



<http://widgetbucks.com>

**What is WidgetBucks?** WidgetBucks is the market leading ad widget network that gives Web publishers and bloggers a more lucrative alternative to traditional online networks. It is a rare and unique combination ad network/widget provider, and at a time when many Web 2.0 companies are working to make money from widgets, WidgetBucks is one of the very few which can claim early success.

**How does it work?** At the core of WidgetBucks is **YieldSense™**, proprietary technology that delivers a "hybrid" of multiple revenue models within a single widget instance, and offers smart revenue management by morphing into a CPC, CPM, and CPA ad widget depending on past revenue and behavioral targeting performance.

With WidgetBucks, publishers get dynamic, contextual widgets that act as content (versus ads) to more effectively target audiences, not the masses. As a result, those with product-oriented sites and traffic primarily from U.S.-based customers tend to experience the highest yield with WidgetBucks.

### Shopping & Beyond

In October 2007, WidgetBucks launched with its shopping widgets because of the e-commerce expertise of its parent company, Mpire Corporation. Due to success in the shopping category, WidgetBucks has expanded its focus into other categories, such as travel, services (debt relief, legal, etc.) and local advertising. WidgetBucks also applies its widget technology to the direct navigation industry, where it hosts and manages 20,000 domains for a stable of ad partners.

WidgetBucks and publishers share revenue generated by multiple ad types, including:

- Cost-per-click (CPC) shopping ads
- Cost-per-thousand (CPM) display ads – supports geo-targeting and categorization
- Pay-per-call (coming soon)
- Yellow pages (coming soon)
- Local services (coming soon)
- Air, hotel travel ads (coming soon)

### Company Profile

Executive Team: **Matt Hulett**, CEO & Chairman; **Greg Harrison**, CTO

Contact: **Dean Jutilla**, Director of Marketing & Social Media, [dean@widgetbucks.com](mailto:dean@widgetbucks.com)

Blog: <http://widgetbucks.blogspot.com>

Funding: venture-back (Ignition Partners)

Parent Company: Mpire Corporation, [mpire.com](http://mpire.com) (shopping site started 2005)

## By the Numbers

**140 million**

Number of unique visitors who saw a WidgetBucks ad widget worldwide in Feb. 2008, according to Akamai

**57 million**

Unique visitors in the U.S. who saw a **MySpace** widget in Nov. 2007, according to comScore

**52 million**

Unique visitors in the U.S. who saw a **WidgetBucks** widget in Dec. 2007, according to comScore

**3 billion**

Total ad impressions served by WidgetBucks during its first six months

**2 billion**

Target **monthly** ad impressions projected by WidgetBucks by end of 2008

**13**

WidgetBucks employees

**230,768,230**

Impressions – per employee – during WidgetBucks first six months

**40,000**

Publishers signed up with WidgetBucks