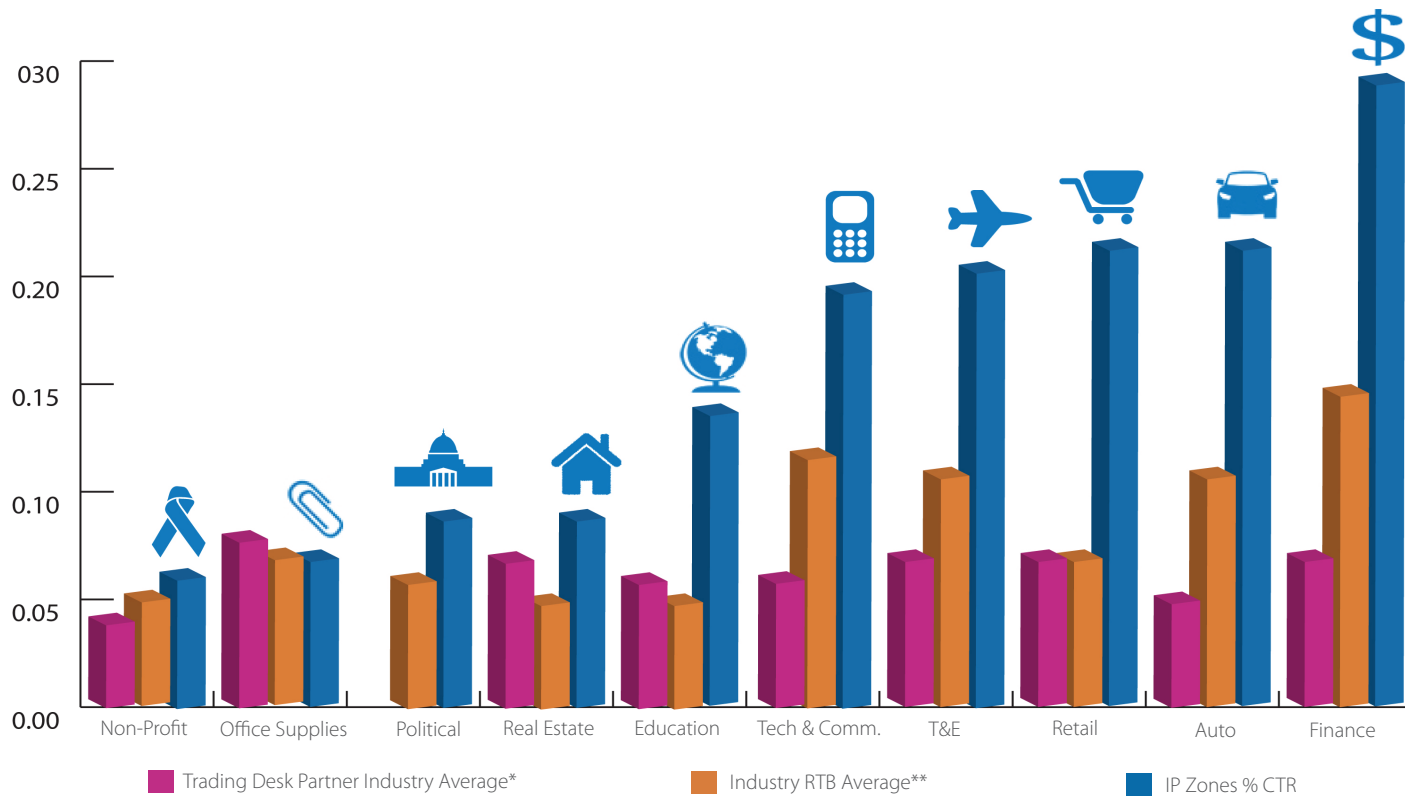


IP Zones: Campaign Performance

IP Zones Generate Higher Clickthrough Rates Compared to Industry Averages



IP Zones Optimizes Campaign Lift of 128% Over Industry Averages**

Industry	IP Zones % CTR	Trading Desk Partner Industry Avg.*	Lift	Industry RTB Avg.**	Lift
Non-Profit	.06%	.04%	48%	.05%	28%
Office Supplies	.07%	.08%	0%	.07%	0%
Political	.10%	NA	NA	.06%	69%
Real Estate	.10%	.07%	33%	.05%	86%
Education	.14%	.06%	128%	.05%	204%
Tech & Comm.	.20%	.06%	227%	.12%	60%
T&E	.21%	.07%	205%	.11%	94%
Retail	.22%	.07%	216%	.07%	240%
Auto	.22%	.05%	330%	.11%	96%
Finance	.30%	.07%	315%	.15%	93%

Results generated from over 300 campaigns between January and September of 2012 reveal that advertisers across various industries are experiencing significant lift leveraging IP Zones—the breakthrough alternative to cookie-based behavioral targeting that is 100% “Do Not Track” compliant.

* Clickthrough rates are reported from a Trading Desk Partner using behavioral targeting

**MediaMind Industry Global Benchmark Report 2011