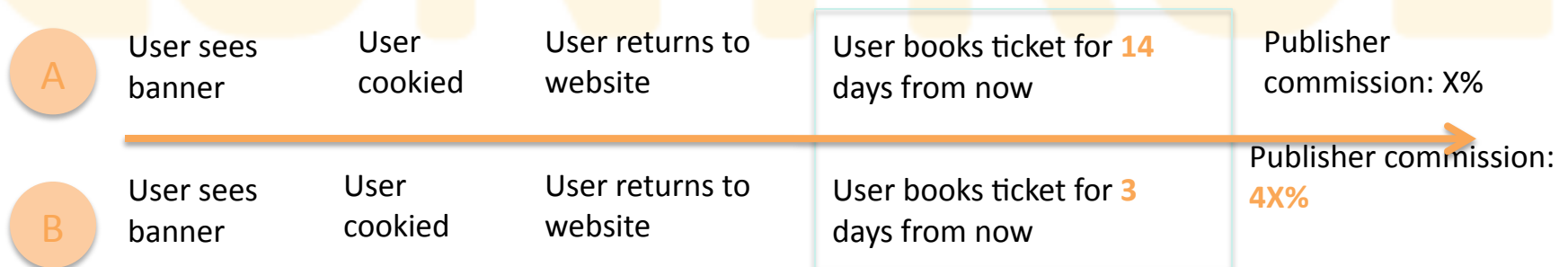
An offer is created for the CPA campaign that is separate from the branding campaign.

- MC works directly with the agency creative team to build out specific, time sensitive offers with performance-oriented creative.
- Campaigns use multiple messages – much like a story arc – to entice users to interact with the banner. This way, if a user does not interact with one type of message or offer, the next banner delivers a new message or offer. The creative can be switched up to twelve different creative.

A specific landing page, or pages, can be created for visitors to land on and transact from. If the client requires using an existing transaction page, this can be accommodated as well, as long as the page can be pixelated with our tracking and conversion codes.

Payouts are determined. For certain time-sensitive offers, rather than reduce pricing, we increase CPA bounty.

- Incentivizes Publishers to push additional media as deadline for conversions comes near.
- Example:



SETUP

Each client receives their own CPA media plan based on client offer and available premium publisher inventory.

- Inventory is in premium areas that are contextually relevant to offer/special event, increasing opportunity for conversion.
- Retargeting is provided when users leave the premium sites to continue the messaging.
- Inventory is limited to a total of 36 impressions (12 per day) over three days per cookied computer to limit devaluation of offer by consumer. If the user does not interact within 36 impressions, they are no longer served the ad.
- Examples of two travel offer placements, each with different targets:
 - Ex. A business travel opportunity would run in business/world news on financial sites.
 - Ex. A pleasure cruise opportunity would run in travel areas on travel sites.

Back-end tracking codes are created and coded into banners, landing pages and thank you pages.

Database is tested to confirm tracking is in place to capture conversion data.

LAUNCH AND FLIGHT

Campaign launches.

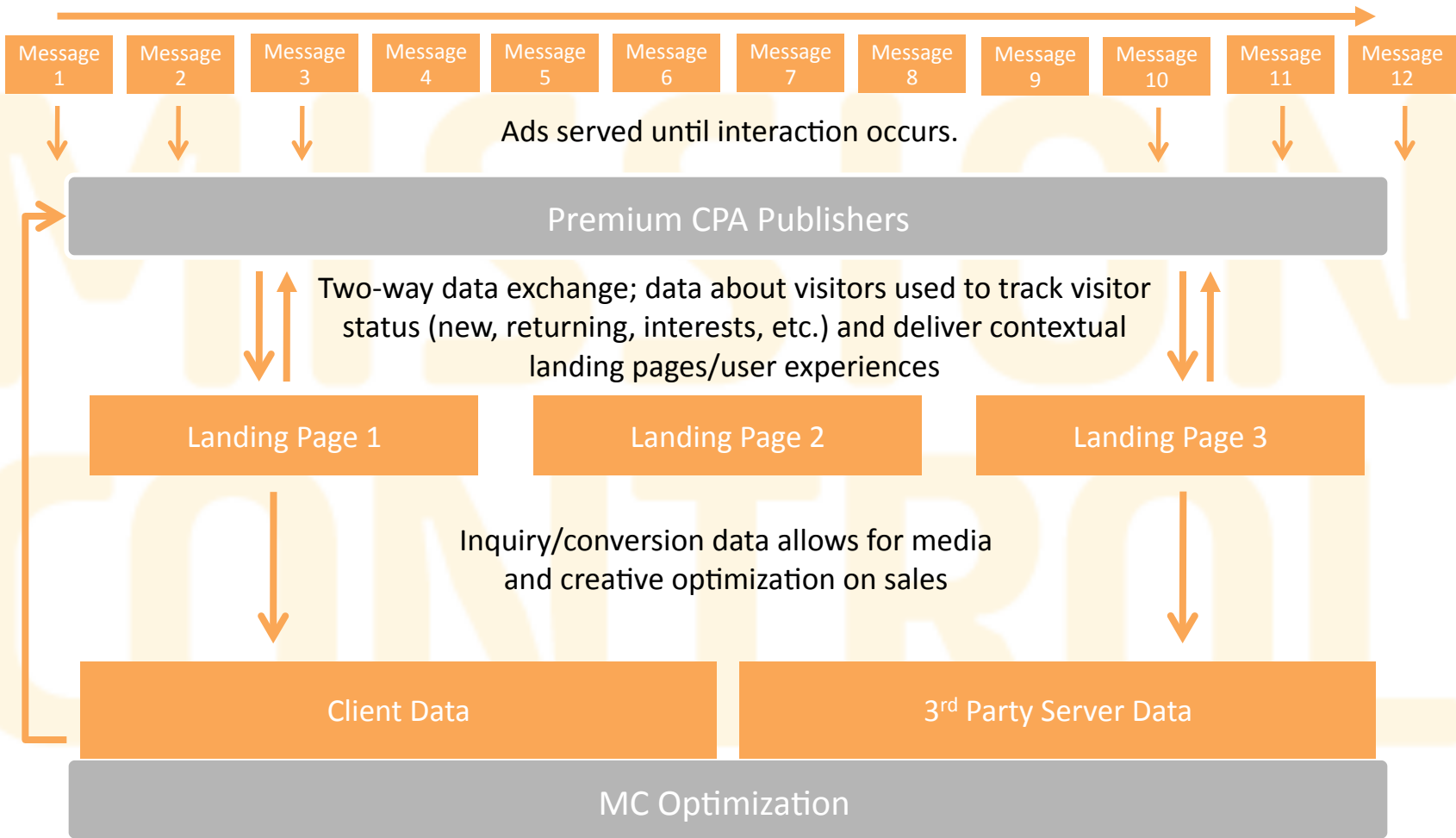
MC provides front and back-end conversion assessment based on:

- Site Placements
- Creative
- Landing Pages

Media and Creative are optimized through course of campaign.

Additional media is added as necessary.

LAUNCH AND FLIGHT



Optimization systems inform media vendor systems to better optimize the audience, timing and creative served

MISSION CONTROL

As we have over the past eight years on media buys, we work with agencies to provide services outside of their scope of expertise.

Mission Control has a CPA campaign performance division. Our specialists are focused on conversions, not impressions.

We work synergistically with you, without taking budget from your core business strategies. We are an added line-item with spends based only on actual performance.

We work directly with the agency's creative team to build out specific time sensitive offers with performance-oriented creative.

CONTACT

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