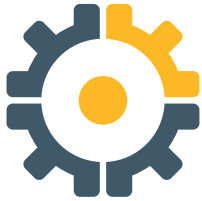


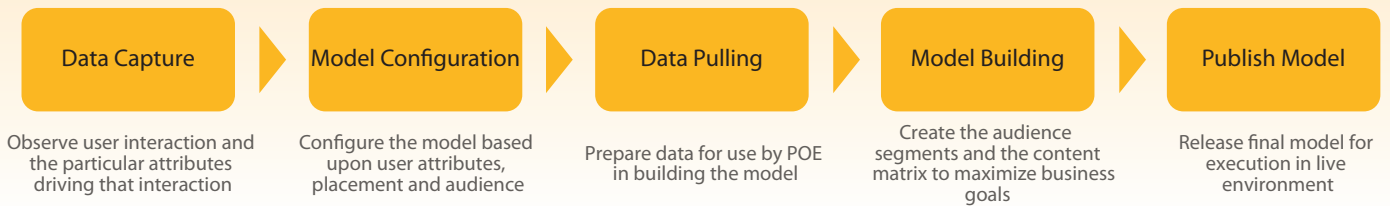
[x+1] Reporting & Insights



PREDICTIVE OPTIMIZATION ENGINE™

[x+1]'s patented Predictive Optimization Engine (POE™), is a first-of-its-kind technology that leverages sophisticated mathematical models to make optimal segmentation and targeting decisions on Web pages and in external media campaigns.

POE Model Life Cycle



About POE

POE™ is an audience-based, predictive marketing platform that utilizes automated, real-time decision making to improve the scale and efficiency of online marketing.

The first of its kind and six years in development, POE™—which supports all of [x+1]'s products—leverages sophisticated mathematical models to make optimal segmentation and targeting decisions on website and in external media campaigns. POE™ derives actionable decisions by analyzing massive amounts of complex data.

POE™ profiles end-users and anonymously tracks their online behavior and responsiveness. It then identifies patterns in visitor characteristics and their response activity and ultimately determines the best content or ad to display.

Key Features

- + Best statistical model selection: Neural network, logarithmic regression or multi-decision tree to ensure the most accurate results.
- + Continually testing: The current statistical model is constantly being tested against a 'challenger model' to determine which algorithm is the most accurate. The most accurate model is implemented instantaneously to ensure that the most effective equation is used.
- + Places the location of a product/ad on a web page to maximize impact.
- + Real time scoring: Gives each user a model score in real-time to determine the most relevant product or ad for the individual.
- + Advanced segmentation: Finely slices audience to accurately provide a prospect with the best product/ad.

Key Benefits

- + Helps marketers make actionable decisions regarding targeting and segmentation
- + Increases the scale and efficiency of the online marketing process
- + Serves the most relevant content or ad to the best customer or prospect in real time
- + Yields decisions that leverage and exploit multivariate relationships
- + Targeting logic can be customized to enforce existing business rules
- + Generates predictive visitor profiles that contain thousands of variables
- + Optimizes customer interactions by leveraging advanced mathematical models

[x+1] provides tools and services for agencies and advertisers to optimize their online media, landing pages and websites. We provide automated, real-time targeting so that the right advertisement or content is delivered to the right person at the right time and price.

