

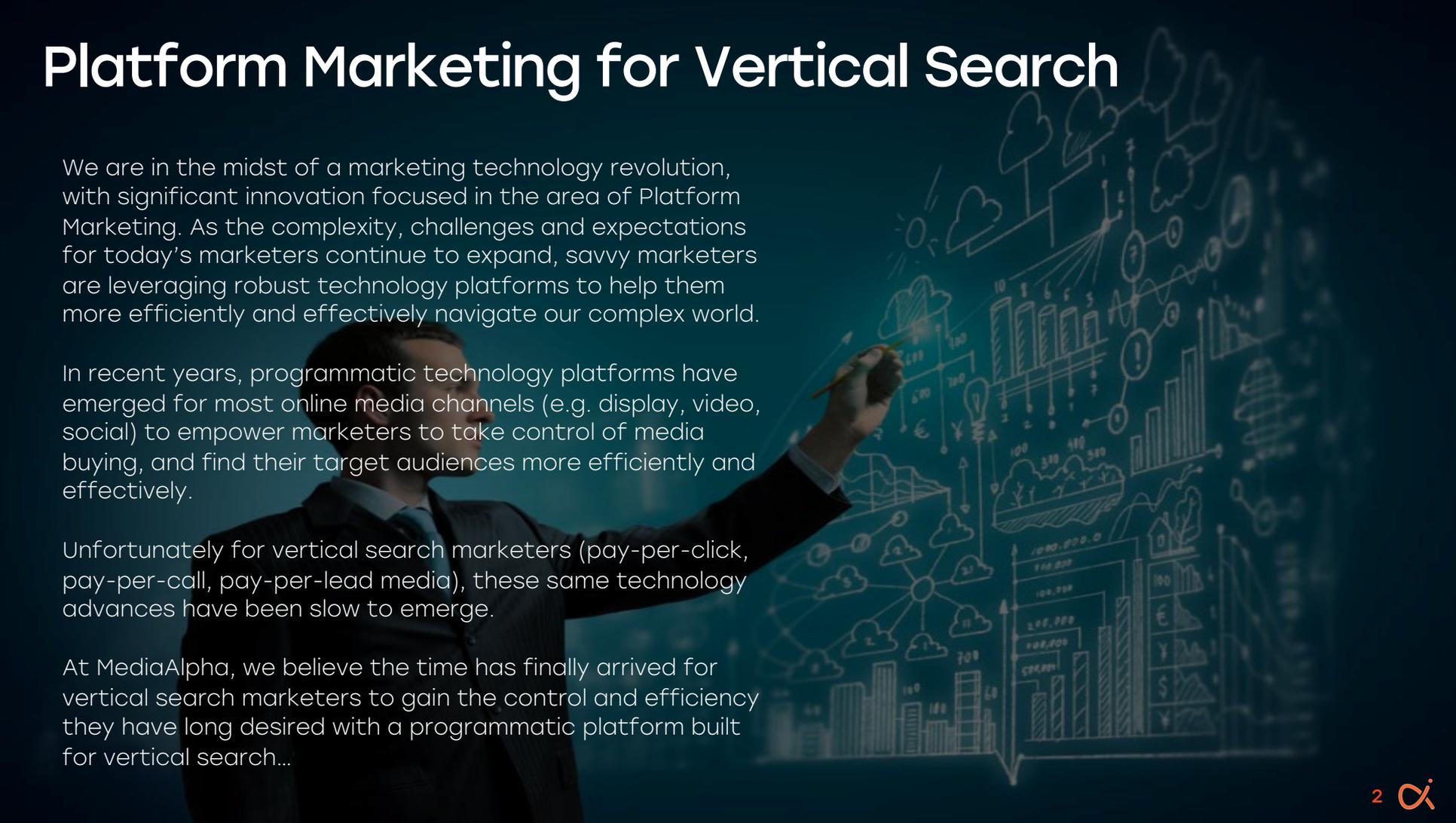
MediaAlpha for Advertisers



MediaAlpha



Platform Marketing for Vertical Search

A man in a dark suit and tie is shown from the side, pointing with a yellow pencil towards a whiteboard. The whiteboard is covered in various hand-drawn business diagrams, including bar charts, line graphs, flowcharts, and network diagrams. The background is a dark teal color with a subtle pattern of white lines and shapes, suggesting a digital or data-driven environment.

We are in the midst of a marketing technology revolution, with significant innovation focused in the area of Platform Marketing. As the complexity, challenges and expectations for today's marketers continue to expand, savvy marketers are leveraging robust technology platforms to help them more efficiently and effectively navigate our complex world.

In recent years, programmatic technology platforms have emerged for most online media channels (e.g. display, video, social) to empower marketers to take control of media buying, and find their target audiences more efficiently and effectively.

Unfortunately for vertical search marketers (pay-per-click, pay-per-call, pay-per-lead media), these same technology advances have been slow to emerge.

At MediaAlpha, we believe the time has finally arrived for vertical search marketers to gain the control and efficiency they have long desired with a programmatic platform built for vertical search...

Stuck in the Stone Age

While most online advertising media channels have been the beneficiaries of new technology innovation and evolving business models, buyers of vertical search media have been relegated to the sidelines during this programmatic technology revolution.

Most buyers of vertical search media find themselves trying to overcome an unevolved industry and emerge from this virtual stone age:

- Legacy business model that promotes dependency on intermediaries, negotiated contracts, static buying and volume commitments
- Little to no transparency or visibility between buyers and sellers, leading to lack of trust and uncertainty
- Lack of control for buyers and sellers to execute strategies and define exactly what, where and how they buy
- Highly inefficient market for buying and selling media, leading to wasted time, wasted effort and wasted spending

MediaAlpha for Advertisers

The only fully transparent, programmatic buying platform that empowers advertisers with full control over vertical search media buying.



Take control
of how you
buy media



Unify
all media
buying



Make
smarter buying
decisions



Target
the right audiences
at the right price

Take control of how you buy media



Most vertical search media is still bought on an IO-based, analog business model.

Ad networks and lead aggregators position themselves as technology providers, yet still offer the same self-serving, inefficient business model.

This outdated model is inflexible, opaque and prevents buyers from executing modern buying strategies.

As a result, buyers are limited in their ability to effectively execute the strategies necessary to most efficiently acquire vertical search consumers.

Empowering buyers with full control

MediaAlpha for Advertisers is the only transparent, programmatic bidding platform that gives buyers full control over what, when and how they buy vertical search media through campaign management controls:

- Shift from static, IO-based buying to dynamic real-time buying
- Create and manage campaigns exactly how you want
- Make real-time bidding and campaign changes

- Deliver ads to the right audiences with robust audience targeting
- Define exactly where ads appear with distribution and pricing controls
- Streamline work and save time with workflow automation tools
- Dynamically affect day-parting and intra-day pricing with scheduling tools

Transparency across all media

MediaAlpha is the pioneer in delivering transparency to the vertical search media ecosystem, empowering advertisers to buy exactly what they want.

This level of transparency puts control into the hands of buyers and sellers, creating a more efficient and modern media ecosystem.

- Transparency into all supply partners and channels
- Visibility to understand the true value of all inventory
- Ability to incorporate 3rd party data to uncover additional supply insights

Unify all media buying



The buying landscape is highly fragmented with diverse supply partners that use different technology systems, processes and capabilities.

This fragmented ecosystem creates complexity for buyers and makes it nearly impossible to implement consistent bidding strategies or execute cross-partner optimization.

A true demand side platform

MediaAlpha for Advertisers is the only demand side platform that enables unified buying of vertical search media.

MFA provides buyers with total flexibility to purchase media from direct publishers, exchanges, ad networks or aggregators and manage all of those campaigns in one platform.

- Initiate a Buyer Exchange to buy directly from any supply partner
- Augment supply by connecting to exchanges and/or ad networks
- Outsource new partner integrations and onboarding
- Uncover cross-partner insights faster to identify best performing media and optimize total spend

Integrate all vertical search media

MFA is only platform to support all vertical search media products:

-  Pay-per-click media
-  Pay-per-call media
-  Pay-per-lead media

Single point of integration

Unified buying allows advertisers to simplify technology integration work. Buyers simply integrate with the MediaAlpha platform one time, and all subsequent partner integrations are handled directly between MFA and supply partners.

- Eliminate complex and time consuming technical integrations
- Reduce internal IT requirements
- Streamline new partner onboarding and testing

Integrated reporting

With a unified buying platform, buyers have fully integrated reporting across all campaigns. Uncover real-time insights and take action more quickly across your partner network.

Make smarter buying decisions



Without a unified programmatic buying platform, today's media buyer is at a strong disadvantage to make the best possible buying decisions:

- Lack of advanced technology tools that optimize for advertiser goals
- Complicated to conduct cross-partner optimization or uncover holistic insights across all spending
- Difficult to utilize data to augment real-time bidding decisions

MediaAlpha for Advertisers enables buyers to centralize these processes to unlock more insights and make better buying decisions.

Optimization

MediaAlpha for Advertisers offers advanced machine learning algorithms and optimization tools that deliver powerful insights and inform smarter campaign strategies:

- Bid recommendations to more effectively achieve campaign performance and volume targets
- Data-driven tools that automate the right pricing of partners
- Ad optimization to test ad copy and auto-select best performing ads

Capitalize on data

MFA data sources and integrations allow advertisers to use data to deepen audience insights and improve targeting

- Structured data from consumers conducting vertical search inquiries
- 1st party consumer data and/or data management platform (DMP) data
- Campaign performance data
- 3rd party and lead scoring data
- Call center capacity signals

Deploy data through advanced data applications to enhance effectiveness:

- Audience targeting utilizing user provided search data
- Scoring data to improve buying and bidding decisions
- Retargeting to control messaging and pricing for returning consumers
- Conversion data to optimize performance to campaign goals
- Proprietary consumer shopping activity to determine purchase intent
- Availability integration to buy clicks, calls or leads only when your call center has sufficient capacity

Target the right audiences at the right price



MediaAlpha for Advertisers gives you the control, the flexibility and the visibility you need to find the right audience, deliver the right message and pay the right price.

The right audience

MediaAlpha for Advertisers offers advanced targeting capabilities to construct highly-targeted campaigns that align with the specific audiences you seek to reach:

- Robust selection of audience targeting parameters
- Flexibility to define specific campaigns for target audiences
- Utilize valuable 1st and 3rd party data to augment user provided data

The right message

Utilize MFA's Ad Library and granular campaign capabilities to deliver tailored and relevant messages to different audiences

- Define campaign parameters as unique messaging criteria

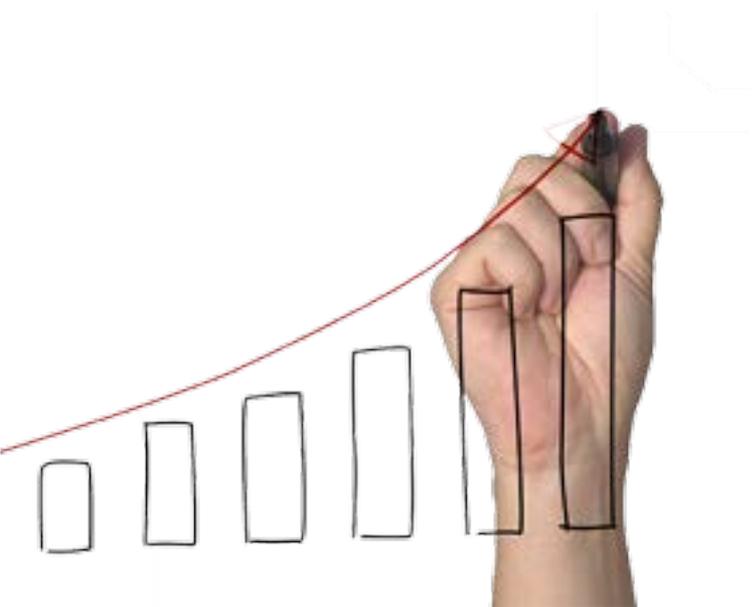
- Easily upload and manage all creative assets in on place
- Ad copy testing automatically runs best performing ads

The right price

MediaAlpha combines unparalleled transparency with granular bidding controls so that you can better understand the true value of inventory and pay exactly what you should

- Full visibility and control over price by publisher and channel
- Bidding controls to set any bid for click, call and lead inventory in real-time
- Differentiate bids by segments or consumer profiles

Improve media performance and efficiency



By taking full control of their media buying, our partners see significant improvements in advertising performance and operational efficiency:

Increase conversion rates

Combining greater transparency with granular buying controls yields better insights into the true value of media.

Better data and bidding strategies result in more effective media buying, and lead to an average *increase in conversion rates of 20-30%*

Reduce cost per acquisition

Through smarter buying and bid optimization, platform buyers experience an average of *20-40% improvement in cost per acquisition*

Expand marketing efficiency & reach

More efficient spending enables buyers to extract more buying power from the same budget. These savings are typically reinvested to acquire more media, *increasing the marketing budget to expand audience reach.*

Improve operational efficiencies

Utilizing programmatic technology to centralize and standardize all campaign management helps eliminate significant administrative time and effort.

The shift from IO-based buying to programmatic typical delivers a benefit of *10-20% in operational efficiencies* resulting from standardizing and automating work.

Reduce internal IT dependencies

Platform-based buying significantly reduces internal IT requirements. A single integration with MediaAlpha is the last integration your internal team will handle. All partner integrations are conducted directly with MFA in a standardized and simple manner.

A large platform partner reported that they *reduced partner onboarding from 6 months to 2 weeks*, freeing up internal IT resources, and expanding the universe of available inventory at a dramatically more rapid pace.

What our partners have to say

“One of the strongest features of the MediaAlpha platform is the ability to instantly change the mix of lead sources and pricing, which **maximizes conversion rates and minimizes lead cost!**”

“The MediaAlpha platform has introduced more **flexibility to dynamically price based on performance**. We are able to better achieve supply and demand equilibrium through the features available on their platform.”

“MediaAlpha for Advertisers is one of the **best time-saving tools we have used**. The platform provides a complete real-time view of campaigns with **advanced targeting options to help maximize returns from our advertising budget.**”

“The **transparency and targeting** capabilities on MediaAlpha give us the control to bid on the exact publishers that we know and trust, **helping us achieve better performance results.**”

“The MediaAlpha platform **allows us to grow product sales profitably** and react to market changes rapidly.”



MediaAlpha

Learn more at mediaalpha.com

