

WIDGETBUCKS™

<http://widgetbucks.com>

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Vision

WidgetBucks is creating widget advertising technology that is re-energizing the traditional online media industry through ad units that are more engaging and measurable, while delivering higher ROI.

Mission

Launched in October 2007, the WidgetBucks team is focused on three key areas of online advertising:

- **Yield Management:** smart technology that optimizes ad performance and publisher revenues
- **Performance Marketing:** core verticals of engaging, interactive, useful ads
- **Display Advertising:** enhancing brand reach and measurement into niche sites and blogs within the elusive Long Tail

Product Overview

WidgetBucks offers niche publishers and bloggers with performance-based CPC (cost-per-click) ad widgets focused on ecommerce products, travel and local content. Spanning hundreds of categories and thousands of merchants, WidgetBucks retail ad widgets create interactive shopping experiences for site visitors, while travel and local ad widgets provide a combination of useful content and monetized links and offers.

Proprietary Technology

WidgetBucks has created **YieldSense™**, smart advertising technology that automatically analyzes and displays the highest-yielding product widget unique to a publisher's site to maximize CPC earnings.

Unique Reach

WidgetBucks gives advertisers the ability to effectively and accurately target niche segments of the Long Tail, a portion of the Internet that is tough to reach for marketers yet represents a majority of page views consumed by users (comScore).

