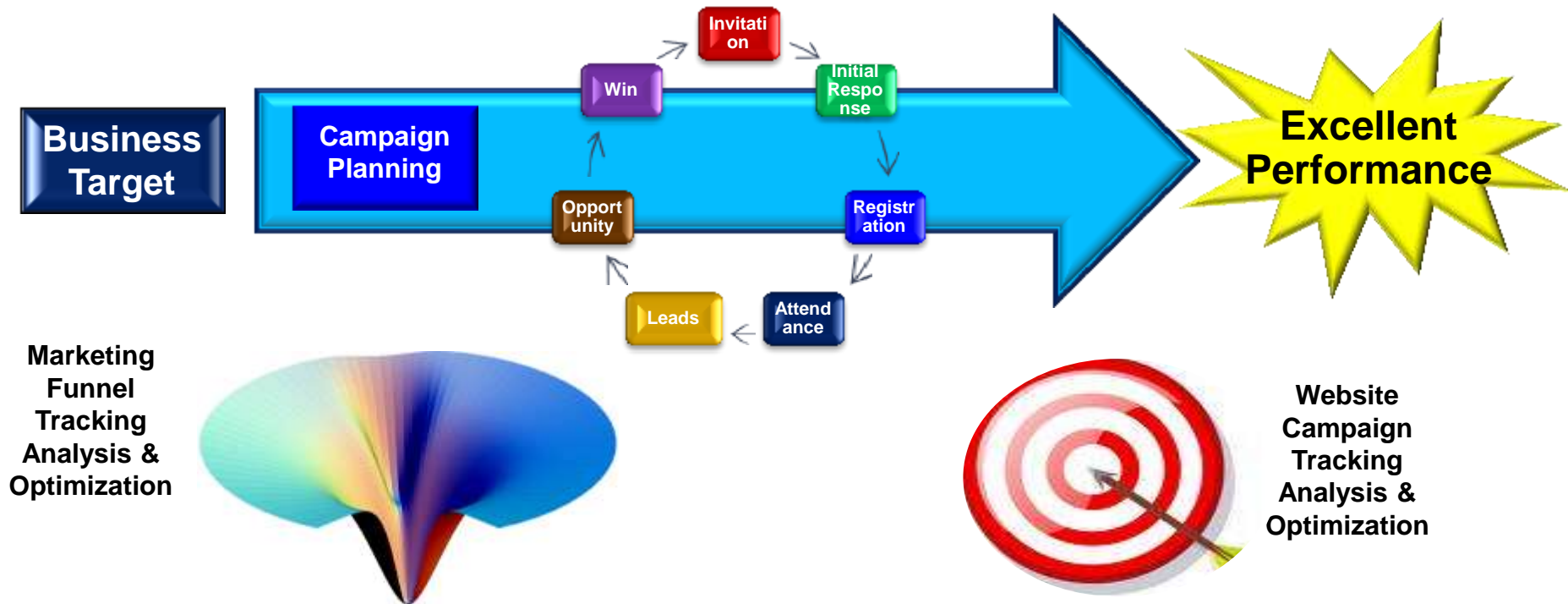


Campaign Planning - Our Competitive Advantages **RIVERS**



- Design, Track and Measure customer conversion number and rate in each stage of marketing funnel.
- Find and Utilize these Key Factors on customer performance to improve marketing funnel conversion rate.

- Optimize campaign process to improve website campaign KPI.
- Improve proportion of high value customer, and optimize spending and performance.

Media, Message, Creative, Offer and Website Test & Learn

Media Casting	Message Content	Creative	Offer	Website Banner
<ul style="list-style-type: none"> • Different Media • Different Channel 	<ul style="list-style-type: none"> • Message A • Message B 	<ul style="list-style-type: none"> • Creative A • Creative B 	<ul style="list-style-type: none"> • Points • Gifts 	<ul style="list-style-type: none"> • Different Size • Different Position

- Through small scale test, find and optimize Media Casting, Message, Creative, Offer and Website Banner.



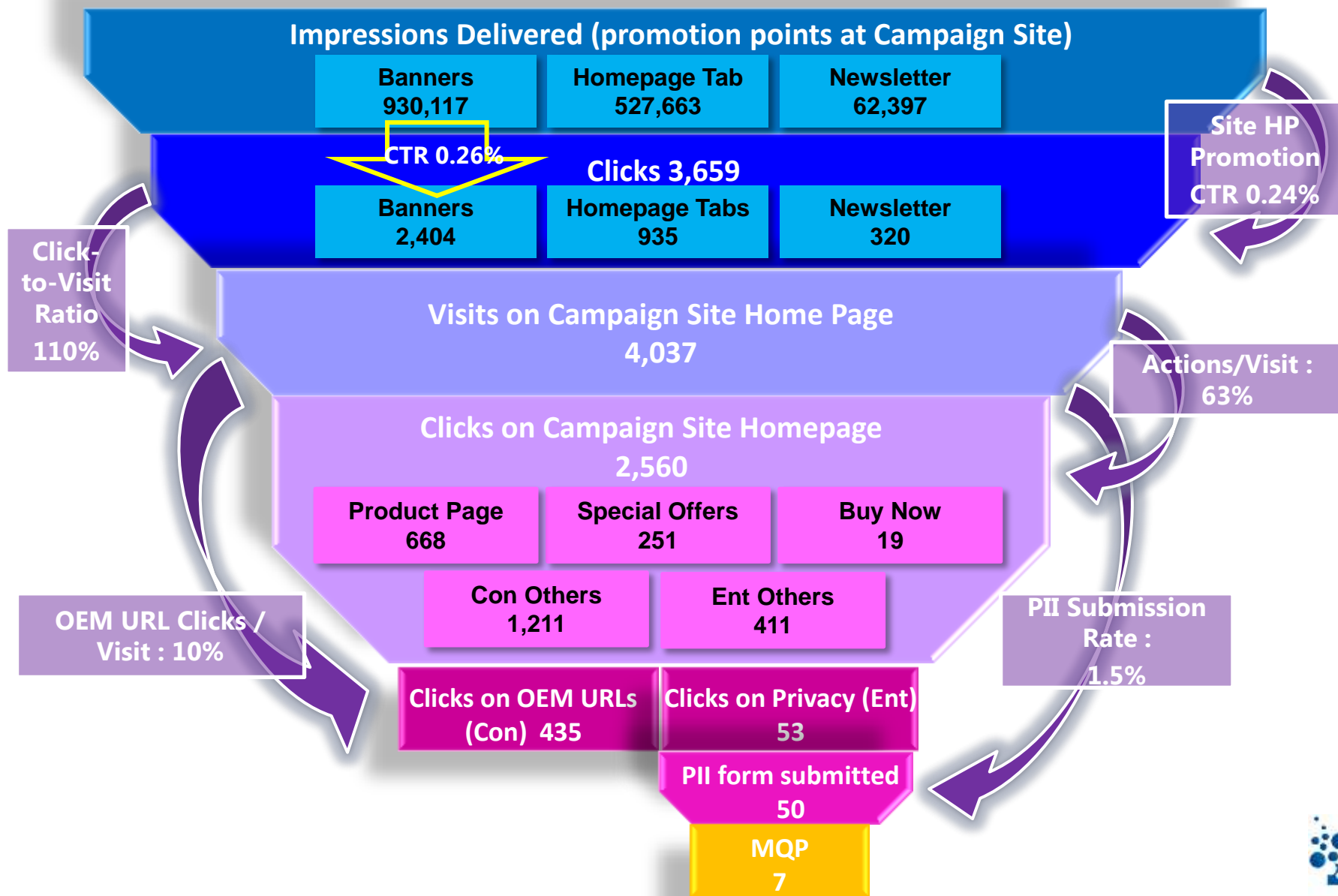
Campaign Planning - Campaign Website Optimization

(Website Homepage Click Map)

Note:

- Arrow indicates the data comparison between March and April.
- The percentage shows the overall clicks share in this WTB HP.
- WTB March Click Map in Appendix B.





Media Optimisation	Creative Optimisation	Site Optimisation
<ul style="list-style-type: none"> • Cross-Channel . Optimise across banners, paid search, contextual ads, CPA buys, syndicated content, etc. • Banners. Optimise media properties, placement, frequency • Paid Search. Optimise by search engine • Contextual Ads. Optimise key words, frequency • CPA. Monitor and optimise quality of traffic • Syndicated Content. 	<ul style="list-style-type: none"> • Banners <ul style="list-style-type: none"> - Creative concepts - Create executions - Call to Action - Interactivity – flash, expandable, video - Size • Paid Search. Search term, term description • Contextual Ads. Concept, execution, interactivity • CPA. Weighting conducted by CPA partner • Syndicated Content. Document description, call to action 	<ul style="list-style-type: none"> • Content. Establish and prioritize the most engaging content elements • Path. Identify surfer paths that lead to objective • Exit. Identify content elements and paths associated with exit • Registration. Track drop-off by registration form field and restructure as needed. • Linking. Benchmark linking to home page vs. deeper pages such as registration

Analytics enables data to be turned into actionable intelligence leading to superior business results

